

**KY COUNCIL ON POSTSECONDARY EDUCATION
EXECUTIVE COMMITTEE**



March 3, 2021 – 9:00 AM
ZOOM teleconferencing for Committee members
Livestream video for public: <https://youtu.be/8nrHxSfSnQo>

- I. Call to Order and Roll Call**
- II. Approval of the Minutes 2**
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- IX. Adjournment**
Next Committee Meeting: April 8, 2021 @ 9:00 AM ET

DRAFT MINUTES
Council on Postsecondary Education

Type: Executive Committee
Date: February 4, 2021
Time: 9:00 a.m. ET
Location: Virtual Meeting - Committee members by ZOOM, Public viewing hosted on CPE YouTube Page.

CALL TO ORDER

The Executive Committee met Thursday, February 4, 2021, at 9:00 a.m., ET. Pursuant to Executive Order 2020-243 and a memorandum issued by the Finance and Administration Cabinet dated March 16, 2020, and in an effort to prevent the spread of Novel Coronavirus (COVID-19), the Committee met utilizing a video teleconference. Members of the public were invited to view the meeting virtually on the CPE YouTube page. Chair Ben Brandstetter presided.

ATTENDENCE

Members in attendance: Ben Brandstetter, Ron Beal, Kim Halbauer, Kristi Nelson, and Robert Staat. Council members Lori Harper and Lucas Mentzer also attended the meeting as guests.

CPE President Aaron Thompson attended the meeting and served as Secretary of the board, per the CPE Bylaws. Heather Faesy, CPE's senior associate for Board Relations, served as recorder of the meeting minutes.

APPROVAL OF THE MINUTES

The Committee approved the minutes of the January 7, 2021 Executive Committee meeting.

FOLLOW-UP ON ANNUAL DATA STATEWIDE AND CAMPUS BRIEFINGS

On January 28 and 29, 2021, the Council received the annual statewide data briefing from CPE staff and the campus data briefings from the four-year university presidents and KCTCS's president. Despite a spring semester marred by COVID-19, graduation and retention rates continued to climb at Kentucky's public universities last year, and

the net cost of attending college held mostly steady across the state; however the continued trend regarding declining enrollment was a shared concern among the campus presidents and Council members.

At the January 29, 2021 Council business meeting, Mr. Mentzer proposed language for a resolution regarding the declining enrollment and college going rates. The discussion that followed included several suggestions for additions and clarifications. In order to give members time to consider the suggestions, the Council moved to delegate the finalization and adoption of the resolution to the Executive Committee.

The Executive Committee considered all suggestions, made a few minor changes, and proposed the final resolution language:

WHEREAS, overall undergraduate enrollment at Kentucky's public universities has steadily declined since 2015; and

WHEREAS, the number of high school graduates and the percent going on to college has been decreasing over the past five years; and

WHEREAS, enrollment at KCTCS declined over 10% from the Fall 2019 and Fall 2020; and

WHEREAS, there is evidence that these enrollment declines are exacerbated by impact of the COVID-19 pandemic; and

WHEREAS, there has been a 20% drop-off in Kentucky FAFSA applications compared with this time in 2019; and

WHEREAS, the Council on Postsecondary Education is very concerned about the effect further enrollment declines will have on the ability to meet 2030 Strategic Agenda Goals, and improve educational and economic opportunity for Kentucky citizens;

NOW, THEREFORE BE IT RESOLVED, the Council on Postsecondary Education recognizes the urgency and the need to reverse these trends and calls on President Thompson to work closely with campus leaders, K-12 partners, the Commonwealth Education Continuum, and other stakeholders to implement bold actions and strategies to mitigate the near term enrollment impacts of COVID-19. Further, the Council calls on the President of the Council on Postsecondary Education to provide regular reports on this matter at upcoming Council meetings.

MOTION: Ms. Halbauer approved the resolution agreed upon by the Executive Committee. Dr. Staat seconded the motion.

VOTE: The motion passed.

UPDATE ON NEXT STATEWIDE STRATEGIC AGENDA DEVELOPMENT PROCESS

The Academic and Strategic Initiatives Committee serves as the steering committee in the development of the next statewide strategic agenda and it met on February 1, 2021 to kick off its work. Committee Chair Lori Harper presented a recap of the meeting, in which the members discussed the overall challenges and opportunities for progress to Kentucky's education attainment goal as well as questions the committee needs to consider to guide the agenda's development. Committee members also engaged in a conversation facilitated by Stefanie Ashley from the ECU Facilitation Center in which they also discussed how the 60x30 education goal fits within the statewide strategic agenda, data points that are needed to make informed decisions, key individuals and groups that need to be consulted and the types of information needed from them, and the timeline for completion of work.

MONTHLY DISCUSSION TOPIC: INNOVATION

Chair Ben Brandstetter led a discussion on potential ways the state can promote, implement, and model ways campuses can be innovative. President Thompson discussed the changes campuses have made in the last year during the pandemic and areas that still need work. Committee members asked that President Thompson provide regular reports on additional innovation methods being addressed on the campuses and within the agency.

ADJOURNMENT

The Executive Committee adjourned at 9:45 a.m., ET.

MINUTES REVIEWED AND APPROVED BY THE COMMITTEE: _____

TITLE: Association of Governing Boards (AGB) –Professional Development Opportunity for Trustees

DESCRIPTION: Staff will provide an update on the new initiative.

PRESENTERS: Melissa Bell, CPE’s Vice President of Academic Affairs

SUPPORTING INFORMATION

With a grant from Ascendium, the Gardner Institute and AGB have asked that Kentucky participate in their project to increase retention, graduation and work outcomes for students, especially those from low-income, rural, and underrepresented minority backgrounds.

The overall goal is to help governing boards gain a deeper appreciation of student success issues, especially equity issues. This project would span three years and consists of two components:

- Governing Board Equity in Student Success Academy – will be offered/open to all postsecondary governing boards, two-year; four-year; public; private. The Academy will provide a substantive professional development program for higher education institutional governing boards and senior institutional leaders to learn about student success and the effort to eliminate inequitable student performance gaps.
- The Retention Performance Management (RPM) – This will be provided to a limited number of institutions involved in the Academy, in which they engage in the work offered at the Academy and use that experience to shape both equitable student success at their own institutions.

Through the work of this project, Gardner Institute and AGB will use what will be learned from this effort to replicate it with other institutions, regions and states.

TITLE: CPE Resolution Regarding Declining Enrollment: Update on Activities

DESCRIPTION: A brief update will be provided regarding the increase in communication and efforts to increase the FAFSA completion.

PRESENTERS: Amanda Ellis, CPE's Associate Vice President of P-20 Programs and Policies

SUPPORTING INFORMATION

In connection with the FAFSA Awareness campaign launched in February and the Council's resolution adopted at the February Executive Committee meeting, the Council (in partnership with GEAR UP Kentucky) has launched a new initiative - the FAFSA for the Future TikTok Challenge.

This challenge will help raise awareness about the Free Application for Federal Student Aid (FAFSA) by encouraging high school principals and superintendents in Kentucky to get creative and post videos on the popular social media app – all to help educate students about the FAFSA process and urge them to apply.

CPE and GEAR UP will award banners to the three high school principals and one superintendent whose videos earn the most “hearts” throughout March. All Kentuckians are encouraged to follow along and provide hearts to the videos they like the best. As noted in the actions called upon by the CPE Resolution, the challenge is seeking to counter the recent decline in applications. According to the Form Your Future website, which tracks submissions across the country, applications among Kentucky high school seniors were down about 17.5% as of mid-February, compared to this time last year. That has raised concern that students could miss out on critical aid for the fall 2021 semester.

CPE and GUK will continue to work with K-12 and higher education partners, community-based organizations and local businesses throughout the month to spotlight key influencers and continue to raise awareness of the importance of FAFSA completion in Kentucky. Examples of those who agreed to submit videos include the

University of Louisville, Kentucky Community and Technical College System, Prichard Committee, UPS, Churchill Downs, Southern Regional Education Board, and others.

The following attachments have been included for additional information regarding the challenge:

- A. Request Letter and Challenge Infographic: Requests were made to schools and districts on Monday March 1 to participate in Kentucky's first FAFSA for the Future TikTok Challenge. The eight regional cooperatives, along with various educational partners (including KEA, KSCA, KASS, KASC) assisted in distributing information to local educators.

- B. CPE Press Release: CPE issued a press release on March 1 highlighting the need for the March campaign and promoted the launch by sharing Pres. Thompson's own TikTok video: <https://bit.ly/3dUpp1X>



Kentucky Council on Postsecondary Education

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Aaron Thompson, Ph.D.
President

Dear Superintendents and High School Principals,

Building on our efforts inspired by the cross-agency FAFSA February initiative aimed at improving postsecondary enrollment and student outcomes, the Council on Postsecondary Education (CPE) and GEAR UP Kentucky are pleased to announce Kentucky's first FAFSA Challenge. The Kentucky FAFSA for the Future TikTok Challenge is designed to challenge key education influencers, like yourselves, to create TikTok videos to encourage the completion of the Free Application for Federal Student Aid (FAFSA) among Kentucky high school seniors.

Unfortunately, due to the pandemic, there has been roughly a 20% decrease in the number of high school seniors who completed the FAFSA in Kentucky compared to this time last year. With so many factors influencing this number, FAFSA completion may seem like a low priority in your schools and districts. However, FAFSA completion is a critical step for our seniors; it helps eligible students get the financial aid they need and consider their future educational and economic options as we look beyond these uncertain times. This first Kentucky FAFSA for the Future TikTok Challenge provides a dynamic way to share your support of FAFSA completion, and your students' futures, in a format that speaks to your students.


As a superintendent or high school principal, this not only provides you the opportunity to encourage and engage students, it also provides you the opportunity to claim the rights as Kentucky's 2021 "FAFSA TikTok Challenge Champ" and be honored with special recognition.

The challenge runs from **March 1 - 31, 2021**. Below are some other things you need to know:

- While we hope teachers, school staff, students and others have fun with this challenge, only one official submission may be submitted per Kentucky school district and one official submission per high school for award consideration; this submission should be made by the superintendent, principal or an official proxy accordingly.
- Both Kentucky school districts (a superintendent-sponsored submission) and high schools (a principal-sponsored submission) have the opportunity to participate in the challenge separately.
- Your TikTok video submission should focus on the theme of FAFSA completion, but creativity is highly encouraged.
- In order for your submission to be considered official, you must:
 - Complete an official entry form for your district on Survey Monkey via <https://www.surveymonkey.com/r/KYFAFSATikTokDistrict>, or for your high school on Survey Monkey via <https://www.surveymonkey.com/r/KYFAFSATikTokHS>.
 - Include campaign hashtag (#KYFAFSA), your district or school name, and the words "official submission" in the text accompanying your post.
- TikTok Challenge winners will be selected by the number of hearts on the official submission post; the top Kentucky school district and top three high schools will be awarded banners and receive special recognition.

Attached is an official submission checklist for your use. If you have any questions, please contact GEAR UP Kentucky Director Missy Ross via email at missy.ross@ky.gov or CPE K-12 Executive Director Jennifer Fraker via email at jennifer.fraker@ky.gov.

I strongly encourage you to join us in this unique opportunity to boost statewide FAFSA completion and demonstrate a shared commitment for postsecondary success.

Sincerely,

Dr. Aaron Thompson
President, Kentucky Council on Postsecondary Education

TIKTOK CHALLENGE

FAFSA FOR THE FUTURE

OFFICIAL SUBMISSION CHECKLIST

- Create & post FAFSA-related video on TikTok by March 31
- Include campaign hashtag – #KYFAFSA – on post
- Include school name & words “official submission” on post
- Complete online entry form (see below for link)
- Share your post to get the word out and garner hearts

Post and submit your entry before 4:00 p.m. ET on **March 31**

Only 1 official high school submission per principal

Only 1 official district submission per superintendent

Online Entry Form Links

For High School Entries (Principal or Proxy):

<https://www.surveymonkey.com/r/KYFAFSATikTokHS>

For District Entries (Superintendent or Proxy):

<https://www.surveymonkey.com/r/KYFAFSATikTokDistrict>



TITLE: James Graham Brown Foundation Grant: Kentucky Student Success Collaborative

DESCRIPTION: Staff will present details on the James Graham Brown Foundation Grant.

PRESENTERS: Lee Nimocks, CPE's Vice President and Chief of Staff

SUPPORTING INFORMATION

The Council was notified last week by the James Graham Brown Foundation that the agency has been awarded a three-year, \$2.1 million grant to establish and implement the Kentucky Student Success Collaborative (KYSSC).

The concept was developed by CPE and JGBF staff in consultation with a variety of state and national partners. The KYSSC will be the first statewide student success center in the United States that works with both two- and four-year institutions while linked to the business community and state policy makers. It is fully aligned with the vision of CPE, the goals of the state's strategic agenda, and the state's efforts to increase educational attainment of Kentucky citizens. The KYSSC will emphasize improved outcomes for underrepresented students, accelerating and improving institutional interventions to narrow attainment gaps and improving pathways for students to complete college with career ready skills.

Staff will provide more detailed information about the KYSSC at the March 4, 2021 meeting.

TITLE: 2021 Legislative Update

DESCRIPTION: CPE staff will provide an update of activity thus far during the 2021 Legislative Session as it pertains to postsecondary education.

PRESENTER: Greg Rush, CPE's Senior Fellow and Legislative Liaison

The 2021 legislative session is quickly coming to a close, with this Executive Committee meeting occurring on its 23rd day of a 30 day session. It is expected that the Conference Committee will meet March 8-10 and Concurrence will occur on March 15-16. With this calendar the veto period will last from March 17-27 and Sine Die will result on March 30.

The following is an update on bills of interest – **activity through March 2, 2021.**

Bill that have passed either the House or the Senate

- HB 8 – Changes the way KERS pension liabilities are distributed between employers. If enacted, particularly without funding, it has a significant financial implication for many of the comprehensive campuses and KCTCS. – on 2/10/2021, passed House 88-0 with Committee Substitute.
- HB 145 – Revises student disciplinary procedures and sets minimum procedural requirements – on 3/1/2021 passed House 69-22 with Committee Substitute and floor amendments (1) and (2)
- HB 338 – Provides a path for for-profit institutions to be eligible for KEES scholarship monies – on 2/26/21, passed House 81-17. It was assigned to the Senate Education Committee on 3/2/21.
- SB 115 – Addresses early literacy education – on 2/25/21, passed Senate 31-2 with Committee Substitute (1) and floor amendment (1). (Similar bill to HB 270)
- SB 135 – Puts in place the recommendations of the performance funding working group – on 2/25/21, passed Senate 34-0 with Committee Substitute (1) and committee amendment (1-title) – emergency clause was added. It was posted to the House Education Committee on 3/2/21.

- HB 10 – Addresses limitations on liability related to COVID-19 for employers and businesses – on 1/9/21, passed House passed 75-21 with Committee Substitute (1). It did not have any action in Senate until assigned to the Economic Development, Tourism, & Labor Committee on 2/24/21.

Other bills of interest

- HB101 – Prohibits postsecondary institutions from requiring vaccinations for those other than those involved in healthcare – prefiled on Dec 3, 2020, but no action has taken place.
- HB 271 – Establishes the KY Early Entry Initiative Pilot Program which provide a pathway to National Board Certification early in a teacher’s career. – on 3/1/21 received favorable 1st reading at the Education Committee’s meeting and its second reading on 3/2/21. (Sponsor is James Tipton)
- HB 383 - Broadens the Kentucky Work Ready Scholarship into the Better Kentucky Scholarship program to increase college going and completion – on 3/1/21 received favorable 1st reading at the Education Committee’s meeting and its second reading on 3/2/21. (Sponsor is Bobby McCool)
- SB106 – Requires that participation on athletic teams be determined by the biological sex of the student participating – filed on Jan 11, but no action yet.
- SB117 – Allows postsecondary institutions to require vaccinations if they provide an opt out – filed on Jan 13, but no action.

TITLE: Upcoming Council and Committee Meetings

DESCRIPTION: Staff will provide an update of meeting dates added in the 2020-21 academic year and proposed dates for 2021-22 academic year.

PRESENTERS: Heather Faesy, CPE's Sr. Associate, Board Relations and Special Projects

2020-21 REMAINING MEETING DATES

Mar. 4, 2021	9-10 am ET	Executive Committee
Mar. 23, 2021	10-12 pm ET	Academic & Strategic Initiatives Committee
Mar. 23, 2021	3-5 pm ET	Finance Committee
Apr. 1, 2021	9-10 am ET	Executive Committee
Apr. 13, 2021	3-5 pm ET	Finance Committee
Apr. 15, 2021	2-4pm ET	CPE Work Session – all members
Apr. 16, 2021	9-12pm ET	CPE Business Meeting – all members
Apr. 23, 2021	10-12 pm ET	Academic & Strategic Initiatives Committee (NEW)
Apr. 26, 2021	1-4 pm ET	Committee on Equal Opportunities
May 4, 2021	9-10 am ET	Executive Committee
May 17, 2021	2-4 pm ET	Academic & Strategic Initiatives Committee (NEW)
June 3, 2021	9-10 am ET	Executive Committee
June 8, 2021	10-12 pm ET	Academic & Strategic Initiatives Committee
June 8, 2021	3-5 pm ET	Finance Committee
June 24-25, 2021	Times TBD	Council Work Session & Business Meeting
June 28, 2021	1-4 pm ET	Committee on Equal Opportunities

2021-22 CONFIRMED COMMITTEE DATES

July 13, 2021	10-12 pm ET	Academic & Strategic Initiatives Committee (NEW)
Aug. 10, 2021	10-12 pm ET	Academic & Strategic Initiatives Committee (NEW)

2021-22 PROPOSED COUNCIL MEETING DATES*

Aug 26-27, 2021 (Th-F) or Sept 14-15, 2021 (M-Tu)

Nov 8-9, 2021 (M-Tu)

Jan 27-28, 2022 (Th-F)

Apr 14-15, 2022 (Th-F)

Jun 16-17, 2022 (Th-F)

**2021-22 Committee meeting dates will be determined later.*