MINUTES
Council on Postsecondary Education

Type: Academic & Strategic Initiatives Committee Meeting
Date: June 14, 2019
Time: 9:00 a.m.
Location: Council on Postsecondary Education, Conference Room A

CALL TO ORDER

The Academic & Strategic Initiatives (ASI) Committee met Friday, June 14, 2019, at 9:00 a.m., ET, at the CPE offices in Frankfort, Kentucky. Committee Chair Lori Harper presided.

ATTENDENCE

Members who attended in person: Lori Harper, OJ Oleka, Vidya Ravichandran, and Robert Staat

Members who attended by teleconference: Ben Brandstetter, Lucas Mentzer, Donna Moore, Brandon Wilson, and Sherrill Zimmerman.

Heather Faesy, CPE's senior associate for Board Relations, served as recorder of the meeting minutes.

COMMITTEE OVERSIGHT & OPERATIONS DISCUSSION

The Committee discussed several components of the committee and came to consensus on the following areas:

Areas of Responsibility: The Committee will review and oversee the progress toward the objectives of the statewide Strategic Agenda and efforts to achieve the state's 2030 educational attainment goal, including the metrics used to track that progress; review and recommend new academic programs to the full Council; receive status updates on academic program reviews; and provide input on the development and revision of various statewide academic- and student success-

related policies and initiatives. The Committee will also conduct ad hoc projects and provide oversight on special projects as assigned by the full Council.

Meeting Frequency: The Committee will meet approximately two weeks prior to each Council meeting, and each meeting should last no more than two hours. The Committee will convene for special meetings, as needed.

Committee approval and recommendation process: Unless delegated by the full Council, actions taken by the Committee shall serve as recommendations. The following process will be used:

- Action items ready for review shall go before the Committee, and campus representatives will attend to answer questions (as needed).
- The Committee will take action on the item. If passed, the motion will state the Committee recommends approval by full Council. If not approved, the Committee will ask that the staff consider removing the item for consideration, or it be presented to the full Council for discussion and vote.
- All items approved by the Committee will be presented to the full Council by the Committee chair. The Committee chair may make the motion for approval, or ask the Chair to make a motion. Either a consent motion or separate motions may also be made.

Items that were not reviewed by the Committee (due to late or emergency submission) will be formally proposed at the full Council meeting, and presented by the Council Chair and Council staff. As needed, campus representatives will attend the Council meeting to answer questions. There will be no formal recommendation by the Committee.

PROPOSED NEW ACADEMIC PROGRAMS FOR REVIEW & RECOMMENDATION

Presenter: Melissa Bell, Vice President for Academic Affairs and Student Success

KRS 164.020 (15) empowers the Council on Postsecondary Education to define and approve the offering of all postsecondary education technical, associate, baccalaureate, graduate, and professional degree, certificate, or diploma programs in the public postsecondary education institutions.

The ASI Committee has been delegated the responsibility reviewing new programs and providing a formal recommendation to the full Council regarding its approval.

<u>University of Kentucky</u>

1) <u>Bachelor of Science: Consumer Economics and Personal Finance</u>
   Program Contact: Dr. Annie Weber, Asst Provost for Strategic Planning

   Dr. Weber answered several questions from the Council specific to this program. Her answers were the following:
   - The student demand estimates are based upon the demand at peer institution enrollment as well as current student interest.
   - No additional faculty are needed.
   - The financial counseling certificate program is an additional test the students may be able to sit for upon completion of the program.
   - Estimated new tuition dollars do not account for current students realigning their degree path.
   - The program may serve as a path toward a MBA program.

   MOTION: Dr. Staat moved the Committee recommend approval of the program to the full Council for approval at its June 28, 2019 meeting. Mr. Oleka seconded the motion.

   VOTE: The motion passed.

2) <u>Bachelor of Arts: Public Policy</u>
   Program Contact: Dr. Eugenia Toma, Professor of Public Policy
                       Dr. Ron Zimmer, Professor, and Director of the Martin
                          School of Public Policy and Administration

   The representatives answered several questions from the Council specific to this program. The answers were the following:
   - Core content is multi-disciplined, including courses in science, public management, data analytics and calculous
   - One additional faculty member will be needed, preferably someone with a PhD in Public Policy.

   MOTION: Ms. Moore moved the Committee recommend approval of the program to the full Council for approval at its June 28, 2019 meeting. Ms. Zimmerman seconded the motion.

   VOTE: The motion passed.

3) <u>Master of Science: Data Science</u>
   Program Contact: Dr. Miroslaw Truszcynski, Professor

   The representative answered several questions from the Council specific to this program. The answers were the following:
   - The projection of student demand was based upon the goal of starting a program without additional faculty and resources. As the program grows, they will add resources and faculty to meet student demand.
   - The Department of Mathematics is not one of the three sponsoring units for the program, but math faculty have reviewed the program, are supportive of it and agree to accept its students in its math courses.
   - The thesis option is not currently available due to the desire to make the degree more hands-on and focused on practical skills and experience.
   - Internships and cooperative experiences are not currently built into the program.

   MOTION: Mr. Mentzer moved the Committee recommend approval of the program to the full Council for approval at its June 28, 2019 meeting. Ms. Ravichandran seconded the motion.

   VOTE: The motion passed.

<u>Murray State University</u>

4) <u>Bachelor of Arts: Human Services</u>
   Program Contact: Dr. Mark Arant, Provost
                       Dr. Robert Pervine, Associate Provost
                       Dr. Susana Bloomdahl, Department Chair

   The representative answered several questions from the Council specific to this program. The answers were the following:
   - Because the program is being marketed heavily to students with some college credit and the online discount offered, the tuition being charged for attendance should not impede enrollment despite the employer demand and estimated salaries
   - The degree is in the College of Education and Human Services.
   - While the degree is completely online, there are practicums and field experiences embedded in the program that offer in-person interactions.

MOTION: Dr. Staat moved the Committee recommend approval of the program to the full Council for approval at its June 28, 2019 meeting. Mr. Oleka seconded the motion.

VOTE: The motion passed.

5) Bachelor of Arts: Culture and Language Studies
   Program Contact: Dr. Mark Arant, Provost
                       Dr. Robert Pervine, Associate Provost

   The representative answered several questions from the Council specific to this program. The answers were the following:
   - The program is specific to the languages of French, German and Chinese. The languages of Spanish and Japanese are included in other programs.
   - This program will consolidate three separate language programs into one program, and the former programs will close.
   - With this program, each student will choose one of the three language tracks.
   - While this program can be a stand-alone for graduates, it can also serve as a second major and enhancement to other majors and degree fields. The employer demand table reflects potential jobs for either scenario.

   MOTION: Ms. Ravichandran moved the Committee recommend approval of the program to the full Council for approval at its June 28, 2019 meeting. Ms. Zimmerman seconded the motion.

   VOTE: The motion passed.

Northern Kentucky University

6) Bachelor of Arts: Japanese
   Program Contact: Dr. Caryn Connelly, Associate Professor

   The representative answered several questions from the Council specific to this program. The answers were the following:
   - The program is listed as 121 credit hours due to a 4-credit hour science lab course. The NKU graduation requirement is 120 credit hours.

- The faculty teaching the course include two adjunct professors and one lecturer. NKU will search for an additional tenure-track professor.

MOTION: Mr. Oleka moved the Committee recommend approval of the program to the full Council for approval at its June 28, 2019 meeting, pending NKU adjusting the program requirement to 120 credit hours. Dr. Staat seconded the motion.

VOTE: The motion passed.

Following the approval of the six programs, the Committee asked that future proposals included in the agenda materials include the additional information such as the curriculum that will be offered and the types of faculty that will teach the courses. The Committee also asked to know the programs that were initialized for approval but didn't make it through the beginning phases and brought before the Council. Finally, the Committee asked that they review programs several years after their approval and compare the projected revenues and expenses with the actual figures.

MIDTERM REVIEW OF 2016-21 STATEWIDE STRATEGIC AGENDA

Presenters: Lee Nimocks, Chief of Staff and Vice President
David Mahan, Associate Vice President for Data and Research

In 2016, the Council adopted the statewide strategic agenda, "Stronger by Degrees: A Plan to Create a More Educated and Prosperous Kentucky." The current agenda was adopted by the Council in June 2016 and will run through June 2021.

At the time of adoption, the Council advised staff that a mid-term review in 2019 would be required to adjust the agenda's objectives, strategies and metrics as necessary. In the spring of 2019, the Strategic Agenda Mid-Term Review Committee was formed and comprised of CPE staff, a representative from all the public universities, KCTCS, and the CPE chair. The group met several times to review the agenda and accompanying performance indicators, and made the following recommendations:

- Remove Objective 4, which states to "Improve the education and skill levels of Kentucky Adult Education students to prepare them for careers and/or postsecondary education." The removal suggestion is due to the

reorganization of Kentucky Adult Education to the Education and Workforce Development Cabinet.

- Revise the metric "Average Credit Hours" to measure "Median Credit Hours" to provide a more realistic view of credits to degree and remove outliers that skew that average.
- Add a metric to measure the enrollment of credential-seeking students. This is a metric already being calculated, and adding it to the strategic agenda emphasizes its importance as it relates to institutional health. The metric would be disaggregated as appropriate. Dual credit students would be included in a separate calculation.
- Add a disaggregation based on age groups for the agenda's enrollment and completion metrics to emphasize the growing importance on enrolling and graduating more adult students.
- Remove the metrics that were intended to measure academic quality due to the inability to accurately track, collect, and report the data.

Additionally, the campuses are reviewing their 2021 institutional targets (particularly if an institution had met or exceeded projected performance on a particular metric) and determining whether any changes to those targets would be appropriate. Council staff will provide an update on those targets at the September work session.

MOTION: Mr. Oleka moved the Committee recommend approval of the proposed revisions to the full Council for approval at its June 28, 2019 meeting. Dr. Staat seconded the motion.

VOTE: The motion passed.

ADJOURNMENT

The ASI Committee adjourned the meeting at 11:15 a.m., ET.

MINUTES REVIEWED AND APPROVED BY THE
ACADEMIC & STRATEGIC INITIATIVES COMMITTEE: October 8, 2019