

THE UNIVERSITY OF NORTH CAROLINA AT GREENSBORO
BOARD OF TRUSTEES
Academic Affairs Committee
December 6, 2017
MINUTES

MEMBERS PRESENT: Dean Priddy, Chair; Brad Hayes; Kathy Manning; Betsy Oakley; Holly Shields

MEMBER NOT PRESENT: Elizabeth Phillips

OTHERS PRESENT: Ward Russell, Board of Trustees; Dana Dunn, Provost and Executive Vice Chancellor; Cherry Callahan, Vice Chancellor for Student Affairs; Bryan Terry, Vice Chancellor for Enrollment Management; Charlie Maimone, Vice Chancellor for Business Affairs; Jerry Blakemore, General Counsel; Nicole Hall, Director of Career Services; Waiyi Tse, Chancellor's Chief of Staff; and other members of the administration, faculty, staff, and general public.

PROCEEDINGS:

Chair Priddy called the meeting to order at 1:00 P.M. 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 September 12, 2017, were approved with no additions or corrections.

DISCUSSION ITEMS:

AAC-1 Chair's Remarks (Priddy)

Chair Priddy opened discussion with an overview of the agenda and invited the Provost to present her report.

AAC-2 Provost's Report (Dunn)

AAC-2.1 Faculty Salary Increases Awarded in the 2017-18 Annual Raise Process

The Provost reported on the 2017-18 faculty salary increases and provided an update on the progress of key searches and new initiatives. She announced that Cathy Akens, currently Associate Vice President for Student Affairs and Dean of Students at Florida International University, has accepted the position of Vice Chancellor for Student Affairs. Her appointment is effective January 29, 2018. There are several academic administrative searches under way, including two deanships (Health and Human Sciences and the Joint School of Nanoscience and Nanoengineering) as well as

the Associate Vice Chancellor for Research, which will be an important addition to the Office of Research and Engagement.

The University provided a faculty raise pool of 2.08%. Some of the funding came from the legislature, \$1000 per filled faculty line, to which the University added \$300,000 from tuition increase funds. The raises reached 94.3% of all full-time faculty, with an average faculty increase of \$1656.00. This was the fourth consecutive year that modest raises were awarded.

The new Master of Science online degree in International Business was approved at the recent Board of Governors meeting. The degree should launch in Fall 2018 following approval by the accrediting agency.

The proposed federal tax plan would have a significant impact on higher education in the form of taxing tuition waivers for graduate students, which is analogous to taxing a coupon. This taxation will have a chilling effect on graduate recruitment. Based on this change in taxation, Moody's has reevaluated its higher ed financial outlook for 2018 from stable to negative, predicting that aggregate annual operating revenue growth will come in at 3.5 percent while expenses increase by 4 percent.

AAC-3 Enhancing UNCG Employment Data Collection (Hall)

AAC-3.1 Enhancing UNCG Employment Data Collection Presentation

The Director of Career Services provided an overview of the new campus-wide employment data collection and reporting process, 12Twenty Outcome and Data Analytics, that is being launched by Career Services in partnership with academic units. The four primary objectives related to this initiative are (1) to facilitate regional transformation in the Triad and the State, (2) to expand the recruitment pool/employee partners, (3) showcase and communicate UNCG's return on investment, and (4) empower stakeholders (prospective/current students, employers, and accrediting/ranking agencies) by providing data. The campus abides by the industry standards for student employment data collection: NACE (National Association of Colleges and Employers) standards require a 65% knowledge rate—the percentage of graduates for which the institution has reasonable and verifiable information. Part of data collection includes mining social media and databases and providing the analysis to the academic departments to aid in their information gathering.

AAC-4 Updated Key Performance Indicators/Dashboard: UNC System Metrics, Baselines, Targets (Dunn, Loyd)

The metrics baseline data and targets from the UNC System Strategic Plan and Areas of Distinction have been added to the KPI tools. All chancellors, including Chancellor Gilliam, signed an agreement attesting that UNCG will work diligently to reach the mandated System targets. The six specific goals tied to the Strategic Plan that apply to all institutions in the UNC System are Low Income Student Enrollment and Completion, Rural Student Enrollment and Completion, Five-year Graduation Rate, Critical Workforces, Research Productivity, and Undergraduate Degree Efficiency. The KPI dashboard may be found at (<https://provost.uncg.edu/kpi>).

ACTION ITEM:

- AAC-5 Candidates Scheduled to be Awarded Degrees and Certificates December 2017 (Dunn)
AAC-5.1 Official Transmittal Form and Candidates Scheduled to be Awarded Degrees and Certificates December 2107

Approved unanimously.

INFORMATION ITEMS:

- AAC-6 Report of Additions to and Deletions from the August 2017 Degree Candidates List (Dunn)
AAC-6.1 Additions to and Deletions from the August 2017 Degree Candidates List

- AAC-7 Update on Research and Engagement (Dunn/Shelton)

No action; information only.

ADJOURN:

Meeting adjourned at 2:01 P.M.

Respectfully submitted,



Kelly Harris
Assistant Secretary to the Board of Trustees

kdh 12.20.17