MEMBERS PRESENT: Dean Priddy, Chair; Betsy Oakley; Kathy Manning (called in); Mona Edwards; Ward Russell (called in); Lauren Kalo

MEMBERS NOT PRESENT: none

OTHERS PRESENT: Chancellor Franklin Gilliam; Dana Dunn, Provost and Executive Vice Chancellor; Terri Shelton, Vice Chancellor for Research and Engagement; Carl Mattacola, Dean of the School of Health and Human Sciences; Karen Bull, Dean of UNCG Online; Sherine Obare, Dean of the Joint School of Nanoscience and Nanoengineering; Andrew Hamilton, Associate Vice Provost of Student Success and Dean of Undergraduate Studies; Kelly Burke, Associate Vice Provost for Graduate Education; Christopher Keller, Director of Undergraduate Admissions; Cathy Akens, Vice Chancellor for Student Affairs; Timothy Johnson, Executive Director of Housing and Residence Life; Kel Holden, Resident Advisor; Kelly Harris, Assistant Secretary to the Board; and other members of the administration, faculty, staff, student body, and general public.

PROCEEDINGS:

Chair Dean Priddy called the meeting to order at 1:15PM and reminded members of the Conflict of Interest (COI) statement from the State Government Ethics Act and their duty to avoid COI and appearances of COI, if any should be identified. None were identified.

The roll call was read, and a quorum was confirmed.

The minutes for April 9, 2019, were approved with no additions or corrections.

DISCUSSION ITEMS:

AAC-1 Provost’s Remarks and Introduction of New Academic Deans

Dunn began with the Provost’s report. The semester opened with 89 new faculty members as well as record enrollment of more than 20,000 students. Four new academic programs were launched with healthy enrollment. These programs are responsive to workforce needs in the region and the state. The Academic Success Coaching program was launched with 125 students. In addition to these accomplishments, research funding showed a 6.38% increase over the prior year. Also, a new ranking shows UNCG as most likely in North Carolina to promote the social mobility of graduates. This validates the critically important role that UNCG plays in transforming the lives of its students.

Dunn welcomed five new academic deans; four of the five were introduced in person. Dr. Bruce McClung, who was unable to attend due to university-related travel, joined UNCG from the Cincinnati College-Conservatory of Music over the summer.

Dr. Karen Bull, Dean of UNCG Online, joins UNCG from Syracuse University, where she served as Associate Dean for Academic Affairs and Online Learning. Bull said she’s excited to be a part of UNCG because of its commitment and dedication to students.
Dr. Andrew Hamilton fills a new position of Associate Vice Provost of Student Success and Dean of Undergraduate Studies. He joins UNCG from the University of Houston, where he served as Associate Dean for Student Success. Dr. Hamilton said he is attracted to the mission and leadership of UNCG, which focuses recruitment of lower income, minority, and rural students.

Dr. Carl Mattacola joins UNCG from the University of Kentucky, where he was an Associate Dean. Dr. Mattacola said there are three reasons why he joined UNCG: the leadership, the opportunity to lead a school with a strong faculty and rigorous research agenda, and the opportunity to develop new programs.

Dr. Sherine Obare joined UNCG as Dean of the Joint School of Nanoscience and Nanoengineering last January. She came to UNCG from Western Michigan University, where she served in many roles, most recently Interim Vice Provost for Research. Obare said the progressive nature of where UNCG is going in science and research attracted her. There are very few nanoscience programs nationally.

Priddy welcomed the new Deans, commenting that it is exceptional to recruit this level of talent and congratulating the successful searches.

AAC-2 Fall 2019 Enrollment Update

Dunn discussed Fall 2019 Enrollment and referred to the recent press release about the enrollment numbers. She introduced Chris Keller, Director of Undergraduate Admissions, and Kelly Burke, Associate Vice Provost for Graduate Education.

Dunn indicated that UNCG saw record enrollment with more than 20,000 students. UNCG continues to be a highly diverse institution. The Latinx population has experienced substantial growth.

In terms of undergraduate student profile, there was a change this year in the application process. The Common Application “Common App” use resulted in a high number of applications but much lower yield. This led to some degree of uncertainty about which students are interested in UNCG as their first or second choice. Keller added that UNCG can anticipate jumps in applications. Geographically, demographically, and program-wise, we know UNCG is down in the Charlotte-Mecklenburg region and in Wake, Davidson, New Hanover, and Brunswick counties. Demographically, African American enrollment is down 140 students; almost 100 of those were female. Program-wise, applications were up but the number of enrolled students was down in the following programs: biology, pre-health studies, music and dance, and two college of business programs.

Dunn added that the Common Application has resulted in an expanded pool of students with whom to interact. UNCG also began using text messaging in its outreach to prospective students. Dunn commended Keller and his office for using new forms of outreach for prospective students.

Priddy asked if admission was similar to last year in terms of GPA and SAT. Dunn and Keller explained that GPA declined. While at first glance this was alarming, it was explained that statewide there was a change in how high school GPA is calculated. Honors students now get one half quality point as opposed to one, and AP students now get one quality point as opposed to two. It is believed that the decline in GPA is due to the change in measurement.

Freshman enrollment was down just under 8% year over year. While this decrease in first-time freshman enrollment was anticipated, it occurred somewhat sooner than expected. Demographic patterns in the state are leading to fewer North Carolina high school graduates. There was slight growth in community college transfers at UNCG, while many North Carolina schools saw a decline. This is evidence that co-admission programs have been successful. UNCG’s top nine feeder institutions were mentioned (GTCC, FTCC, Wake, ACC, CPCC, Randolph, DCCC, Durham, Rockingham). UNCG has articulation agreements with all top nine feeder institutions, except CPCC, which is currently pending.

Dunn explained that when students enroll initially at community college, they declare their intent to transfer to UNCG after completing two years of community college curriculum. When they do so they are assigned to a special advising program and are granted access to various UNCG facilities and programs so they can become acclimated prior to
transferring. Co-admit programs are relatively new and many of the students have yet to complete their two-year community college curriculum. These numbers are expected to increase in the future.

Dunn mentioned that some time ago, UNCG anticipated the need for a diversification strategy to address the decline in traditional students. Community college transfers represent one aspect of the strategy. Another aspect involves outreach to partway home students (adult learners with some hours who have not completed degrees). Extensive data is available so UNCG can locate these students and reach out to them with detailed information. Many pilot programs are in place to reach these students, such as the Online Bachelor’s Degree in Integrated Professional Studies Program. There was just under a 6% increase last fall to this fall in terms of online student credit hour production. Another step UNCG will take going forward is introducing increased scholarship dollars. These funds will be targeting a middle merit category. This is a somewhat neglected group of students that UNCG can have great success with.

Keller noted that recruiters and additional marketing presence have been added to areas where UNCG enrollment is down. Latinx graduates are one of the few areas of growth for high school graduates, and programs like Chance target these prospective students. UNCG will work with deans and faculty to help further recruitment efforts. Campus tours are being offered at many different times and texting is used as a platform to set up additional appointments. Additional scholarships target students that exhaust their Pell grant and state grant money.

Keller added that some out-of-state data was interesting. UNCG uses college marketing technology, which breaks down the applicant pool by zip code. This Common App data shows pockets just outside of the traditional areas. Ohio is a good example, which had much higher applications than usual. This helps UNCG target new areas. Gilliam asked how Ohio students find UNCG. Keller said that is being studied. Dunn mentioned that UNCG students are UNCG’s best recruiters.

There was an increase in graduate enrollment. UNCG has worked diligently to stabilize graduate enrollment, which had been declining. Increases in graduate enrollment are very valuable to universities because graduate coursework is funded at a higher level by the state than undergraduate coursework.

Burke said that she has been working to modernize and automate the graduate school recruitment and admissions process during her time at UNCG. The primary reason for increased graduate enrollment is the launch of three new programs; online PhD in Business Administration, a Joint Social Work Program with NCA&T, and the new Master of Science in Informatics and Analytics. UNCG moved to an electronic viewbook last year. International graduate student enrollment has also increased. The graduate school is working with departments to make messages to students consistent, and to also avoid bombarding students with too much information. Burke then mentioned the Minerva Scholars Program, which serves as a fantastic marketing tool. Each department names one new PhD student who is the top student. Every person is offered a Minerva Scholarship and all offers were accepted. Dunn was the inaugural speaker for the Minerva Scholars “Lunch and Learn” series, where fifty top scholars all get together and build community outside of their department. Dunn mentioned that the Minerva Scholars were a phenomenal group of students with interesting backgrounds and a clear passion for the work they were planning to do at UNCG. Burke said that the series is held in EUC Claxton and board members are always welcome to attend.

Dunn congratulated Burke’s good work. Gilliam mentioned that great new faculty also make a big difference in graduate enrollment.

AAC-3 Residence Life: Creating a Culture of Care
Priddy invited Cathy Akens, Tim Johnson, and resident advisor Kel Holden to share some information about campus residence life.

Akens said that UNCG residential life wants to ensure students have a successful experience and are retained. While housing is usually thought of from a business perspective, it is important to focus on providing a safe, comfortable living environment that is focused on student success, student engagement, and student care.
Johnson mentioned that this year UNCG had just about 5,700 students in residence halls, an increase from 2011 when there were just 3,900 students in residence halls. This is a 46% increase over the past nine years. Of the 5,700 students, 2,200 are freshman and 350 are transfers. Seventy-nine percent of the freshman class is living on campus. This is consistent with previous years. Eighteen percent of transfers live on campus. UNCG has increased space for transfers and will continue to do so.

This past summer UNCG had 6,300 guests—various campers and SOAR participants. UNCG has 136 RAs—about a one to 40 ratio - and 17 residence life coordinators who are on call. For move in, UNCG strives for a stress-free experience with the goal that students should be moved in within an hour of parking. This is possible due to a huge campus-wide effort. Parents praise this process. Connections is a targeted plan for RAs to see every one of their residents and document their conversation with that student. They touch base throughout the semester. These conversations are tracked through a program called Room Pact.

Johnson welcomed Kel Holden, a resident advisor. Holden said he has a passion for fostering relationships in the UNCG community. UNCG residence life has a very diverse population. Resident advisors all focus on being role models to assist students and direct them to campus resources.

**ACTION ITEMS:**

AAC-4 Candidates Awarded Degrees and Certificates in August 2019

Priddy introduced one action item, which was the approval of candidates awarded degrees and certificates in August 2019. He invited a motion to approve degrees dated September 5, 2019 and delegates to the Chancellor the authority to act on deletions and additions. Trustee Mona Edwards made the motion, which was seconded by Trustee Lauren Kalo. The motion carried unanimously.

**INFORMATION ITEMS:**

AAC-5 Update on Research and Engagement

Vice Chancellor Terri Shelton stated that the hiring of competitive faculty, the changes in infrastructure, and the support of research are really paying off. Research funding has increased; the university has received two awards just in the last two weeks. UNCG also received another five years of funding from the National Center for Homeless Education, which supports educational outcomes for homeless students. UNCG applied to be a comprehensive center, which is similar to the old regional lab contract. Comprehensive centers only serve three states and are very competitive. UNCG was successful and won 3.1 million for five years.

Edwards asked if there are any trends on the federal level. Shelton the NIH and NSF are so big that they will stay robust. There are good shifts towards bigger, multi-institutional or interdisciplinary work. We are exploring how the state can partner more with institutions of higher education on funding initiatives. There are some federal agencies where things have been a little bit more disruptive, such as the Department of Education. Universities don’t get a lot of lead time on some changes so the strategy is to have collaborations and relationships ready to move quickly.

AAC-6 Additions and Deletions to the May 2019 Degree Candidates

In response to a question from Trustee Edwards, Provost Dunn explained that the deletions reflected on the May 2019 Degree Candidate List represent students who failed to fulfill their degree requirements; often these students did not pass a class, delaying their graduation as a result. Priddy asked if there is any sense of how many such students return to finish their degrees; Dunn replied that virtually all of them do and typically have just a one semester delay.
There being no further business, Priddy invited a motion to adjourn the meeting. Trustee Oakley made the motion; Trustee Edwards seconded. The motion carried and the meeting adjourned at 2:23pm.

Respectfully submitted,

[Signature]

Kelly Harris
Assistant Secretary to the Board of Trustees