



BOARD OF TRUSTEES
North Carolina Agricultural and Technical State University
Greensboro, North Carolina
Academic Affairs Committee Meeting Minutes
Friday, November 22, 2013
Alumni-Foundation Event Center
Executive Board Room
8:00 – 10:00 a.m.

CALL TO ORDER

Committee Chair, Mrs. Faye Tate Williams, called the Academic Affairs Committee meeting to order at 8:00 a.m. She welcomed committee members and guests and thanked them for their attendance. She then asked for the roll call.

ROLL CALL

Committee members present included Mrs. Faye Tate Williams; Ms. Canisha Cierra Turner; Mrs. Patricia Miller Zollar; and Dr. Joe B. Whitehead, Jr., ex-officio member. Committee members absent were Mrs. Karen Collins and Mr. Tim Rice.

Mrs. Williams asked other attendees in the meeting to introduce themselves. Other attendees included Dr. Barry Burks, Vice Chancellor for Research and Economic Development; Dr. Deborah Callaway, Special Assistant to the Chancellor; Mrs. Barbara Ellis, Vice Chancellor for Information Technology; Ms. Helen R. Haynes, Recorder; Mr. Earl Hilton, Director of Athletics; Dr. Scott Jenkins, Interim Vice Provost for Academic Affairs; Mrs. Akua Matherson, Associate Vice Chancellor for Enrollment Management; Dr. Beryl McEwen, Vice Provost for Strategic Planning and Institutional Effectiveness; Dr. William Randle, Dean of School of Agriculture and Environmental Sciences; Dr. Sanjiv Sarin, Vice Provost for Research, Dean of The Graduate School; Dr. Brian Sims, Faculty Senate President; Dr. Charles Waldrup, General Counsel; and Dr. Bertram Walls, Board of Trustees.

APPROVAL OF MINUTES – September 20, 2013

Mrs. Williams stated that the minutes of the September 20, 2013 meeting could not be approved because the committee did not have a quorum. Therefore, she will present the minutes to the full Board of Trustees for approval.

Mrs. Williams indicated that the agenda is aggressive and encouraged everyone to be cognizant of the time so this meeting does not go over into the Student Affairs' meeting.

DIVISION OF ACADEMIC AFFAIRS

STRATEGIC PRIORITIES PROGRESS REPORT

Dr. McEwen provided the progress report on the 2013-2014 strategic priorities. Details are listed below.

Priority 1: Enhancing Student Success

Efforts to enhance student success include (1) a new Early Alert System, using the software “Starfish”, which is now in the pilot stage to help monitor how students are progressing; (2) a new Office of Transfer Articulation, which is expected to be functional in the spring 2014; and (3) Aggie HUB, which is being implemented to provide easier access to a variety of student services through an electronic portal. She also stated that the university exceeded its 2012-2013 goal for first-year retention rate of 79.77%. The Division of Research and Economic Development is identifying funding to support undergraduate research.

Priority 2: Enhancing Access to Educational Opportunities for Non-traditional Students

Three online programs (Liberal Studies, Information Technology, and Nursing) are currently being developed to serve non-traditional students. Provost Whitehead stated that we have to be strategic about increasing online programs because the objective is to increase student enrollment versus just providing more flexible scheduling for existing students. The university is also exploring opportunities to increase evening and weekend programs. The Marketing Department in the School of Business and Economics is assisting in conducting research within the community during spring 2014 to determine the needs of underserved populations. Institutional Research team will administer a survey to determine what services are needed to enhance support for non-traditional students. Extending student service office hours, e.g., academic advising and financial aid are being explored to support non-traditional students.

Priority 3: Branding, Marketing and Fundraising to Advance the University

Ms. Nicole Pride is leading the University’s branding and marketing campaign. Fundraising priorities have been reviewed and training for deans has commenced.

Priority 4: Ensuring Operational Efficiency

The first phase of the Managed Print Services project has begun. VC Ellis described the project as a single contract to centralize printing and minimize the number of individual printers on campus. The contract included the upgrading all of the printers. VC Ellis reported a potential savings of approximately \$1M according to VC Pompey. The second phase of Managed Print Services will include kiosk print services throughout campus. Faculty Senate President Sims indicated that faculty have expressed concern regarding faculty/student privacy. Therefore, faculty senators will meet with the printing company, Systel, to voice their concerns. Other operational efficiency initiatives include outsourcing the university bookstore to Barnes and Noble; all new construction and renovation projects are on target; and funded research productivity is ahead of last year (\$14.6M vs. \$21.3M this year, 9/30/13).

Priority 5: Engaging in Workforce Development for the Campus Community

Campus workforce development includes five department chair leadership workshops planned for spring 2014. Leadership workshops are anticipated for deans and other administrators as well. Twelve (12) new faculty members in the College of Engineering, College of Arts and Sciences, School of Business and Economics and School of Nursing, received startup funds. Forty-seven (47) faculty members received professional development grants. Additionally, the Division of Human Resources developed a 2013-2014 professional development catalog to support leadership enhancement. And, succession planning has started utilizing organizations such as Merck, Cone Health Systems, Xerox, and the Board of Governors peers as models.

Priority 6: Community Engagement

Community Engagement is critical to our University. The university is engaged in the community, but our involvement is not always documented. Chancellor Martin appointed a committee to prepare the application to achieve the Carnegie Engaged Community designation. A new award for faculty community engagement will be given in the spring 2014 for the first time. The awardee will receive a plaque and \$1,000, which is consistent with similar awards for teaching and research. Dr. McEwen also shared that a committee has been established to begin the planning of the University's 125th Anniversary, which will be in the 2015-2016 academic year. Dean Vicki Coleman of Library Services is coordinating a historical picture book project to commemorate this anniversary.

PRESENTATIONS/REPORTS

SCHOOL OF AGRICULTURE AND ENVIRONMENTAL SCIENCES

Dr. William Randle, Dean of School of Agricultural and Environmental Sciences, provided an overview of academic programs in the School of Agriculture and Environmental Sciences. The School has nine Bachelor degree programs, three Master of Science programs and two Master of Teaching programs. The School is one of two land grant institutions in the state; the third largest producer of minority agricultural graduates in the country; and the largest program among the 1890 Land Grant Universities. In May 2011, the school lost six academic programs (three bachelors and three masters) due to low productivity. He stated that the School's primary goals are to 1) rebuild the academic program by developing a new curricula, 2) develop aggressive and innovative recruitment plans, 3) develop experiential learning environments, 4) renovate new classrooms/labs, and 5) re-tool faculty teaching. He shared that there are quality jobs for graduates in agriculture with salaries of approximately \$60,000 per year. Currently, the School has 928 majors that consist mostly of undergraduates. Dean Randle recently hired a marketing manager to assist with increasing awareness of careers in Agriculture. He noted Ms. Canisha Turner, SGA President, will be the last graduate from the Agribusiness Program. Dean Randle shared that agriculture is 17% of the economy in North Carolina and agriculture employs 17% of all of the positions in North Carolina.

The target group for recruitment is the urban and suburban population. This population is passionate and interested in hunger, food access, food nutrition and a sustainable environment. Dean Randle and his leadership team recently visited Cal Poly, which is a school that believes in learning by doing by having a student run farm and market. He indicated that the School would like to develop a partnership with Cal Poly, and ultimately implement the same type of plan.

Lastly, Dean Randle shared that the faculty would need to change the way in which they teach. A recent study revealed students under the age of 25 view 75% of their material recorded and 25% in the classroom. Dean Randle is encouraging his faculty to place their material online, but the faculty's argument is that students will not come to class. He stated that APLU conducted a large survey (4000 participants) asking if the materials were made available on line, would they come to class. The results showed that only 18% of students stated that they would not attend class. Dean Randle also shared that many students are using Khan Academy, which is an innovative way of learning through a series of videos.

Mrs. Zollar stated that the enrollment growth of 1200 students in 2016 seemed modest and felt like it should be higher. Dean Randle indicated that they need to determine who their market audience is and cater to that audience because there is a demand in agriculture. He reiterated that a marketing manager has been hired to assist in this effort. Mrs. Williams stated that it is critical that the mindset of the faculty change as well as the infrastructure to get and maintain the interest of the students.

Ms. Turner added that while her generation may seem technologically driven, she does not want the technology to replace the teachers. She stated that some students do resort to the Khan Academy, but only because the lectures are taught better or at a level that students can easily understand. She stated that students need professors that can explain the material and engage the students in class.

ENROLLMENT MANAGEMENT UPDATE

Mrs. Akua Matherson, Associate Vice Chancellor for Enrollment Management, provided an update on enrollment for spring 2014 and fall 2014. She stated that their aggressive and proactive approach to increase recruitment efforts for both new freshman and transfer student were successful. There was a significant increase in applications and admits from the same period last year, both in new freshmen admitted in state and transfer students enrollment. She also shared the following highlights:

1. The Annual University Day (Saturday, October 19) experienced significant increase in participation by 45% (4,000+ versus 1,800 last year);
2. Increased participation in Aggie Information Sessions; and

3. The establishment of an Office of Transfer Articulation and updating the Transfer Navigator tool will enhance transfer and non-traditional student recruitment. The Office of Transfer Articulation and the Office of Undergraduate Admissions will work closely and collaboratively with schools and colleges to enhance the recruitment and retention.

DEPARTMENT OF ATHLETICS

Mr. Earl Hilton, Athletics Director, provided an update on the Department of Athletics. He stated that the 2012-13 APR scores for all 15 athletics teams were reviewed and student athlete academic performance continues to improve. Mr. Hilton also shared that this is the first time the Football program has been out of APR penalty since the program's inception and all 15 athletics teams had a multi-year score above 900.

DIVISION OF INFORMATION TECHNOLOGY

Mrs. Barbara Ellis, Vice Chancellor for Information Technology, provided an update on several projects.

1. The successful migration of the University Enterprise Resources Planning System, Banner, to a UNC-GA hosted infrastructure environment at the Western Data Center.
2. In collaboration with Bluford Library and Student Affairs, the completion of the Collaborative Learning Space, commemorated with a ribbon cutting ceremony during homecoming week.
3. The implementation of Instructional Technology Services and Distance Education, a collaborative organizational structure established by DoIT and Academic Affairs to enhance instructional support for faculty and students.

The policies listed below were vetted and approved by the Faculty Senate, Deans Council, Executive Cabinet, and Chancellor prior to presenting to BOT Academic Affairs committee for approval. The committee did not have a quorum, therefore, the Committee Chair will present the policies to the full Board of Trustees for approval.

1. **Employee Email Use Policy** - This policy governs the use of email by employees. The University owns the email and messages; there is no right to privacy in using the email system. The schedule for purging of emails is set. Acceptable and unacceptable use, and sanctions for violations, are described.
2. **Student Email Use Policy** - This policy governs the use of email for students. Students do not have an expectation for privacy in their A&T emails. Appropriate and inappropriate uses are described, and sanctions are listed. The schedule for purging emails is set.
3. **Network Usage Policy** – This policy governs the use and security of the campus network infrastructure, including acceptable devices and unacceptable activities.

CLOSED SESSION

Committee Chair Williams asked Attorney Waldrup to read the statement to proceed into closed session. Attorney Waldrup read the closed session statement [N.C.G.S. §143.318.11(a) (6)]. A motion was made by Mrs. Zollar, and seconded by the Committee Chair. The meeting proceeded to closed session for discussion only regarding a faculty issue and the management flexibility report.

The question was raised as to whether the Student Government President can vote as a committee member. Attorney Waldrup will review the bylaws and advise accordingly.

OPEN SESSION

A motion advanced by Mrs. Zollar to move into Open Session, seconded by Committee Chair, and the committee moved into Open Session.

ADJOURNMENT

With no further business to discuss, Mrs. Williams thanked the committee and declared the meeting adjourned at 10:00 a.m.

Recorder:
Helen R. Haynes
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