EDUCATIONAL EXCELLENCE COMMITTEE
JANUARY 16, 2020

UNH FRANKLIN PIERCE SCHOOL OF LAW
CONCORD, NH

MEETING MINUTES
Draft for Approval

Committee members present: M. Jacqueline Eastwood, chair; Cathy Green, vice chair; Jacob Bennett; Victoria Bergstrom; Frank Edelblut; Cailee Griffin; Aura Huot; Aaron Keaton; Todd Leach; Tyler Minnich; Joseph Scala; Leo Shattuck; Wallace Stevens; David Westover

Nonmember participants: Donald Birx; James Burnett, III; Tim Davies; George Hansel; Ockle Johnson; Wayne Jones; Joseph Morone; Senate President Donna Soucy; Mark Rubinstein; Jim, Sirmon; Representative Marjorie Smith; Scott Stanley; Lisa Thorne; Melinda Treadwell

Call to Order
Committee Chair Eastwood called the meeting to order at 10:00 a.m.

Consent Agenda
Approval of Minutes October 24, 2019
Moved by Chair Eastwood, duly seconded, and approved.

Approval of UNH Appointment with Tenure
Moved by Chair Eastwood, duly seconded, and approved:

VOTED, on recommendation of President Dean, that the Educational Excellence Committee recommend for approval by the Board of Trustees the appointment of one professor with tenure at the University of New Hampshire, as presented in the supporting material.

Information: Academic Program Changes
Addition of MS in Business Analytics, UNH.

Leveraging the System for Enrollment

Update on Applications. Chancellor Leach provided an update on fall admissions activity and an overview of preliminary discussions with campus leadership about the viability and value of a common USNH application and other strategies to maximize enrollment systemwide. He stated that the Administrative Board supported (1) addition of language and/or a mechanism within the Common App already being used by the large majority of students to extend application to all USNH institutions and (2) a process for outreach to denied applicants regarding other enrollment opportunities within the system. Trustees asked that an implementation plan with goals and time frame be presented at the April committee meeting.
**Outreach and Enrollment Center.** Lisa Thorne, USNH communications director, and Jim Sirmon, education call center consultant, provided an overview of OEC operations and strategies that support campus admissions and retention efforts, inquiry cultivation, financial aid, enrollment IT technical assistance, surveys, marketing, alumni relations. Development of seamless CRM capability and data sharing between the OEC and partner institutions is underway. Chancellor Leach stated that the Administrative Board has approved continued funding to further build out capability. The presidents identified Trustees asked for data on the number of touches or contacts that resulted in responsive engagement, as well as the cost per enrollment conversion.

**Systemwide Communications Plan.** Lisa Thorne and Tim Davies, president of Decibel, presented an overview of the systemwide marketing campaign and communications strategy developed as Board-identified strategic priority. The campaign responds to the Board’s charge to develop a cohesive communication plan to promote public higher education in NH and to strengthen the brand affinity of each institution. Two key themes – University System of NH is YOURS and Pride of the Granite State – will drive messaging about USNH’s connection to the current and future workforce, student and alumni successes, and partnerships with business and industry, state agencies, and local communities. Campaign launch is slated for the first week of March.

**University System Student Board (USSB)**

Student trustees and representatives provided information about recent campus activities related to student governance; diversity, equity and wellness initiatives; and communications improvement. Chair Eastwood commented on the good information presented and asked the students to provide a written summary for the record.

**Alternate Credentials Update**

Chancellor Leach provided an overview of the latest findings on alternative credentials (e.g., badges, certificates, micro-credentials) that were predicted to transform the higher education landscape. Rather than upending the traditional degree market, alternative credentials are instead playing a complementary role, creating the building blocks for newer, more affordable degree programs and representing innovation in terms of service expectations associated with the delivery of degree. The provosts presented information about the current state of alternative credentials at USNH institutions and the potential for systemwide collaboration.

**Other Business**

Chair Eastwood stated that each meeting going forward will begin with a review of the top jobs in the state to reinforce the committee’s focus on opportunities to support workforce needs in alignment with USNH missions.

**Adjournment**

There being no further business, the meeting adjourned at 12:30 p.m.