



EDUCATIONAL EXCELLENCE COMMITTEE

APRIL 15, 2021

MEETING BY VIDEO CONFERENCE

MEETING MINUTES

Draft

Participants

Committee members: M. Jacqueline Eastwood, chair; Cathy Green, vice chair; Amy Begg; Jose Calvo; Joshua Chandler; Frank Edelblut; Michael Fazi; Shawn Jasper; Aaron Keaton; Lydia Mardin; Tyler Minnich; Logan Slattery; Wallace Stevens; David Westover

Other trustees: Kassandra Spanos Ardinger; Donald Birx; Todd Black; James Burnett, III; James Dean, Jr.; George Hansel; Joseph Morone; Michael Pilot; Christopher Pope; Mark Rubinstein; J. Morgan Rutman; Melinda Treadwell; Alex Walker

Other nonmembers: Tracy Claybaugh; Marlin Collingwood; Joseph Dwyer; Pelema Ellis; Rebecca Grant; Heidi Hedegard; Ockle Johnson; Wayne Jones; MB Lufkin; Ann McClellan; Tia Miller; Tara Payne; Cathy Provencher; Ron Rodgers; Scott Stanley; Lisa Thorne

Call to Order

Committee Chair Eastwood called the meeting to order at 9:45 a.m. and called attention to information about the state's current employment needs. She commented on the Granite State News Collaborative article sent to trustees by email that reported on increased student interest in nursing in NH as an outcome of the pandemic.

Approval of Minutes

Moved by Chair Eastwood, duly seconded, and approved.

VOTED, that the Educational Excellence Committee approve the minutes of the January 21, 2021, meeting.

Information: Academic Degree Program Additions

KSC: BA Liberal Arts Studies
BA Applied Sciences
BS Sport and Recreation Management
BA Anti-Racist Studies

Information: Enterprise Risk Management

Chair Eastwood called attention to the systemwide risk mitigation/management plans submitted for the risk areas of enrollment and academic programs as assigned to the Educational Excellence Committee for oversight. Following brief comments by the provosts, Chair Eastwood noted that the full scope of top risks across the enterprise would be discussed at the Audit Committee meeting.

University System Student Board (USSB)

USSB Chair Michael Fazi introduced new USSB representative Lydia Mardin at KSC and invited the USSB reps to deliver campus-specific updates. He reported on the USSB activities, which included the launch of a web page (<https://www.usnh.edu/trustees/university-system-student-board-ussb>) to support increased transparency and visibility of the USSB; the finalization of a USSB handbook, expected to be available in June; and the success of the student Leadership Conference held in March. Acknowledging the critical role of the USSB Trustee Liaison, currently served by outgoing Trustee Stevens, he encouraged the designation of a successor prior to the start of the next fiscal year.

Discussion: Enrollment Strategy – Adapting in a Pandemic & Lessons Learned

Enrollment Strategy

Provost Jones introduced the topic; Provost Stanley provided a conceptual overview of enrollment strategy; and Tara Payne, GSC vice president for enrollment management, on behalf of the enrollment management leadership team, presented information about the recruitment activities and communication tactics that were impacted by the pandemic and would likely to continue to be deployed as complementary strategies going forward. The presentation included examples of outreach and engagement activities and marketing analytics that annually inform the next year's marketing, recruitment, and financial aid strategies. Discussion addressed fall admissions numbers to date; resource needs and investment opportunities to support enrollment strategy; financial aid philosophy in terms of in-state undergraduates, graduate students, and nonresident students; and NH residents' understanding of list price versus net price and public messaging that might counter perception that USNH institutions are prohibitively expensive. Trustees commended the cross-campus collaboration demonstrated in the presentation. Board Chair Morone asked the provosts to plan to present information at the fall Board retreat about pricing and discounting and their perspective on optimal strategy.

Online Program Growth Plans

Each provost described institutional plans for online graduate professional programming. Provost Stanley also commented on GSC undergraduate programs shaped by workforce and career advancement demand. Discussion addressed discounting of graduate programs and net revenue potential in terms of undergraduate revenue replacement, given the demographic decline in high school graduates.

Shared Courses Initiative Update

Provost McClellan provided an overview of the courses selected to pilot the course sharing process in fall, and she described the faculty collaboration in support course sharing, as well as continued concerns around differences in faculty governance and collective bargaining. President Rubinstein provided an update on logistical support for course sharing, noting that the process in the short term will involve manual administrative support; in the long term, automation across the disparate student information systems will be necessary to bring course sharing to scale. He noted that accreditation consideration is not an issue for the pilot, which will treat cross-campus credits as transfer credits, but it may be a factor as the initiative is built out.

Other Business

In response to a question about whether and how generational commitment to sustainability and environmental stewardship influences recruitment, the provosts described sustainability initiatives integrated throughout residential life, from academic programming, such as a new major in Climate Change at PSU, to recycling, solar, and other green initiatives.

In response to a question about support services for student mental health, it was noted that the topic is planned for discussion at the June meeting within a broader discussion of student retention and success.

Adjournment

There being no further business, the meeting adjourned at 11:55 a.m.