

UNIVERSITY OF MAINE SYSTEM
Board of Trustees Meeting

at the University of Maine System
Rudman Conference Room, 253 Estabrooke Hall, Orono

January 8, 2019

Academic and Student Affairs Committee Meeting

Present: Committee Members: Lisa Eames, Chair (at USM); James Erwin (at USM), Betsy Timm (at USM), David MacMahon (at USM) Michelle Hood (by phone), Kelly Martin (by phone), Trevor Hustus (by phone) and Grog Johnson (at USM). **Chancellor:** James Page. **Presidents:** Glenn Cummings (at USM), John Short (at UMFK), Joan Ferrini-Mundy, and Ray Rice (at UMPI). **Faculty Representatives:** Lisa Leduc (at UMPI). **Student Representatives:** Abby Roche (by phone). **System Staff:** Ellen Doughty, Robert Neely (at USM), David Demers (at UMA), Kay Kimball (at UMM), James Thelen (at USM), Dan Demerit (at UMA), Miriam White, and Rosa Redonnett (at USM). **Others Present:** Jeannine Uzzi (at USM), Kathy Yardley (at UMF), Debra Allen (at USM), Nancy Davis Griffin (at USM), Jared Cash (at USM), Jonathan Henry (at UMA), Joe Szakas (at USM), Craig Larrabee (at USM), Kimberly Lipp (at USM), Jason Towers (at UMFK), Jeff St. John, Donna Seppy (at UMA), Andy Egan (at UMM), Scott Bodfish (Zoom), and Lizzie Wahab (at USM).

Committee Members Absent: None

Trustee Eames, Chair, welcomed everyone and called the meeting to order.

Executive Session

On a motion by Trustee Erwin, which was seconded by Trustee Timm, and approved by all members present, the Academic & Student Affairs Committee went into executive session under the following provision:

- 1 MRSA Section 405 6-A to discuss the evaluation of personnel and the consideration and discussion of appointments, employment and duties.

On a motion by Trustee Johnson, which was seconded by Trustee Timm, the Committee concluded the Executive Session.

Tenure at Time of Hire, UM

On a motion by Trustee Erwin, which was seconded by Trustee Johnson, the Academic and Student Affairs Committee agreed to forward the UM Tenure at Time of Hire item to the January 27-28, 2019 Board of Trustees meeting for approval of the following resolution:

That the Board of Trustees approves tenure at the rank of Professor to the candidate for Dean of the Undergraduate College of Business at the University of Maine, with tenure to be effective if and when the administrative position ends and the individual assumes a full-time faculty position in the Undergraduate College of Business, in accordance with Board policy.

Market Research Update. During the Fall semester 2018, UMS contracted with Ruffalo Noel Levitz (RNL) to provide market research and emerging trend summaries relevant to Maine and the New England region to better understand and respond to future markets for academic programs. RNL Vice

President for Market Research Services, Mr. Scott Bodfish provided an overview of the research findings for the Academic and Student Affairs Committee of the Board of Trustees. UMS sought to understand market demand directions from two perspectives: addressing workforce need, which includes ensuring that students are career-ready for 21st century employment opportunities and developing and strengthening programs that correspond to student interest/demand. This research examined both the national and Maine-specific landscape, including insight into workforce need, occupational growth and specific skillset development. The research provided campus-specific information focused on emerging trends within course delivery, pedagogies/delivery modalities, student expectations, insight within specific fields and occupations requiring a bachelor's degree or higher, identification of new program opportunities for the UMS including those that could be realized by rethinking/refreshing existing programs, and identification of fields that might best lend themselves to online delivery or multi-campus delivery.

Projected long-term employment growth for Maine and New England is going to be in occupations that require post-secondary degrees, primarily bachelor's and master's degrees. In Maine, at a master's degree level, nearly all of the occupations that are projected to have above average employment growth are healthcare related occupations. Across all three levels of post-secondary degrees, there are projected workforce shortages in many of the occupations that are projected to have strong employment growth rates. The research shows that popular programs of study fluctuate depending on factors such as being an adult learner or wanting to attain a degree online. There is also a growing demand for badges or stackable credentials which is a defined course of study that an individual can enroll in and get credit for to either use immediately for career purposes or come back and add on to a degree in progress. RNL is continuing to work with UMS to get more detailed statistics to further develop their market research.

Student Representatives Discussion. The Student Representatives who were present had no items to discuss.

Faculty Representatives Discussion. UMPI Faculty Representative Professor Lisa Leduc stated that the Faculty Representatives had intended to talk about the Declaration of Strategic Priorities to Address Critical State Needs, however no other Faculty Representatives were able to attend so there would be no discussion at this time.

Collaborative Master's Degrees. USM Provost and Vice President for Academic Affairs, Ms. Jeannine Uzzi and UMA Provost and Vice President for Academic Affairs, Mr. Joseph Szakas provided an update on the status collaborative online master's degrees. Since 2017, efforts have been underway to develop a limited number of collaborative online master's degrees across the UMS. Targeted academic areas originally included Trauma and Emergency Response & Recovery, Cybersecurity, Nursing, Criminal Justice/Criminology, and Athletic Training. The nursing collaboration is now evolving between USM and UMFK as a result of the System's collaboration with Academic Partnerships. Trauma, Emergency Response & Recovery, and Athletic Training remain under discussion among campuses. Promising developments thus far have been in the remaining two academic areas of Cybersecurity and Criminal Justice/Criminology.

UMA has approved seven courses for Cybersecurity and have forwarded them on to USM to review and approve. UMA and USM Cyber Faculty are meeting on January 9, 2019 to finalize the curriculum for the Cybersecurity master's degree program. UMA is working on the infrastructure to enhance this program by providing a Cyberbit Range, which is an area where students use simulation software to test out real world cyber threat scenarios. Cybersecurity program next steps are to reapply for National Security Agency (NSA) certification, obtain New England Association of Schools and Colleges (NEASC) accreditation, and hire a position that will run the Cybersecurity collaboration between USM

and UMA. USM, UMPI, and UMM are working to develop a UMS System-wide Applied Criminology master's degree which will encompass Criminology and Criminal Justice areas of study. The core set of classes for the Applied Criminology program will be online with a few in-person classes also available. Provost Uzzi is working with USM, UMM, and UMPI faculty to modify the program proposal as there are a few areas that still need development.

Bachelor's of Science in Public Health at USM. USM Provost Uzzi provided an overview of the USM Bachelor's of Science in Public Health program approval request. USM has submitted a proposal, unanimously endorsed by the Chief Academic Officers Council, to offer a Bachelor of Science in Public Health (BSPH). As described in the proposed program, Public Health has been ranked as the 9th fastest growing academic program nationally; yet, despite this growth, a need for bachelor's trained public health professionals still remains. USM anticipates that this program will draw students to Maine, as well as meet essential workforce needs in the State. In addition, the proposed BSPH builds on the successful foundation and resources of USM's accredited Master of Public Health Program. The proposed BSPH program was reviewed by three leaders in the field of public health, who themselves are administrators of undergraduate public health program. Each was asked to provide their assessment in the areas of program need, program objectives and content, and program quality. USM has satisfactorily responded to those reviews with revision of their initial proposal.

On a motion by Trustee Timm, which was seconded by Trustee Erwin, the Academic and Student Affairs Committee agreed to forward this item to the January 27-28, 2019 Board of Trustees meeting for approval of the following resolution:

That the Board of Trustees approves the recommendation of the Academic & Student Affairs Committee and authorizes the creation of the Bachelor of Science Degree in Public Health for the University of Southern Maine.

Jobs for Maine's Graduates (JMG): Partnership with UMS. Jobs for Maine's Graduates (JMG) Chief Executive Officer, Mr. Craig Larabee and JMG Executive Vice President, Ms. Kimberly Lipp provided an update to the Academic & Student Affairs Committee, about JMG's partnership with several of the campuses of the University of Maine System. JMG is an independent, State-wide 501(c)(3) that partners with public education and private businesses to offer results-driven solutions to ensure all Maine students graduate, attain post-secondary credentials and pursue meaningful careers. JMG's College Success program starts in high school and continues through college. The program has been designed based on JMG's extensive experience helping students and the latest research from college bridging and retention programs nationwide. In the years leading up to college, JMG's program helps students prepare through academic preparedness, campus tours, application assistance, Free Application for Federal Student Aid (FAFSA) applications and more. Through intrusive advising, a College Success Specialist provides students with individualized support to ensure persistence toward degrees and post-secondary credentials. Services include academic, social, and financial support. JMG offers scholarships, emergency funds, and milestone financial awards. Given the challenges and opportunities UMS students face, and the landscape of Maine's economy, JMG recognizes the pathway to success is based on preparedness and persistence toward the outcome of a meaningful career. JMG's 4-year graduation rate is consistently 90% or higher, compared with the State rate of 88%. One year after high school graduation, 85% of JMG students are engaged in continued education, working, or a combination of both. After high school graduation, 56% of JMG students are enrolled in postsecondary education. According to a Maine Department of Labor study, six years after high school graduation, JMG students are earning 14% more than all other students of the same age.

Enrollment Discussion: Comprehensive Overview of Admissions. UMA Vice President for Enrollment Management and Marketing, Mr. Jonathan Henry, USM Vice President for Enrollment Management & Student Affairs, Ms. Nancy Davis Griffin, UMFK/UMPI Executive Director of Enrollment Management, Mr. Jason Towers, and UM/UMM Vice President for Enrollment Management Ms. Lizzie Wahab provided an overview of the admissions process in the current landscape of college admissions including marketing & recruitment, reading & selection, and yield & enrollment. Admissions is the start of the enrollment funnel for an institution but it sets the stage for the ultimate retention and completion of each student admitted, and is one part of the overall enrollment management strategy. The UMS Enrollment Management Team is working with admissions to find new ways to use the admissions process to increase enrollment and retention. Targeted marketing strategies, tailored campus onboarding, mini student orientations, and programs such as Accepted Students Day are just a few ways that UMS campuses are working towards increasing enrollment and retentions with the help of the admissions process.

Programs for Examination. UMS Vice Chancellor of Academic Affairs (VCAA), Dr. Robert Neely, provided a brief update on the progress of Programs for Examination. Initially there were 130 programs identified for examination and currently there are still 42 programs that require further examination. Eight of the remaining programs will be removed from the list of 42 because they are still in the data collection process, which will leave 34 programs requiring further examination. Of the initial 130 programs identified, approximately 30 programs were removed for a variety of reasons including programs already eliminated or merged, programs recently launched, as well as various individualized study programs requiring no additional faculty or courses. The remaining programs eliminated were overlapping master's/doctoral programs or judged to generally meet a critical university, community or regional need.

From the examination process, five program areas have emerged as programs that are having difficulty maintaining enrollment across UMS campuses. The areas include art, music, french, environment science, and computer science. The VCAA and UMS Provosts are looking for ways to collaborate these programs with existing programs that have better enrollment numbers. In March 2019, the UMS Chief Academic Officers will identify specific actions for the programs and will present their final findings and recommendations in May 2019.

Updates: 2018-2019 Program Innovation Fund & Academic Partnerships

Due to time constraints, the updates on 2018-2019 Program Innovation Fund and Academic Partnerships were postponed and will be presented during the Vice Chancellor For Academic Affairs update at the January 27-28, 2019 Board of Trustees meeting.

Additional information about the meeting can be found on the Board of Trustees website:
<http://staticweb.maine.edu/wp-content/uploads/2019/01/MtgMat-ASA-010819-rev010719.pdf?0d0f03>

Adjournment,

Heather A. Massey for
Ellen N. Doughty, Clerk