

**Board of Trustees
Academic and Student Affairs Committee Meeting
Thursday, April 21, 2022**

MINUTES

Theme: Increasing Access

Call to Order/Roll/Declaration of a Quorum

Chair Jonathon Bullock called the meeting to order at 12:06 p.m. Trustee Bullock welcomed the everyone to the spring meeting and thanked presenters and guests.

Board Secretary Sabrina Prud'homme called the roll and a quorum was verified.

Committee Members:

Daniel Santos	Present	Steve Vincent	Present
Jon Bullock	Present	janelle wilson	Present
Debra Lee	Present	Barry Thalden	Present
Deborah Rosenberg	Present		

Other trustees in attendance: Lyn Hennion, President Rick Bailey

Public Comment

No members of the public provided comments.

Consent Agenda (Action)

Board Chair Santos moved to approve the consent agenda as presented. Trustee Vincent seconded the motion and it passed unanimously.

Provost's Report

Provost's Council

Provost Walsh reported on the Higher Education Coordinating Commission's (HECC) support to increase the Public University Support Fund to a level that keeps a tuition increase below 5 percent and that there is every intention of keeping strong start programs like the Bridge Program in place.

Transfer Council

Provost Walsh said that SOU continues working with other schools to help host an articulation summit semi-annually to increase collaboration and transfers among community colleges and Oregon's public universities. She later added that a main driver for the statewide group is common course numbering for community colleges and the public universities. More updates will be provided.

Other General Updates

Dr. Walsh updated the committee on changes in the academic organizational structure. To be more efficient with resources and after many discussions with faculty and staff, the decision was made to eliminate the Division of Humanities and Culture. This division is much smaller with fewer faculty and less in student full-time equivalencies (FTE). It will be dissolved at the end of this term and the programs will be moved to other divisions. This will lead to good synergies and efficiencies will be realized.

Regarding the general education, Provost Walsh said the task force continues its work toward

implementing the new general education curriculum in the fall of 2023. The work is on track and Andrew Gay, who has been leading the charge, will update trustees at a future meeting.

Vice President's Report

Enrollment Management Dashboard and Enrollment Council Update

Dr. Neil Woolf presented the enrollment management data, which are following fairly normal trends from the fall to winter term, and he reviewed the fall 2022 admissions funnel report. Discussion ensued regarding out-of-state students and efforts to reach students across the country and world to compete in the online education space.

Action, Information and Discussion Items (Action)

Curriculum Update

Provost Walsh provided several updates on curricular items, highlighting that the new major in sustainable tourism management, which the committee recently approved, was approved at the HECC last week so SOU has a new major. Another new major is moving forward in music industry and production studies and a special meeting of the committee may be necessary to approve it. In June, she expects to bring forward new certificate programs in restorative justice and sports and recreation management.

New Program Proposal: Certificate in Environmental Communication

Dr. Erik Palmer discussed the new program proposal for a Certificate in Environmental Communication, as presented in the materials.

Trustee Thalden moved to approve the proposal. Board Chair Santos seconded the motion. The motion was approved unanimously.

Tuition and Fees Affordability

The team of vice presidents Walsh, Woolf, and Perkinson led the committee in a discussion about the tuition and fees recommendation, especially affordability, as well as the factors influencing the recommendation and the process underlying these.

Regarding the Tuition Advisory Council (TAC), the chair of the council, Provost Walsh, reviewed the composition of the TAC, explained the committee met eight times this year for two hours each meeting, and completed each item on the TAC process checklist, which is available online with the meeting minutes. She praised Josh Lovern his work educating the students on the budgets, how revenue and expenses work, and the heavy lifting of the process. The TAC then made a recommendation to the president, which was unanimous.

Greg Perkinson praised the students' work and their process in developing the student fees. Dr. Walsh walked the committee through the extensive set of materials focused on mandatory enrollment and incidental fees. The total cost of attendance including housing and meals was presented and the composite tuition and fees increase was 4.73 percent. Vice President Woolf highlighted tuition affordability programs such as remissions and financial aid leveraging. Dr. Walsh explained that the TAC had important philosophical discussions about equity and that the affordability measures are geared toward this.

Open Educational Resources (OER)

Dale Vidmar, university librarian, discussed OERs as an additional strategy to reduce costs for students and shared SOU's plan. He said OER grants at SOU since 2015 have saved 6,294 students an estimated \$1,278,642.90, representing \$14.39 per program dollar spent. The goal

is that 25 percent of the courses requiring materials will use no or low-cost materials by fall 2024.

SOU Educator Equity Plan (Action)

Chair Santos noted that pursuant to ORS 342.447 (amended by HB 3365), SOU is required on a biennial basis to prepare written plans that detail the recruitment, selection, retention, and graduation of diverse educators. The board is asked to review these plans for adequacy and feasibility. Following the committee's action and recommendation to the board, the plan will be forwarded to the HECC.

Dr. King discussed the continuing plan with the committee, as presented in the extensive materials. He focused on key differences in this year's plan, measures of success, and the current program results.

Board Chair Santos moved to approve the plan as presented and to recommend it to the full board for adoption. Trustee Wilson seconded the motion and it passed unanimously.

Addition of New Athletic Sports

Introducing the topic, President Bailey praised Matt Sayre, Director of Athletics, following their recent National Association of Intercollegiate Athletics conference, and said he wants trustees to think about athletics as an enrollment mechanism underway to bring more students and student athletes to SOU. Director Sayre explained, the university is looking to bring four new sports to campus in 2022-23 including women's cheer/dance; women's beach volleyball; men's and women's cycling; and men's and women's golf. Director Sayre and Vice President Woolf presented enrollment concepts behind new sports, expected enrollment impacts, and the diversity recruitment and retention model in athletics.

Enrollment Marketing Dashboards

SOU's Marketing Director, Nicolle Aleman, shared some of the tools the subcommittee uses to assist with enrollment process. She reviewed an institutional strategy including social media, dashboards and reporting, digital advertising, and provided a live demonstration of the tools used. Ultimately, she said the work is data driven marketing and she discussed how they can measure returns on investment.

Re-Imagining of SOU-Community College Partnerships

With a constant eye toward collaboration, enrollment, and growing SOU's transfer student population, Dr. Woolf and President Bailey have been on a community college tour to help create and solidify new partnerships to ensure student success and graduates. They discussed how well these visits have been going, the progress they've been able to make so far, why these partnerships are important to SOU and its students, and goals to connect with all 17 community colleges in Oregon.

Future Meetings

Chair Bullock said the next meeting of the Academic and Student Affairs Committee meeting will take place on Thursday, June 16, 2022. He asked that if any trustee on the committee has any topics they'd like to see on a future agenda, please send them to the Board Secretary.

Adjournment

With no further business proposed, Chair Bullock adjourned the meeting at 3:24 p.m.

Date: October 20, 2022

Respectfully submitted by,

A handwritten signature in black ink, appearing to read "Sabrina Prud'homme", written over a horizontal line.

Sabrina Prud'homme
University Board Secretary