



Academic Affairs Committee

March 16, 2021

Minutes

MEMBERS PRESENT: Dean Priddy (Chair); Mona Edwards; Betsy S. Oakley; Margaret Benjamin; Austin Moore

MEMBERS ABSENT WITH NOTICE: Ward Russell

OTHERS PRESENT: Chancellor Franklin Gilliam; Terri Shelton, Acting Provost and Executive Vice Chancellor; Kelly Harris, Assistant Secretary to the Board; and other members of the administration, faculty, staff, student body, and general public

PROCEEDINGS:

Chair Priddy called the meeting to order at 1:15PM.

The roll call was read and a quorum was confirmed.

Priddy reminded committee 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.

On roll call vote, the minutes of the December 1, 2020 committee meeting were unanimously approved with no additions or corrections.

DISCUSSION ITEMS:

AAC - I Provost's Remarks and Introduction

Vice Chancellor for Research and Engagement Terri Shelton informed the group that UNCG is prepared to turn things over to a new provost when the time comes. The university community has come together and met the challenge of COVID-19. Infection rates have been low, students are learning through a variety of platforms, and UNCG has a high percentage of face-to-face classes. Planning for Fall 2021 is well underway. Freshman applications are up fifteen percent and admitted students are up eighteen percent. Graduate enrollment continues to be strong. Faculty continue to excel and deliver exceptional instruction, mentoring, scholarship, and research.

UNCG continues to work on integrated student success. Enrollment management, high impact practices, and a focus on student well-being are all robust efforts and initiatives.

UNCG has been approved for an online-only cohort in the RN to BSN program. This will greatly help enrollment and workplace shortages. Students can complete this in one year. UNCG continues to look for ways to deliver instruction through a variety of platforms to meet the needs of students and the community.

AAC - 2 The Online PhD Program in Business Administration

Bryan School of Business and Economics Dean Mac Banks updated the Committee on the new online PhD program in Business Administration. The difficulty of finding high quality PhDs in the field ignited the spark that led to what UNCG is offering today. This required research to identify gaps in the market. Traditional PhD programs are expensive and face declining enrollments. Online PhD programs were offered primarily from for-profit universities or high-cost Doctorate of Business Administration (DBA) programs. These programs are acceptable for those who wanting to teach, but not very good for those who want to do research. Moreover, these programs were not producing students who were likely to become tenured faculty members.

The goal of UNCG's Online PhD Program in Business Administration is to produce students who qualify for tenured-track positions and are able to do research. The program is affordable, has world-renowned faculty members, and is the only AACSB accredited online PhD Program in Business Administration in the world. This has garnered national and international attention.

Brown explained that the program required three new faculty positions and staff support. A tuition differential was added to provide that support. With all of that factored in, the program was still short on revenue. However, the new faculty members were able to teach additional classes for other programs and enrollment was higher than anticipated.

In year two, the program has 29 students, compared to 14 projected. The actual expenses have been lower than expected. Since the program gets less money for students from outside North Carolina, it strives to keep a minimum of 50% of students from in-state. Additionally, projections did not factor in that UNC System employees in the program get nine free credit hours per year. Even so, the program is running above revenue projections and will have 50 students in Fall 2022.

Professor and Program Director Aichia Chuang said the goal of the program is to produce students who become strong faculty members. The program offers three concentration areas. Online students are highly involved, with opportunities like synchronous seminar sessions every other week, plus research seminars and social hours. Admitted students have high GMAT test scores.

Anna Hickman provided a testimonial of her experience as a 2nd year student in the online PhD Program in Business Administration, sharing that the program is a perfect fit as it allows her to continue working full time.

AAC – 3 UNCG’s Approach to Supporting Student Well-being

Vice Chancellor for Student Affairs Cathy Akens outlined UNCG’s commitment to student well-being, which refers to every aspect of the student. UNCG strives to create students who have healthy lifelong habits.

Dean of Students Brett Carter highlighted some of the services that are offered to students across campus, such as a 24/7 support line, Spartan Open Pantry, and food mini-units across campus that provide healthy snacks to food insecure students. UNCG also offers itMatters, which is an online training platform catered to student well-being.

Akens said that in addition to community partnerships, UNCG has worked to build up the campus support network. There are multidisciplinary teams across campus to help identify at-risk students early and provide interventions before students escalate to a point of crisis.

Akens praised the work individuals on campus have done related to the pandemic. UNCG has had over 400 students placed in isolation or quarantine. That process has been managed with student well-being as a priority. There have been many accolades for the process.

Chancellor Frank Gilliam emphasized that UNCG is taking a holistic approach to student well-being, which includes the business of being a student as well as the academics of being a student.

ACTION ITEMS:

AAC - 4 Candidates Awarded Degrees and Certificates in May 2021

Shelton presented the roster of candidates to be awarded degrees and certificates in May 2021.

Priddy invited a motion to approve the awarding of degrees and certificates to candidates as specified in the document “Candidates to be Awarded Degrees and Certificates”, and delegate authority to the Chancellor to act on additions to and deletions from the list as may be appropriate. Trustee Betsy Oakley made the motion; it was seconded by Trustee Mona Edwards.

On roll call vote, the motion carried unanimously.

INFORMATION ITEMS:

AAC – 5 Update on Research and Engagement

AAC – 6 Additions and Deletions to the December 2020 Degree Candidates

AAC – 7 Summary of Action Items Approved by Authority Delegated to the Chancellor, for the Period of January 25, 2020-November 13, 2020

AAC – 8 Report on Annual Appointments to Academic Advisory Boards

The Committee received four information items in pre-meeting materials. There were no questions or comments about the items.

There being no further business, the meeting was adjourned at 2:17pm.

Respectfully submitted,

Kelly Harris

Assistant Secretary to the Board of Trustees