

EDUCATIONAL EXCELLENCE COMMITTEE

APRIL 19, 2018

UNIVERSITY OF NEW HAMPSHIRE  
DURHAM, NH

MEETING MINUTES

*Approved June 21, 2018*

Committee members present: Frederick Dey, chair; Robert Baines, vice chair; Kayleigh Bennett; M. Jacqueline Eastwood; Frank Edelblut; Ricky Fife; Adam Geddis; Shawn Jasper; Todd Leach; Scott Mason; Christian Merheb; Nathaniel Stafford; Wallace Stevens; Michael Whaland

Nonmember participants: Donald Birx; Rhonda Hensley; Robyn Parker; William Seigh; Scott Stanley; Nancy Targett; Melinda Treadwell

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**Call to Order**

Committee Chair Dey called the meeting to order at 8:30 A.M.

**Approval of Minutes**

The following motion was made by Trustee Fife, duly seconded, and approved by committee vote.

*VOTED, that the minutes of the February 1, 2018, Educational Excellence Committee meeting be approved as presented in the meeting materials.*

**Information**

***University System Student Board (USSB):*** USSB representatives and trustees provided information about recent campus activities, including campus climate, diversity, and safety awareness initiatives. Chair Small encouraged individual campus to leverage their promising and best practices to support diversity and safety systemwide.

***Chancellor's Update:*** Chancellor Leach presented information about cooperating and competing strategies among public university and college systems regionally and about projected demographic and college-going trends nationally and in New Hampshire. Committee members expressed concern about the growing proportion of high school students leaving the state to pursue a four-year degree and suggested approaches that might be taken to understand the underlying motivation and inform countertrend strategy.

***CCSNH-to-USNH Transfer Activity FY17:*** Chair Dey called attention to the information provided in the meeting materials. Chancellor Leach described the competitive pressures constraining transfer pipeline growth despite ongoing partnerships between the systems, such as the Dual Admissions program.

***Academic Program Additions/Deletions and Academic Program Quality Assurance:*** Chair Dey called attention to the information provided in the meeting materials.

## **Discussion**

*Market Differentiation:* The provosts presented information describing campus experience and pedagogical approach as differentiating factors, more so than program offerings broadly, with the exception of a few specialized niche areas. Given intense market pressures and limited ability to compete on factors of price and amenities, the institutions are becoming more deliberative in aligning campus identity with learning outcomes and more strategic in terms of analytics, branding, and recruitment to identify and attract the student populations most likely to succeed and persist to degree completion.

## **Adjournment**

The meeting adjourned at 10:10 A.M.