

**Board of Trustees
Academic and Student Affairs Committee Meeting
Thursday, October 17, 2019**

MINUTES

Call to Order/Roll/Declaration of a Quorum

Committee Members:

Daniel Santos	Absent	Barry Thalden	Present
Jonathon Bullock	Present	Steve Vincent	Present
Paul Nicholson	Present	janelle wilson	Present
Deborah Rosenberg	Present		

In Chair Daniel Santos' planned absence, Trustee Steve Vincent called the meeting to order at 12:03 p.m. in the DeBoer Room of the Hannon Library. The secretary recorded the roll and a quorum was verified.

Other trustees in attendance: Shanztyn Nihipali and Dr. Linda Schott.

Other attendees included: Dr. Neil Woolf, Vice President for Enrollment Management and Student Affairs; Greg Perkinson, Vice President for Finance and Administration; Dr. Susan Walsh, Provost; Dr. Suresh Appavoo, Senior Executive for Equity and Diversity; Jason Catz, General Counsel; Sabrina Prud'homme, Board Secretary; Melissa Bates, Campus Recreation; Ryan Schnobrich, Internal Auditor; Chris Stanek, Institutional Research; Dr. Eva Skuratowicz, SOURCE; Paige Kuntz, SOU student; Betzy Mena, SOU student; Dr. Mark Shibley, Sociology and Anthropology; Joe Mosley, Marketing and Communications; Deborah Lovern, Provost's Office; John Stevenson, Information Technology; and Kathy Park, Office of the Board Secretary.

Public Comment

There was no public comment.

Consent Agenda

Trustee Deborah Rosenberg moved to approve the consent agenda, as presented. Trustee Barry Thalden seconded the motion and it passed unanimously.

Provost's Report

Provost's Council Update

Dr. Susan Walsh said the Provost's Council had its retreat in August and continues to work on transfer credit issues, with the HECC being in its second year of House Bill 2998 work. Legislators continue to perceive incorrectly that universities do not take community college transfer credits; the provosts discussed how to manage that perception. Responding to Vice Chair Paul Nicholson's inquiry, President Schott said credits that are lost generally fall into two categories: accredited program requirements established by external accreditors or from a change in majors. Trustee Jonathon Bullock stressed that it is a marketing issue, there being a difference sometimes in the message given at the K-12 and community college levels and students' experiences at the university level.

Dr. Walsh said Jeanne Stallman and her counterparts updated provosts on the agenda for the upcoming short session. The provosts also discussed recent changes the NWCCU made in its standards and policies. Dr. Walsh said the accreditors were at SOU the previous week for a mid-cycle report and the visit went well.

Organizational Update

Dr. Walsh mentioned the retirement of the Director of Grants and Contracts and that Dr. Jeff Gayton will serve as the interim director. SOU will conduct a search for a new university librarian. Paul Adalian, the former university librarian, will serve as the interim librarian.

Vice President's Report

Dr. Neil Woolf began his report with a discussion of statistics from the Student Recreation Center's first year of operation. Melissa Bates, Assistant Director of Campus Recreation, said they have been gathering data since the center opened. Dr. Woolf added that SOU leverages these statistics in its marketing and communications. Responding to Vice Chair Nicholson's inquiry, Ms. Bates said these statistics will serve as a baseline and are positive compared to other universities of a similar size and demographic composition.

Enrollment Dashboard Discussion

Dr. Woolf led a discussion on key performance indicators, whether the current dashboard provides the information the committee members want to see and a proposed new dashboard. Trustee Rosenberg suggested tracking students who leave a department but do not leave the university; Dr. Woolf said that information could be provided upon request. Trustee Bullock requested information on statewide enrollment trends. Vice Chair Nicholson requested five-year trend information on statistics the HECC uses in its funding model. Concluding the discussion, Dr. Woolf, Dr. Walsh and President Schott mentioned the HECC's high praise for SOU's Institutional Research Office, especially Chris Stanek.

Organizational Update

Discussing organizational changes, Dr. Woolf said janelle wilson is now the Associate Dean of Students and Taylor Burke is now the Dean of Students. The Office of Student Support and Intervention is now the Office of the Dean of Students and includes Student Life. He used the departure of the former Director of Student Life as an opportunity to change the organizational structure.

Dr. Woolf and Trustee Bullock mentioned the upcoming visit to the Redmond Proficiency Academy and the partnership between the Academy and SOU.

Education Advisory Board's Navigate Update

Dr. Karen Stone, along with Luke Williams, provided an update on Navigate, saying SOU launched the application this summer to all incoming freshmen and new transfer students, a pilot group of about 400. The advising component was launched in the fall to a pilot group of users, including Student Success Coordinators, University Seminar (USEM) instructors, and faculty champions from each division. The plan is to pilot the Navigate with select students, faculty and other advisors before the full launch. All faculty will participate as of the fall of 2020, then it will be rolled out to the rest of the

students. Predictive analytics is the third component of the system and will be rolled out in the winter of 2020. The fourth component is academic planning and scheduling.

An example of the program's abilities, Dr. Stone mentioned a low-enrolled class of eight students that increased to 14 in one hour. Another example was a faculty member using the program to run a USEM campaign for students required to meet with their instructor, and in 48 hours had a 50 percent response rate to schedule meetings. Drs. Walsh and Woolf said seeing these types of results is gratifying.

Action, Information and Discussion Items

Update on Academic Affairs

Dr. Susan Walsh said faculty and staff have been working on Strategic Direction I, focusing on transforming general education, academic program review, and faculty rewards system. Academic program review work began about a year ago; now there is a robust process through which academic programs can examine what they are doing and the efficacy of their curricula, which allows them to make any needed changes. This work also ties to Strategic Direction IV. SOU has not changed general education curriculum in about 15 years so this work is timely. There is a two-year timeline: the first wave of work will be done in the first year with implementation in the second year.

Dr. Walsh said she asked a group of faculty to meet over the summer to look at what is done on campus for the faculty rewards system to acknowledge, award, give kudos and promote professional development. That group issued a report, Dr. Walsh met with division directors, and the report went to Faculty Senate. Discussion ensued on the importance of public recognition of grants and its impact on academic quality. Responding to Trustee Vincent's later inquiry, Dr. Walsh said the focus of this effort was only faculty and the administration needs to do a better job across campus, but cited that service excellence coins and awards are used to recognize other employees.

Dr. Walsh said President Schott made a goal this year to continue the conversation on shared governance. Over the summer, she took the Faculty Senate Chair and the Secretary to the AASCU conference where they gave well-received presentations on shared governance between faculty and administration.

Providing an update on the SOHEC, Dr. Walsh said the chief academic officers are working on a website. Topics of discussion also include alternative credentials/badges and pathways to recognize that some students enter and leave institutions.

Curriculum Update

Dr. Susan Walsh said new curricular proposals are being developed. One is a major in gender, sexuality and women's studies with a transgender studies certificate; the certificate is believed to be the first of its kind in the country. Other proposals include certificates in holistic education and in sound design.

The Master of Science in Education is launching now. The Innovation and Leadership degree is strong and is fully-online. Digital cinema is bursting at the seams with new students; Dr. Walsh described the pipeline-type of relationship between Klamath High School, Klamath Community College and SOU in the cinema/electronic media/digital arts area.

Student Satisfaction Survey Results

Drs. Eva Skuratowicz and Mark Shibley discussed the SOU student satisfaction survey that was created and administered by the SOU Research Center (SOURCE) to improve students' quality of life and learning. Dr. Skuratowicz said, in general, students are satisfied with their experiences at SOU. She and Dr. Shibley provided information on the background of and methodology used in the survey. The response rate was 44 percent.

The researchers discussed the results of select survey questions. They discussed where high levels of agreement and disagreement occurred, as well as variables including race/ethnicity, gender, year in school, and first generation status to determine variation among student groups. They also examined perception, opinions on cost, and student services.

Discussing future actions and recommendations, Dr. Skuratowicz said open-ended comments will be analyzed further and presented to Dr. Woolf; they will consider focus groups with out-of-state students; the results of this survey will be used for baseline data; and the researchers recommend the survey be administered on a regular basis.

Responding to Trustee Rosenberg's inquiry, Dr. Skuratowicz said the survey was administered in the spring of 2019, which is the ideal time. Dr. Shibley added that, if administered earlier, they may not get useful information from incoming or transfer students.

Responding to Trustee Rosenberg's further inquiry about addressing the issues in the data, Dr. Woolf said they are already taking action based on the results and will take additional action. Mr. Perkinson added that actions have been taken in the areas of housing affordability and food quality. President Schott commented that SOU could have addressed any glaring problems but there were none; instead, SOU is working on smaller tweaks. Dr. Woolf added that the survey results help SOU understand that its retention problem probably is not a satisfaction problem. Dr. Skuratowicz said it is important to students to see results when they put in time to complete a survey. Vice Chair Nicholson stressed the importance of the committee members also seeing the actions being taken based on the survey results and requested a presentation on the top ten "dissatisfiers" and what is being done to address them.

Discussion ensued on students' dissatisfaction with the cost of higher education, the impact that has on students leaving the university, the importance of career preparation services, and financial aid leveraging efforts being made.

Paige Kuntz, one of the student researchers, said doing survey research was a great experience. She was not surprised by the results. Now SOU can listen to students; many said they wanted to be listened to and this is a good step toward that. Betzy Mena, another student, said it was good to hear the administration say improvements already are being made as that means students' voices are being heard. Discussion ensued on the best methods to communicate with students to let them know of changes being made, with Dr. Woolf suggesting something like a "We Heard You Campaign."

International Student Recruitment

Dr. Susan Walsh provided an update on staffing changes in the Office of International Programs (OIP), saying the director and the study abroad coordinator recently retired. She and Dr. Woolf looked at the structure of the program to determine what is working well and what other models or opportunities might exist. The current model is that staff travel internationally to recruit students, which is expensive, and the return on investment in the past several years has not been positive. The director position will remain open for a while. However, the study abroad program is both a recruiting and retention piece, so that coordinator position has been filled.

On the recruiting side, Dr. Woolf said the OIP has been asked to pivot from international travel, spend less there, and spend more time recruiting international students at other universities or community colleges to transfer to SOU.

For potential international students, SOU is looking to outsource recruitment to Kings Education Group. That group will recruit students to both SOU and the University of Oregon (UO), which takes advantage of UO's branding. The students would attend SOU for the first couple of years, then transfer to UO. Typically, 50-70 percent of the recruited students would stay at SOU all four years. There is no cost to SOU to partner with Kings Education Group. Students would pay a WUE-type of rate to SOU and an additional amount to Kings Education Group for the heightened support they will receive. Kings Education Group covers all costs for recruiting, staff and marketing.

Responding to Trustee Bullock's inquiry about utilizing SOU's athletic programs to recruit international students, President Schott said SOU already has a few international student athletes. SOU will be better positioned to do that in the future with leveraging scholarship opportunities.

Proposed 2020-2021 Committee Meeting Schedule

Trustee Vincent reviewed the proposed schedule included in the meeting materials. Sabrina Prud'homme reminded the committee members that the committee is responsible for approving new curriculum proposals that then go to the Provost's Council and the HECC before they can be implemented; such approvals may necessitate special meetings, attendance at which can be done electronically. The committee members had no comments on the proposed schedule.

Future Meetings

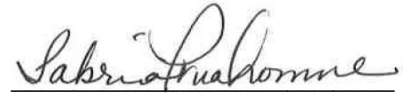
Trustee Vincent said the next meeting would be on January 16 and asked committee members to provide suggested agenda items.

Adjournment

Trustee Vincent adjourned the meeting at 3:17 p.m.

Date: January 16, 2020

Respectfully submitted by,

A handwritten signature in cursive script, reading "Sabrina Prud'homme". The signature is written in black ink and is positioned above a horizontal line.

Sabrina Prud'homme
University Board Secretary