

University of Maine System
Board of Trustees

Academic and Student Affairs Committee

April 28, 2025

Zoom Meeting

Present: Committee Members: David MacMahon, Chair; Barbara Alexander, Trish Riley, Emily Cain, Kelly Martin, Roger Katz, Elise Baldacci, Riley Worth. **Presidents:** Joseph McDonnell, Joan Ferrini-Mundy, Leigh Saufley, Ray Rice, Deb Hedeon and Jenifer Cushman
System Staff: Chancellor Malloy, Jeffrey St. John, Ryan Low, Carolyn Dorsey, Jamie Ballinger, Heather Ball, Katelynn Ronan and Elizabeth Stickler **Student Representatives:** Anna McLaughlin, Rebekah Sanchez. **Faculty Representatives:** Lisa Leduc, Clyde Mitchell, Jeffrey Maine, Ivan Manev, Tim Surette, Joe Staples. **Others Present:** Adam Tuchinsky, Megan Walsh, Jeffrey Maine, Katherine Yardley, Joseph Szakas and Gabe Paquette

Members not attending:, Donna Loring, Will Kemler, Lisa Eames,

Committee Chair MacMahon called the ASA Committee meeting to order and thanked everyone for participating. The clerk took the roll of committee members present..

Student Representative Discussion

The Academic and Student Affairs Committee invited student representatives to the Board of Trustees to bring forward discussion items relevant to their university communities and the University of Maine System.

Vice Chancellor St. John opened the discussion by referencing prior meetings with student representatives and acknowledged Anna McLaughlin's role. Anna confirmed there were no new student issues to report.

Faculty Discussion

The Academic and Student Affairs Committee invited faculty representatives to the Board of Trustees to bring forward discussion items relevant to their university communities and the University of Maine System. Faculty representatives were invited to share their concerns, with Clyde Mitchell thanking leadership for the freedom of speech policy.

Faculty emphasized the need for clear communication, especially on sensitive topics like immigration and social media use.

90 Credit Degree Programs

Discussion continued on the development of 90-credit degree programs, focusing on adult learners and incorporating faculty feedback. Trustees emphasized the importance of using the term "pilot" for transparency, requested clarity on evaluation plans, and supported a tentative launch in summer or fall 2026. Naming conventions and safeguards were also addressed to distinguish these degrees from traditional programs.

New Academic Program - A.A. In Psychology, UMA

The UMA A.A. in Psychology utilizes the coursework and expertise of UMA's existing psychology resources to create an educational pathway for students seeking degree completion and transfer opportunities. Modeled after the APA-approved Psychology curriculum, the proposed program will be the only associate-level psychology degree offered within the University of Maine System. Collaborative partnerships with UMF and USM are underway, with additional 2+2 pathways under development systemwide. This program is projected to be revenue-positive in year one.

On a motion by Trustee Cain, which was seconded by Trustee Katz and approved by a roll call vote of all Trustees present, the Academic and Student Affairs Committee approved the following resolution to be forwarded to the agenda of the May 19, 2025 Board of Trustees meeting for approval of the following resolution:

That the Board of Trustees accepts the recommendation of the Academic and Student Affairs Committee, and approves the Associate of Arts in Psychology at the University of Maine at Augusta.

New Academic Program Proposal - B.S. in Forest Management, UMFK

Designed to meet the region's growing demand for professional foresters, the B.S. in Forest Management serves Northern Maine and Canada's forestry community by offering alternative, experimental approaches to forestry education that will build on and complement the existing Forestry A.S. degree program. Multiple conversations between leadership and/or faculty have taken place. However, these discussions have not yet led to a collaborative relationship. This program is projected to be revenue-positive in year one.

On a motion by Trustee Alexander, which was seconded by Trustee Cain and approved by a roll call vote of all Trustees, the Academic and Student Affairs Committee approved the following resolution to be forwarded to the May 18-19 2025, Board of Trustees meeting for approval of the following resolution:

That the Board of Trustees accepts the recommendation of the Academic and Student Affairs Committee, and approves the Bachelor of Science in Forest Management at the University of Maine at Fort Kent.

New Academic Program Proposal - M.S. in Digital Marketing Analytics, USM - VOTE

The USM M.S. in Digital Marketing Analytics fills a unique niche in graduate education, offering a specialized program focused on helping students acquire real-world skills with modern digital marketing methodologies and technologies. Collaborative opportunities are still being explored; no collaborations have been finalized to date. This program is expected to be revenue-positive in year one.

On a motion by Trustee Katz, which was seconded by Trustee Martin and approved by a roll call vote, the Academic and Student Affairs Committee approved the following resolution to be forwarded to the May 18-19 2025, Board of Trustees meeting for approval of the following resolution:

That the Board of Trustees accepts the recommendation of the Academic and Student Affairs Committee, and approves the Master of Science in Digital Marketing Analytics at the University of Southern Maine.

UMF B.S. Community Health (Name Change)

The B.S. in Health Promotion and Wellness program at the University of Maine at Farmington (UMF) seeks to change the degree name to B.S. in Community and Public Health.

Under the current title, prospective students often do not recognize the career paths or educational opportunities associated with the program. Additionally, external workforce data reveal a misalignment between the degree title and career outcomes: most graduates of similar programs have the term “Public Health” in their title. This name change is expected to increase market awareness and align the program more closely with national trends in Public Health and Community Health Education.

This name change has received support from all appropriate levels at UMF and has been reviewed by the presidents, provosts, vice chancellors, and UMS Faculty Governance Council.

Strategic Plan Goal - Pilot Survey of Graduating Students

The System-wide Academic Assessment Committee (SWAAC) comprises assessment experts from our universities. It was formed in 2022 to support the comprehensive review of UMS by our primary accreditor, the New England Commission of Higher Education (NECHE), in October of that year. SWAAC members have subsequently collaborated on the delivery of assessment programming for faculty and professional staff across UMS. The group meets monthly with Vice Chancellor St. John and advises him on matters of academic assessment salient to our universities and UMS as a whole.

This update was purely informational. Following its successful development and deployment of a survey of all first-year students last fall, SWAAC has devised and will deploy— with the help of the chief academic officers— a survey this spring of all graduating undergraduate students. This pilot survey of graduating students will be evaluated and refined in summer 2025, and its spring 2026 iteration will reach all graduating students: undergraduate, graduate, and law.

Executive Session

On a motion by Trustee Martin which was seconded by Trustee Cain, and approved by a roll call vote of all Trustees present, the Executive Committee meeting went into Executive Session under the following provisions:

- 1 MRSA Section 405 6-A to discuss the evaluation of personnel and the consideration of appointments, evaluations, employment and duties.

On a motion by Trustee Riley, which was seconded by Trustee Cain, and approved by a roll call vote of all Trustees present, the Academic & Student Affairs Committee concluded the Executive Session.

Public Session

Tenure at Time of Hire: Professor in the College of Education and Human Development, UM

The University of Maine has requested that tenure at the time of hire be awarded at the rank of Professor in the School of Educational Leadership, Higher Education, and Human Development within the College of Education and Human Development at the University of Maine, effective September 1, 2024, in accordance with Board of Trustee Policy 310.

On a motion by Trustee Cain, which was seconded by Trustee Martin, and approved by a roll call vote of all Trustees present, that the Academic and Student Affairs Committee approves the following resolution to be forwarded for Board of Trustee approval at the May 19, 2025, Board meeting.

That the Board of Trustees accepts the recommendation of the Academic & Student Affairs Committee and approves tenure at time of hire, Professor in the College of Education and Human Development at the University of Maine, with tenure to be effective September 1, 2024.

Additional information about the meeting can be found on the Board of Trustees website: <https://www.maine.edu/board-of-trustees/meeting-agendas-materials/academic-and-student-affairs-committee/>

Adjournment

Elizabeth Stickler, Clerk