

UNIVERSITY OF MAINE SYSTEM
Board of Trustees Meeting

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

August 26, 2019

Academic and Student Affairs Committee Meeting

Present: Committee Members: Betsey Timm, Chair Pro tem (at UMA); James Erwin (at USM), Lisa Eames (by phone), David MacMahon (at USM), Kelly Martin (by phone), Timothy Doak (at UMPI), Michael Michaud and Patricia Riley (by phone). **Non-Committee Member Trustee:** Trevor Hustus (at USM) **Chancellor:** Dannel Malloy. **Presidents:** Glenn Cummings (at UMA), Rebecca Wyke (at UMA), and Ray Rice (at UMPI). **Faculty Representatives:** Lisa Leduc (at UMPI), Tim Surette, Patti Miles, and Heather Ball. **Student Representatives:** Nathan Carlow and Hunter Chesley (at UMA). **System Staff:** Ellen Doughty, Robert Neely (at UMA), David Demers (at UMA), Gretchen Catlin (at UMA), Chip Gavin (at USM), Sam Warren (at USM), Kay Kimball (at UMM), James Thelen (at USM), Claire Sullivan (at UMA), Dan Demerit, Ryan Low (at UMA) Donna Seppy (at UMA), Robert Placido, and Rosa Redonnett (at UMA). **Others Present:** Jeannine Uzzi (by phone), Kathy Yardley (by phone), Jeff St. John, Joseph Szakas (at UMA), Kimberly Whitehead, Jared Cash (at USM), Faye Gilbert, Alec Porteous (at UMA), Cynthia Loftin, and Christine Wilson (by phone).

Committee Members Absent: Gregory Johnson.

Trustee Timm, Chair Pro tem, welcomed everyone and called the meeting to order.

Micro Credential Development at UMS. UMS Chief Student Affairs Officer, Ms. Rosa Redonnett and UMS Assistant Vice Chancellor for Digital Badges and Micro-Credentials, Dr. Claire Sullivan presented an overview and list of recommendations for Micro Credential development within the University of Maine System. As stated within the UMS Board of Trustees Declaration of Strategic Priorities to Address Critical State Needs (Goal 1, Action 4), “in collaboration with existing businesses, non-profits and community partners, UMS will develop coordinated workforce micro-credentials that are relevant in the workplace for economic development and expansion.” The information presented focused on the critical components of framework and recommendations which can build the platform upon which this initiative can grow within the UMS and across the state. The “state of the art” is such that substantial foundational work will need to be completed which expands connections and dialogue about credential development to employers and other partners and which builds more understanding and adoption of the concept of micro credentials within the UMS. While internal (UMS) and statewide conversations have begun around the development of an aligned micro credential “ecosystem,” those conversations are very much in the beginning stages.

This is an evolving, transformational concept within higher education; the framework and recommendations contained within this full UMS Micro-credential Development Report are designed to put the UMS at the forefront of this rapidly expanding approach to skill and credential attainment closely aligned with the needs of the state’s economy and workforce. This work is closely connected to several other UMS priorities including adult degree completion, workforce engagement, Early College and the work of the University of Maine Graduate and Professional Center.

Strategic Drivers of Innovation and Academic Sustainability. UMS Vice Chancellor for Academic Affairs, Dr. Robert Neely provided an update on the following Academic Affairs initiatives:

Academic Partnerships (AP) Update. UMS Associate Vice Chancellor for Academic Affairs, Dr. Robert Placido provided an update on the Academic Partnerships (AP) progress. The implementation with Academic Partnerships continues to move along on schedule. Currently, the implementation is focused on wrapping up data integration and tweaking enrollment processes. The application deadline for Fall Session 1 is August 20 and courses start September 3. 120 applications have been received and forty students have been matriculated so far. More than half of these applicants were for UMFK's RN to BSN program. Future enrollment also looks promising with over 600 leads actively being pursued by AP. Phase two has begun in earnest. Phase two includes bringing on additional CBE programs at UMPI and launching some of the Nursing programs at USM by Spring Session 2.

Directed Programming – Physical Therapy. Vice Chancellor Neely provided information on the possibility of a UMS Doctorate of Physical Therapy (DPT) program. Burning Glass analyses for postings in the field of physical therapy in Maine revealed 1,557 openings over the last 12 months (79.9% at the master's level, and 20.1% at the doctoral level (DPT - doctorate of physical therapy), with only 100 degrees (DPT) conferred by the University of New England and Husson University. Job growth for physical therapists is projected to grow by 14.9% over the next decade. The substantial job demand in Maine versus the small number of degrees conferred indicates that physical therapy is a programmatic opportunity in the UMS. On this basis, discussions have been held at the Chief Academic Officers Council (CAOC) with consultants from the Commission on the Accreditation in Physical Therapy Education (CAPTE) regarding the details of launching a DPT program in Maine. Going forward, state certification requirements and CAPTE have determined that a DPT will be the minimum credential to practice as a physical therapist. Thus, the CAOC is recommending that the UMS move forward with developing a DPT for the UMS Program Inventory. The lead UMS campus has not yet been determined for the DPT, but the System's requirement is that this be an online-hybrid program available throughout the State. Developing a DPT likely will take a minimum of 3 years in order to gain CAPTE recognition.

Programs for Examination. Vice Chancellor Neely explained that although the 2018-2019 launch of the Programs for Examination process concluded with presentations from the UMS Provosts at the May and July 2019 Board of Trustees meetings, the 2019-2020 process began anew on August 1, 2019. For the coming year, the full time equivalent (FTE) of faculty supporting a program was added as a program indicator to last year's measures of number of majors and graduates (3-year rolling averages). In addition, information will now be tracked in those programs for which action steps were identified in 2018-2019.

Maine Geospatial Institute Collaboration. UM Associate Professor of the Department of Wildlife Ecology, Dr. Cynthia Loftin provided a brief report on the accomplishments and plans for the Maine Geospatial Institute (MGI). The mission of MGI is to "provide a statewide infrastructure for integrating geospatial education from K-12 to post-graduate and continuing education, with geospatial research and technology development, and link education and research initiatives to various stakeholders to facilitate technology transfer, project collaboration, and research and development partnerships." The MGI faculty group, with financial support from the UMS, has been working over the last year to organize themselves into cross-campus entity akin to a "virtual department." The group has begun to cross-list key geospatial information systems (GIS) courses and has proposed a set of by-laws to govern their functions.

Academic Program Proposal: BS in Data Science, UMA. UMA Vice President of Academic Affairs & Provost, Dr. Joseph Szakas provided information on the new academic program proposal for a Bachelor of Science Degree in Data Science for UMA. Vice Chancellor Neely granted temporary approval to UMA for a new Bachelor of Science in Data Science, since the program meets a critical need in the UMS and the State of Maine. The ability to create, manipulate, and analyze massive data sets is emerging as a core skillset in the 21st century economy; thus, this program is intended to offer such competencies to students in traditional majors or to working adults wishing to develop new skill. It is envisioned that initially the Data Science major will offer two tracks: Business Analytics Track and Social Science and Health track. The data science undergraduate degree provides a pathway for UMS students to pursue a UMS Master's Degree in Data Science. This program anticipates no new equipment, library or facilities requirement. The needed equipment was funded as part of a 2018 Program Innovation Fund award. Course cross-listing and existing faculty from UMA's Computer Information Systems and Cybersecurity programs will be used in the initial stages of the data science program offering.

On a motion by Trustee Michaud, which was seconded by Trustee Martin, the Academic and Student Affairs Committee agreed to forward this item to the Consent Agenda at the September 15-16, 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 Data Science for the University of Maine at Augusta.

USM Name Change. USM President Glenn Cummings and USM Chief Business Officer, Mr. Alec Porteous provided information on the findings of a market research study recommending the University of Southern Maine change its name to the University of Maine at Portland. For the past year, the University of Southern Maine has been exploring a possible name change to the University of Maine at Portland. There are several reasons for this name change, including better alignment with the rest of the University of Maine System. The primary driving reason, however, is to attract out-of-state students, crucial to USM's and the System's continued growth, as well as to meeting Maine's workforce challenges. In the fall of 2018, the University of Southern Maine engaged Market Decisions and Broadreach Communications to conduct a market research study to ascertain whether a name change would generate greater interest among out-of-state students. Conducted among several hundred prospective students, guidance counselors and the parents of prospective students from Northern New England to the New York metropolitan area. Based on the data from the report and the recommendation of the market research firms, President Cummings is recommending to the Board of Trustees that USM change its name to the University of Maine at Portland.

For the past six months, President Cummings has shared the market research data at over 20 forums with faculty, staff, students and alumni. He has also shared the data with several organizations that subsequently went on to endorse a name change. Endorsers of a name change include the Portland Regional Chamber of Commerce, the Portland Press Herald, USM's Board of Visitors, USM's Alumni Board, the USM Foundation Board, and 16 major Maine CEO and Business leaders who view a name-change as a means for addressing its workforce challenges. It is estimated that a name change will cost \$1.5 million in up-front hard costs; these are costs mandatory for a name change such as signage, stationary/ business cards, uniforms, ID cards, and web and logo redesign. There would also be an additional \$1 million in soft costs, such as marketing and updating collateral materials. It is estimated that in the first year alone, a name-change will attract 80-100 additional out-of-state students, meaning USM could pay for the hard costs of a name change in three years.

On a motion by Trustee Michaud, which was seconded by Trustee Eames, the Academic and Student Affairs Committee agreed to forward this item to the September 15-16, 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 Chancellor and President Cummings, acting through the Office of Governmental Relations, to take such actions as are necessary before the Maine Legislature's cloture date to preserve the ability to seek legislative approval in the January 2020 legislative session for a name change, while the Board of Trustees provides opportunities for appropriate USM, UMS, and public input on the action.

Enterprise Risk Management. UMS Risk Manager, Ms. Gretchen Catlin presented an update to the Academic and Student Affairs (ASA) Committee regarding the implementation of Enterprise Risk Management (ERM). Previous guidance from Trustees has been reflected in the development and implementation of the ERM program. Risk Management is preliminarily tracking fifteen UMS risks. One of those risks have been assigned to the ASA Committee for oversight. Each risk is also assigned a leader who is responsible for implementing mitigation and control strategies. Ms. Catlin also provided a brief overview of the University Risk Management Department's structure and key objectives.

FY2020 Academic & Student Affairs Committee Work Plan. Ms. Rosa Redonnett provided an overview of the FY2020 Academic and Student Affairs Committee Work Plan. The work plan is intended to cover both action items required for governance of the University of Maine System and those topics of importance and interest to the Board. The plan will be submitted as an information item at the September 15-16, 2019 Board of Trustees meeting.

Student Representatives Discussion. USM Student Representative, Nathan Carlow stated that the USM student population supports the USM name change.

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

Executive Session

On a motion by Trustee Michaud, which was seconded by Trustee Martin, 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 Michaud, which was seconded by Trustee Erwin, the Committee concluded the Executive Session.

Following the Executive Session, the Committee reconvened the public meeting to take action on the following item:

UM Tenure at Time of Hire, Professor of Mechanical Engineering.

On a motion by Trustee Doak, which was seconded by Trustee Martin, the Academic and Student Affairs Committee agreed to forward this item to the September 15-16, 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 approves tenure at the rank of Professor of Mechanical Engineering at the University of Maine to Dr. Sharmila Mukhopadhyay, effective January 1, 2020, in accordance with Board Policy 310.

Additional information about the meeting can be found on the Board of Trustees website:
<http://staticweb.maine.edu/wp-content/uploads/2019/08/MtgMat-ASA-082619-rev0823191.pdf?0fa197>

Adjournment,

Heather A. Massey for
Ellen N. Doughty, Clerk