



**Board of Trustees  
Academic and Student Affairs Committee Meeting**

**Thursday, January 19, 2017  
1:30 – 3:30 p.m. (or until business concludes)  
DeBoer Room, Hannon Library**

**MINUTES**

**Call to Order and Preliminary Business**

Chair Sayre called the meeting to order at 1:31 p.m.

The following members were present: Teresa Sayre, Les AuCoin, Daniel Santos, Judy Shih, Joanna Steinman and Steve Vincent. Trustee Shea Washington was absent. Trustee Linda Schott (ex officio) also attended the meeting.

Other meeting guests included: Dr. Susan Walsh, Provost and Vice President for Academic and Student Affairs; Craig Morris, Vice President for Finance and Administration; Jason Catz, General Counsel; Dr. Jody Waters, Associate Provost; Ryan Schnobrich, Internal Auditor; Allie Bogard, Student Life; Jennifer Fountain, Student Life; Danielle Mancuso, Student Life; Melinda Joy, ASSOU; Emily Pfeiffer, ASSOU; Dan DeNeui, Director of Social Sciences; Willie Long, Outdoor Program Coordinator; Chris Stanek, Director of Institutional Research; Julie McFadden, Director of Government Relations; Deborah Lovern, Budget Officer; Olena Black, League of Women Voters; John Stevenson, User Support Manager; Don Hill, Classroom and Media Services Manager; Sabrina Prud'homme, Board Secretary; and Kathy Park, Executive Assistant.

Chair Sayre welcomed Julie McFadden, SOU's new Director of Government Relations.

In her agenda review, Chair Sayre said the bulk of the meeting would be spent on curriculum updates. She reminded trustees the board gave the committee the express duty of approving new programs, which would then go to the HECC.

**Public Comment**

There was no public comment.

**Provost's Report**

Dr. Susan Walsh mentioned several recent discussions at Provosts Council meetings. Council conversations continued about the possibility of community colleges offering applied bachelor's degrees; provosts are concerned about the impact of this on universities. There have been other conversations about the idea of community colleges and universities merging.

The provosts are still waiting to hear about preliminary studies of the Oregon Promise's impact on the universities as well as success of the program. An increase from \$10 million to \$40 million is being proposed for the program. The Oregon Opportunity Grant was defunded

and money was put back in to help the Oregon Promise move forward. There are also conversations about money following the students, which would mean students could decide to go to community college for one or two years or go directly to a university.

Making priority registration for veterans mandatory at all the universities also has been a discussion topic.

The provosts met with all seventeen of the community college chief academic officers and had good conversations about seamless transfers and pathways. Chair Sayre asked about SOU's relationship with Rogue and Klamath Community Colleges compared to the relationships other universities have with their local community colleges. Dr. Walsh said SOU's articulation agreements with RCC are solid and are renewed regularly. SOU and RCC hold joint annual articulation retreats for faculty and staff, which have been successful. The articulation agreement with KCC is still new for SOU and the parties are moving forward.

Responding to Trustee Santos' inquiry, Dr. Walsh said there have been no further conversations about having no SAT/ACT testing requirements for admissions.

The consent agenda item was inadvertently skipped. Trustee Santos later moved to approve the October 20, 2016 meeting minutes as drafted. Trustee Vincent seconded the motion and it passed unanimously.

### **Revised Committee Meeting Schedule (Action)**

Chair Sayre said the trustees discussed revised meeting schedules at the retreat. The proposed schedule was developed based on what the committee has experienced in the last two years. Initially, more meetings were needed to cover education topics, among others. With fewer meetings, the committee could still attend to all of its business if meeting times were extended and special meetings were called occasionally

President Schott added that the trustees made a couple of major points at the retreat. There have been too many meetings. It was necessary at first but now the trustees would like to get the workload under control. If that can be done, it would enable a greater diversity of board members (e.g., members with family commitments). Trustee Shih also mentioned the repetitive presentations. Regarding the alternate meeting dates in September and October, Sabrina Prud'homme explained that boards are currently required to meet at least once quarterly. Legislation may change this to require boards to meet four times per year. Trustee Vincent corrected the September date to September 28, 2017.

Trustee Steinman moved that the Academic and Student Affairs Committee adopt the revisions to the committee's meeting schedule as amended. Trustee Shih seconded the motion and it passed unanimously.

### **Curriculum Updates**

Introducing this item, Chair Sayre said she wants the committee to stay connected to the important duty of curriculum approval. As proposals go through the approval process, things probably will change. Chair Sayre informed the committee on the at which each proposal is: Healthcare Administration is ready for Curriculum Committee review, Wine Business is ready for Faculty Senate review and the external review of the graduate outdoor program has

been completed. Responding to Trustee AuCoin's threshold question, Chair Sayre said fiscal analyses were done on all three programs and appear in each of the proposals.

#### Graduate Degree Program: Outdoor Adventure and Expedition Leadership

Dr. Walsh acknowledged the work that has gone into this program proposal since the discussion started three years ago and said Dr. Chad Thatcher, assistant professor in the Outdoor Adventure Leadership program, has been largely responsible for moving this forward. Dr. Thatcher said he has been in the outdoor industry for over 25 years and the industry has really come of age. He described numerous significant impacts of the industry, including jobs, legislative efforts, economic impacts and support for local outdoor schools. There are over 125 outdoor adventure leadership programs in the US and only ten at the master's level. In the West, the master's programs are in Alaska and at Prescott College. Students want graduate degrees and are asking about SOU's program.

Dr. Thatcher said the curriculum proposal is a dream program, combining theory, research and experiential and international components. Upon completion of the program, students will have certifications, leading standards and experience. SOU is uniquely situated to offer this program: it already has an undergraduate program; it has the instructors, the gear, a living laboratory; and community support.

Since the program is interdisciplinary, it will not require a lot of new resources. Split-level classes and a few new courses will be added; existing graduate level courses from other disciplines will be incorporated (e.g., counseling, entrepreneurial skills). There are a few programs across the country, most in the northeast, but are not as intensive as SOU's will be. SOU's program will be unique; in fact, the external review board said it will be the first of its kind. One of the unique aspects is that it will be a cohort model with 10-12 students and there will be collaboration between the cohorts.

Dr. Jody Waters acknowledged Willie Long, the Outdoor Program Coordinator, who has been fundamental in the development of this proposal. In Graduate Council, the focus was on curriculum and a strength of this program is research. Students will have transferable skills that can be taken into any field. Dr. Thatcher added that students in the program can lead any group in any environment in any goal; it is a leadership degree that just happens to be done in some of the most extreme environments.

Trustee Shih thanked Dr. Thatcher for the detailed proposal and inquired about accreditation. Dr. Thatcher said there are not a lot of accredited programs right now. The Association for Experiential Education is the main accreditor for these programs and last year put new guidelines in place for programs in universities. SOU will go through the accreditation process for both the graduate and undergraduate programs.

Responding to the trustee's further inquiry about cohorts who have to leave the program temporarily, Dr. Thatcher said it is not a long program, so people can commit more readily. However, situations can also be addressed on an individual basis.

Responding to Trustee AuCoin's inquiry, Dr. Thatcher thought the program would need another Ph.D. FTE in 3-4 years. Dr. Walsh said they would go through the standard process to request new faculty. Responding to Trustee Vincent, Dr. Waters said the limitation on students with bachelor's degrees from other disciplines has been removed.

Responding to Trustee Vincent's inquiry, Deborah Lovern and Craig Morris clarified the specified tuition revenue includes both the undergraduate and graduate programs.

#### Undergraduate Degree Program: Health Care Administration

Dr. Walsh praised the hard work on this proposal of Drs. John King and Dan DeNeui and Jeanne Stallman. Dr. King stressed the highly collaborative process of developing this proposal with the university and the community. The proposal addresses market needs and interests. The program is designed to attract and serve two types of students: new students (a growth driver) and existing students in areas such as business administration or computer science.

Dr. King discussed the program outcomes, saying they are a synthesis of industry standards. Industry partners validated the workforce skills they wanted, then the interdisciplinary curriculum team developed a program to achieve the outcomes. This has yielded a program that reflects the balance of six departments. Of the sixty-one credits, all but eight are existing courses. Two new courses are being developed for this program and new faculty members already being hired will have the expertise to teach those. The program proposal is not dependent on additional new hiring at this point.

Trustee Steinman asked who industry partners are hiring right now to fill the jobs. Ms. Stallman provided an example: an SOU graduate with a major in health and PE is now a clinical manager at Providence. In response to the changes in healthcare and the importance of patient outcomes, Providence is partnering each clinical manager with an administrative manager to address this gap. Graduates from this new program could do both jobs.

Responding to Trustee AuCoin's inquiry, Dr. King said there is not another program like this at the other universities. Most programs and accrediting bodies in health management or health administration are at the graduate level and the accrediting bodies at the undergraduate level are on the clinical side. Regionally, there are programs on the clinical side but administrative programs do not target healthcare. Craig Switzler added that a lot of institutions have similar coursework similar to this proposal but not a program; they are either in business, health or science, but not health administration at an undergraduate level. Ms. Stallman stressed that other institutions will respond with similar programs, but this is responsive to SOU's region.

Trustee Shih thought a course on health economics would be necessary. Dr. King said one of

the new courses is Evolution of Healthcare Industry and Policy, which is a placeholder for various topics such as health economics. Trustee Shih believed the curriculum was more focused on healthcare administration on an individual level rather than on an industry level. Responding to another comment from the trustee, Dr. King said the program will be accredited by NWCCU through the university's accreditation process. However, the program will not yet have a secondary professional organization. President Schott clarified that it is mainly professional programs that have accreditation and most liberal arts programs do not.

Chair Sayre commended the staff and the university on their innovation.

#### Certificate Program: Wine Business

Dr. Greg Jones discussed the Wine Business Certificate. The state's wine industry has a \$3.1 billion impact on the state's economy through multiple avenues including tourism. Southern Oregon represents 25 percent of the overall statewide industry in terms of acreage, production and sales. There are over 100 wine producers and over 400 growers in the region. Dr. Jones works extensively in the wine industry at state and local levels and through research. The process is basically growing grapes, making wine and selling wine. The first two are easy but selling the wine is harder. Survey results came back saying help was needed on the wine business side.

Another piece is certifications students might need—certification requirements for OLCC, sommeliers and the Wine and Spirit Education Trust were examined. This led to the proposed 36-credit program, which would be in the business department. It will utilize coursework in place and some new courses. Current business students are likely to pursue the certificate but the program will bring in new students as well. Dr. Jones is also exploring the possibility of offering a badge through a modified offering.

Dr. Jones emphasized the "sip and spit law" that may come into play in the wine evaluation course, which would allow 18-21 year old students to taste wine in the course.

Responding to Chair Sayre's inquiry, Dr. Jones said there are two community colleges that offer two-year wine-related degrees. He has also had discussions with Linfield College, which is developing a similar program.

Mr. Morris added that two of the three program proposals presented address community needs and would bolster resident student numbers. If students graduate, it would help with the funding model. President Schott said these programs will take advantage of and be creative with existing resources while adding something new.

#### **National Survey of Student Engagement - Student Perception Survey**

Chris Stanek said SOU has contracted with Indiana University Center for Postsecondary Research for the administration of the National Survey of Student Engagement (NSSE). About 1,600 institutions use the survey. As of 2012, SOU administers the 47-question survey bi-annually.

It assesses student engagement but not student learning directly. It identifies aspects of the undergraduate experience that can be improved, quantifies the time and effort students put into their studies and measures how the institution deploys its resources, all from the student perspective. Questions are organized into main themes: academic challenge, collaborative learning, experiences with faculty, and campus environment.

The most recent survey is from winter 2016 and typically is administered to first-year students and seniors. Seniors' response rates were higher than freshmen, at 31 and 21 percent, respectively. The latest report is on the Institutional Research site. President Schott said an important piece of context would be how the national response rate compares to SOU's; Trustee Santos said the national rate is 29 percent. To improve SOU's rate, President Schott suggested looking into strategies used at other schools.

Mr. Stanek highlighted some of the results for first-year students and compared responses from SOU students and those at COPLAC schools. He pointed out that SOU's average was significantly lower on the Supportive Environment category compared to other respondents. The greatest differences were that SOU students said they had more high impact practices and had more pages of assigned writing. Mr. Stanek then highlighted some of the results for seniors. SOU was above average in the Reflective and Integrative Learning category but lower in the Discussions with Diverse Others category. SOU seniors said they spent more time preparing for class, read more per week and had more pages of assigned writing. SOU and COPLAC seniors were about the same regarding high impact practices and being challenged to do their best work.

The level of challenge and time on task are positively correlated to persistence and success; the degree to which students are engaged impacts the quality of their learning. If SOU leverages the results to make changes, there may be improvements in the institution. SOU's changes have been in student life programming, aiding pedagogy and curriculum design, and assisting in advising and in faculty-student interaction.

Responding to Trustee Steinman's inquiry, Mr. Stanek said he is not aware of any survey on student engagement that targets the exact same students in year one and in year four. Trustee Shih asked if results are compared from year to year and, if so, what changes have been made. Mr. Stanek said he provides results to individual departments. Chair Sayre suggested having certain departments brief the committee on what they have done with the NSSE data.

President Schott asked if trustees found this high level presentation useful. Trustee Santos did but was concerned about the low participation. President Schott said she felt strongly that if you administer a survey, you need to use the results. Chair Sayre liked the presentation and thought it could help detect trends.

### **Future Meetings**

Chair Sayre advised the committee members that she anticipates they will have a short meeting on February 16, strictly to approve at least two of the curriculum proposals. The

third, in health care administration, most likely would be reviewed in March. Chair Sayre explained that the curriculum proposals are brought to the committee early in the process to keep committee members informed as the proposals move through the approval process.

**Adjourn**

Chair Sayre adjourned the meeting at 3:35 p.m.

Date: February 16, 2017

Respectfully submitted by,

A handwritten signature in cursive script, appearing to read "Sabrina Prud'homme", is written over a horizontal line.

Sabrina Prud'homme  
University Board Secretary