Shawnee State University

Digital Commons @ Shawnee State University

Minutes of the Board of Trustees Meetings

Board of Trustees

10-29-2005

October 29, 2005 Special Meeting Minutes

Shawnee State University

Follow this and additional works at: https://digitalcommons.shawnee.edu/botmeetings

Part of the Higher Education Commons, and the Public History Commons

Recommended Citation

Shawnee State University, "October 29, 2005 Special Meeting Minutes" (2005). *Minutes of the Board of Trustees Meetings*. 102. https://digitalcommons.shawnee.edu/botmeetings/102

This Board of Trustee Minutes is brought to you for free and open access by the Board of Trustees at Digital Commons @ Shawnee State University. It has been accepted for inclusion in Minutes of the Board of Trustees Meetings by an authorized administrator of Digital Commons @ Shawnee State University. For more information, please contact svarney@shawnee.edu.

SHAWNEE STATE UNIVERSITY BOARD OF TRUSTEES

Special Board Meeting Minutes October 29, 2005

Chairman Kay Reynolds called the meeting to order at 9:08 a.m. The Secretary had earlier noted that the meeting was in compliance with RC §121.22(F).

Members Present: Ms. Reynolds, Mr. Mooney, Mr. Harcha, Mr. McCoy, Mr. McKinley, Ms. Seif, Mr. Warren, Mr. Teichman

Members Absent: Dr. Ball

Ms. Reynolds welcomed Ms. Seif to the Board and the Shawnee State University family. She said they were considering a longer retreat in the Spring. Ms. Reynolds recognized Dr. Morris for her comments on the agenda for today's meeting.

Dr. Morris presented an overview of the topics she and the chairman thought the Board members should discuss in some detail. At the last Board meeting the administration presented the first of several white papers on enrollment. Dr. Morris wants to continue this practice to give the Board a better understanding of the global issues in Higher Education.

1. Updates on Higher Education Funding and Legislation

Dr. Morris distributed a chart and timeline of all the special study committees and commissions which are underway in Columbus with regard to funding of higher education. She noted that Shawnee is fortunate to have Mr. Murphy and Mr. Donohue representing our interests as members of two of these committees, because Shawnee is frequently marginalized in these discussions.

The Business Alliance for Higher Education (BAHE) committee is the first attempt to seriously engage the business community in helping higher education meet their needs for an educated workforce. This committee is the product of the Commission on Higher Education and the Economy.

Ms. Reynolds noted that she and Dr. Morris attended a workshop in Columbus on how to sell higher education to the business community and legislature. Mr. Dave Brennan's comment was very salient, to the effect, "I don't want to education my children and have them leave the state with my grandchildren." It is estimated that 65% of Ohio's graduates leave the state.

Dr. Morris noted that President's do not always agree on higher education funding policy. The push to get Return on Education Investment (ROEI) funding did result in \$30 million being added to the higher education budget in the second year of the biennium.

Mr. Harch asked what was driving all these studies.

Dr. Morris said there is not enough money available to do everything the state wants to do. Ohio is a higher tuition state when compared to the rest of the nation. When higher education funding is discussed with legislators, they agree with our concerns, but then say they do not have the money for more funding. Legislative term limits also means that higher education leaders have to constantly re-educate members of the General Assembly.

Mr. McKinley noted that Ohio had always been an industrial state, where jobs were plentiful, and a college education wasn't necessary to make a living. He asked why enrollment was down for most of the state.

Dr. Morris said that when the economy improves as it has been recently, many nontraditional students will leave education and rejoin the workforce. Looking long range, many are predicting a downturn in enrollment in 2009 when the number of high school graduates will start to decline. Medicaid spending has crowded out most of the other discretionary spending in the state. She said that State Representative Earl Martin has introduced HB 359 to address the "brain drain" in Ohio. The bill would create a nonrefundable state income tax credit for individuals who earn degrees from institutions of higher education in a field of study in engineering, the natural sciences, or mathematics that the Ohio Board of Regents determines is associated with job creation and retention in Ohio, with priority given to the fields of information technology, power and propulsion, advanced materials, instruments and controls, electronics, and biotechnology and biosciences. It would provide for credit amounts based on the specific type of degree obtained—associate (\$5000), baccalaureate (\$20,000), and master's, or doctoral (\$30,000). The credit would be limited to those under age 35.

Dr. Morris said the federal Higher Education Reauthorization Act was scheduled to be approved two years ago. The issues currently under review in that act include financial aid, Pell grants, and transfer credits. There has been a lot of lobbying by proprietary schools to have liberal transfer credits of their coursework, such as removing the requirement for schools to have had regional accreditation before their coursework is accepted for transfer credit.

The U. S. House recently cut \$15Billion from the Higher Education budget, most of it coming out of student aid. There appears to be very little impact to Shawnee State University or its students. The House is reallocating entitlement funds instead of appropriating new money. The U.S. Department of Education Secretary, Ms. Margaret Spelling, convened a group of education professionals across the nation to look at the costs of higher education and other barriers to access.

Mr. Harcha asked why the advantages of higher education have to be resold to politicians.

Dr. Morris said that many legislators govern by anecdote. Senate Bill 24, dealing with the Academic Bill of Rights, to protect students from adverse academic impact because of their political views, was based on anecdotal evidence. The Inter-University Council drafted a policy addressing the issue and the bill was withdrawn.

Mr. McCoy said that most people do not view higher education as integral to the community; and set up higher education as a whipping post.

Dr. Morris said Shawnee State University is a regional university, and many local communities and agencies expect the University to pay for everything. When we are asked to be a fiscal agent for a grant, we charge an indirect expense fee, usually around 8%, and people who got the grant are upset about the charge. When Mr. Jeff Perez comes, Dr. Morris expects to publish a news letter, a version of which will be distributed among our legislators.

Dr. Morris said the board can be helpful in getting our message out to legislators. Representative Todd Book is accessible, and she has breakfast with him regularly to discuss legislative issues of mutual importance. Jason Meeker, Mr. Book's legislative aid, is always helpful. Senators Carey and Padgett have been helpful to us, especially with regard to OACHE issues. When we had difficulty in getting our message to Senator Carey during the budget process, Senator Niehaus was very helpful in brokering a meeting with Senator Carey and key staff member to go over what strategies would work for Shawnee State University. Dr. Morris would like to see a more focused lobbying effort by the Board members. Chairman Reynolds has been involved in the past, but more Board members could be helpful in approaching key legislator on Shawnee's behalf.

Mr. Teichman said it would be helpful to have an updated list of key legislators and their contact numbers.

Dr. Morris said she would get an updated legislator list out to the Board along with information about their constituencies that attend SSU.

Ms. Reynolds said we should meet with business leaders to get their support for higher education.

Dr. Morris said she has worked with other Presidents in the region on the Long Term Health Education Needs of the region in order to coordinate the institutional health education programs. She would like to commission a study for about \$18,000 to project the future needs for health care education. There is no funding yet, but the Governor's Office for Appalachia may fund it.

Mr. Harcha suggested the Board work on trying to socialize more with key legislators.

Dr. Morris said she would work on that this year.

Mr. Mooney said it might be easier to do that in Columbus.

Mr. McKinley said Southern Ohio tipped the state for Bush and for Carter. With elections coming up in 2006, getting to know key politicians would be critical for Shawnee as well as for them. He said the Ohio Funeral Directors have a big reception in Columbus every year, and the politicians have learned to listen to their association.

Ms. Reynolds suggested they rent a room in the state house, for a reception.

2. Enrollment Goals

Dr. Morris said the University's current mission is "to grow." The CHEE set a 20-30% growth expectation for higher education but no timeline for that. The view of the state is it needs to enroll more students so that it can generate more graduates. Recently, the media carried stories about how 90% of all jobs in the future will require a four-year degree. The Board of Regents has started a campaign to set the four year degree as the minimum job requirement. Dr. Morris asked if the University should set a number for expected growth. The master planning process will be starting soon, and we should address right-sizing for the campus. Currently we are a little short on office space. Our conversion to semesters will help us make better use of our space by spreading classes over the full week. Based on current academic capacity, Shawnee State University could easily accommodate between 4500 and 7000 students, with a midpoint of about 5300 students.

Mr. Harcha said it seems that it is good to grow enrollments, otherwise the University becomes stagnant.

Dr. Morris said we grew about 22% over the last few years, and we have some catching up to do. Last year we grew enough that some people are now wondering if we are getting too big. It raises the question as to whether we should have a specific enrollment goal.

Mr. McCoy said we should not set an enrollment cap, but we should set the parameters of growth.

Mr. McKinley said we need a picture of where we want to be, and then set the goal to attain it.

Dr. Morris said she would work with the cabinet to set an enrollment goal.

Ms. Reynolds said that it is not enough to set an overall goal of 5300; it needs to be addressed department by department.

Dr. Morris said that would be tough to do, since Admissions would then feel limited as to what type of student they could recruit.

Mr. McKinley said if we have the capacity for 5300; we should emphasize niche programs such as Physical Therapy and Occupational Therapy that will move toward that goal.

Dr. Morris said having a realistic enrollment target, which is consistent with the current plant capacity, gives us a working figure for sizing new buildings like the University Center, or whether we should build additional residence halls.

Mr. McKinley said that Hospice had a goal of \$1.5 million for the year and we raised it in less than six months and even exceeded our goal.

Dr. Morris said that the Board of Regents wants us to grow they just do not have the funds to pay for the growth. We do have great articulation agreements with Northeast Kentucky institutions and Ashland Community College.

Ms. Reynolds asked about Shawnee State University's perceived "service area." Dr. Morris said that Shawnee State University is a state university, and should be perceived as a state-wide university.

Mr. Donohue noted that the only statutory reference to a "service area" was O.R.C. § 3362.01 which requires at least five board members to be residents of the old Shawnee state community college district. He further said that no other state universities have that kind of restriction.

Dr. Morris said we should try to change that law to remove that restriction. She also said that the law was recently changed to allow out-of-state trustees to be appointed. This would permit the appointment of an alumnus who had been successful out of state, and help Shawnee State University expand its "presence" beyond the local region.

Ms. Reynolds noted that there was already documentation in place showing Shawnee had statewide attraction for students.

Ms. Reynolds said the meeting would be in recess for ten minutes at 10:25 a.m.

Ms. Reynolds reconvened the meeting at 10:37 a.m.

3. Assessing the Information Needs of the Board

Dr. Morris said she had started the "white paper" process with the last Board meeting. She asked if the Board might be interested in a trustee-in-residence program, where a trustee could come to campus for a day to go through the typical student enrollment process, just to get a feel for what happens.

Mr. McKinley said we need to hear more Shawnee State University success stories. With success stories we can all be more aggressive in promoting the University

Dr. Morris said that for the next year we are going to try to spotlight our alumni and how they are making a difference in the community. There are two priorities for the coming year: Government Relations and Marketing. A recent commitment from Mr. Will Burke and OSCO is the sponsorship of a spotlight on an alum each month with a write-up in the local press.

Mr. Teichman said he felt there was an information gap on what trustees knew about the various academic program offerings. He thought the Board should get more academic program briefings, and tours of specific University areas.

Dr. Morris assured the board that they will see the draft master plan around the March time frame and have an opportunity to provide input. She also said the proposed new University Center plans would be shared with the Board when they became available.

Dr. Morris said that the six-year graduation period is the normal period for measuring graduation rates for a particular cohort. She said that Mr. Tim Culver, a consultant with Noel-Levitz and a

October 29, 2005

former SSU employee, had been engaged to make recommendations for improving our enrollment management practices.

Mr. Harcha asked how an above average student from a poor family to afford to come to Shawnee State University.

Dr. Morris said that the administration reviews the out-of-pocket expenses for students. The average debt for graduating students is about \$13,000 with very low interest rates. Her goal is to increase scholarships and reduce loans.

Ms. Reynolds said she would like to have the Board tour the VRCFA and see back stage on other non-public areas.

Mr. McKinley asked for a definition of a "business continuity plan."

Dr. Morris said it is a plan for continuing the business of the University after a cataclysmic event shuts down major functions of the University. She said we are most concerned about our management information systems. We have a back-up system in Columbus, and we may consider a mock emergency and exercise the back-up system in December. Mr. Murphy and Mr. Warner have done a good job in implementing a "continuity plan" when it comes to our computer systems. We need to address what we need to do to continue our classes after such an event.

Mr. Mooney asked if the computer systems were backed up every night.

Dr. Morris said there were periodic back-ups of all our computer systems.

Dr. Morris noted that the anthrax scare that occurred last year exposed certain areas on campus where we were weak in planning for emergencies. After hurricane Katrina, Shawnee State University offered to take a faculty member from one of the historical black colleges in New Orleans, but they did not express interest in our offer. Both Dillard and Xavier (HCBUs) could not continue to pay their faculty after Katrina.

Dr. Morris said the University has taken steps to protect sensitive data, much of which was required to meet the mandate of federal laws such as FERPA and the Graham-Leach-Bliley Act. The Board may want to see a white paper on how the University protects this data.

Mr. Mooney said he was interested in student housing, how many live off campus and was the housing safe.

Dr. Morris said some universities inspect off-campus housing, but there are legal risks associated with that. Dr. Mangus and the student activities division has developed a brochure for parents and students advising them what to look for in off-campus housing. She said the University could report on how many students are living off-campus.

Ms. Seif said that the City Athens issues permits for people to rent housing to students in the city, and Shawnee State University may want to look into that.

Dr. Morris said that with the hire of a new Assistant Director of Student Housing, Ms. Marcie Hatfield, we have additional professional skills in our student activities division.

4. New Board Committee Structure and Calendar

Mr. McKinley said that we have eliminated the Quality of University Life committee, and it seems like all our conversations are driven by financial considerations. He felt the other committee gets a light touch. The Board receives all the material in the mail, and the administration just repeats it at the meeting. When there are action items they are over very quickly. He was not convinced the Board meetings were substantive enough.

Dr. Morris said that money may get a lot of discussion, but educating our students is the most important thing the University does. She presented a list of resolutions handled by the Board over the last year, and noted that the Finance committee handles more standing issues, such as the annual budget, but the other committees handles such important issues like semester conversion and new degrees.

Mr. Mooney asked if the Board was seeing things they needed to see or were they handling issues they really did not need to see.

Mr. McKinley said that most enterprises are based on relationships. We need to teach people about the demographics of an area, give the Board a marketing course and let them know who the leaders are of our various regions. The Board needs to know how to improve the University's image.

Mr. Teichman said there were occasions when he did not receive the Board agenda and minutes until the night before the meeting and did not have time to digest it all.

Dr. Morris said Board agenda may need to be overnighted to members.

Mr. Mooney said he preferred not to get Board materials in piecemeal fashion, and did not like reading lengthy documents on a PC screen.

Mr. McCoy said that if the President needed representation at a meeting or a conference, don't hesitate to call him.

5. Board Member Succession Planning

Ms. Reynolds said that the Board has not set up a systematic approach to finding new members. We know that every year, one Board member will come off the Board and an new member needs to be appointed. We should be asking what skills we are looking for, what geographic areas should be represented, and whether the membership is sufficiently diversified.

Mr. McKinley suggested that the Board needed more information on Southern State; Clermont County; and what people are leaders in Jackson and Athens County and have the qualities we are looking for. In other words we need to get research on the demographics of these areas.

institution.

Dr. Morris said that a white paper could be developed concerning the local demographics. We may want some lobbying expertise on the Board. When the Governor's Office makes inquiries of us, we need to have a list of names of qualified people to serve on the Board. Dr. Morris asked the Board to tell her what other issues they wanted more information about. She said she was working on bring Mr. Jerry Farley, former President of Washburn University, to speak on the Sarbanes-Oxley Act and to advise us on how much reserve is enough for our size

For the next retreat Dr. Morris will make sure that at least three topics are covered:

- 1. Specific topics requested by the Board
- 2. A plan for Board member succession
- 3. Dr. Jerry Farley to speak on reserves, how much is enough

6. Board Development Planning

Ms. Reynolds said the Development Foundation would soon be kicking off a new capital campaign. All Board members must try to give something, within their means, even a nominal donation of \$100. The Foundation Board has been given the white paper on enrollment. The Foundation Board needs to feel appreciated for their work, and viewed as important as the University Board. Ms. Reynolds requested a social event be planned between the University Board and the Foundation Board, because each group needs to know each other.

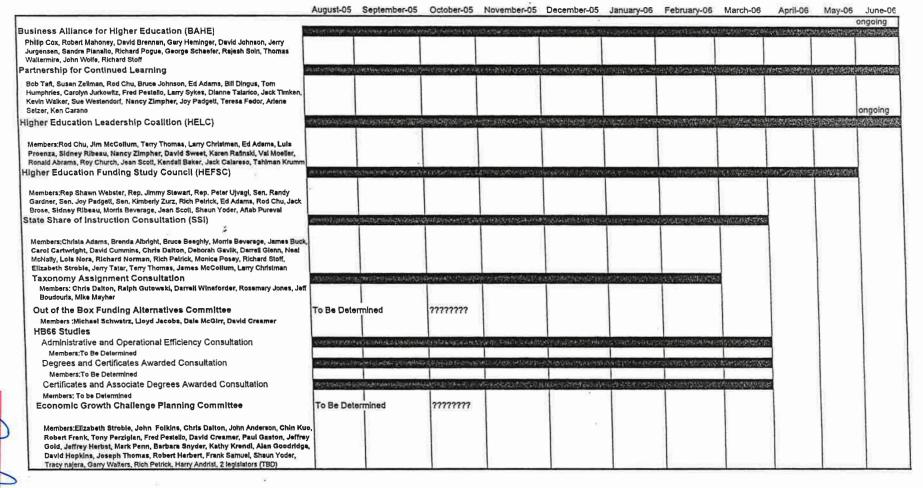
Dr. Morris was pleased that Mr. Pat Musser from USEC agreed to join the Foundation Board. Dr. Morris said she will try to set up a social event between the two boards after the December meeting.

Ms. Reynolds thanked everyone for their attendance and participation, and gaveled the meeting adjourned at 12:01 p.m.

200 B. Rml airperson. Board of Trustees

ecletary, Board of Trustees

Higher Education Committee Timeline for 2005-2006



HEFSC will report recommendations by May 31, 2006. SSI Consultation will report reccomendations to HEFSC by March 2006.

Ind

Correct

Resource Analysis Consultation will report recommendations by early 2006 to SSI Consultation. HB66 studies will report recommendations through the SSI Consultation to the HEFSC. Current as of

10/10/2005

All three HB66 studies will be handled by same subcommittee. HB66 states that these three studies must be completed by April 15th, however the SSI Consultation plans to make their recommendations by early March to the HEFSC. Therefore these three studies will need to be completed by that date as well.

Higher Education Committees and Consultations

Business Alliance for Higher Education (BAHE)

This private sector-led alliance will serve as a catalyst, mediator and advocate for an enhanced and more strategic role for Ohio's colleges and universities as contributors to the state's economic growth.

Partnership for Continued Learning

The partnership for continued learning shall promote systemic approaches to education by supporting regional efforts to foster collaboration among providers of preschool through postsecondary education, identifying the workforce needs of the private sector employers in the state, and making recommendations for facilitating collaboration among providers of preschool through postsecondary education and for maintaining a high quality workforce in the state.

Higher Education Leadership Coalition (HELC)

The Higher Education Leadership Coalition provides a forum for all sectors of higher education to come together regarding issues impacting all areas of higher education. Among these topics are: Return on Educational Investment (ROEI), higher education funding, articulation and transfer, the Third Frontier Project and proposed large scale shifts in state policy such as realignment of government and spending limitations.

• 'Out of the Box' Funding Alternative Committee

This committee was created by request of the HELC. The charge to this group is to think 'outside of the box" to develop new and potentially radical different ways to fund higher education. Two examples of significantly new alternatives include 1) the creation of student vouchers and 2) the use of all state operating funding for need-based aid only.

Higher Education Funding Study Council

The Council shall review all aspects of higher education funding and shall recommend any changes it determines are necessary. The Council shall also review the instructional and general fees as well as the room and board charges at the thirteen state universities, with the intent of setting limits on future increases in these fees and charges. The Council shall issue a report of its activities, findings, and recommendations to the Governor, the Speaker of the House of Representatives, and the President of the Senate no later than May 31, 2006.

The additional \$30,000,000 in State Share of Instruction in fiscal year 2007 shall not be disbursed without approval of the Controlling Board. Within ten days after the issuance of the report of the Higher Education Funding Study Council required, the Board of Regents shall seek Controlling Board's approval to disburse the \$30,000,000 appropriation.

State Share of Instruction Consultation

The SSI Consultation will consist of representatives from all sectors of higher education. This group will begin an OBR led consultation to examine possible needed changes in the SSI formula. This group will also complete the work on the three studies mandated in H.B. 66.

Resource Analysis Consultation

This consultation will be assigned the task of developing recommendations for the reassignment of programs to models -- that is, completing the work of the 2004-2005 Resource Analysis (RA) consultation. While there is no legislative mandate or



deadline for this study, it is expected that the work of this subcommittee will be completed by late CY 2005 or early CY 2006

Study on Distributing State Share of Instruction Funds based on Campus Administrative and Operational Efficiency

The Board of Regents, in consultation with representatives of the higher education community, shall conduct a study on the feasibility of distributing a portion of the State Share of Instruction, based on campus administrative and operational efficiency. The Board of Regents shall consider what statistic or statistics would be appropriate to measure administrative and operational efficiency and also shall consider what an adequate level of administrative support should be. The Board of Regents shall submit the results of the study to the Higher Education Funding Study Council not later than April 15, 2006.

Study on the Distributing State Share of Instruction based on the Number of Degrees and Certificates Awarded

The Board of Regents, in consultation with representatives from the higher education community, shall conduct a study on the feasibility of distributing a portion of the State Share of Instruction, based on the number of Ohioans who are awarded certificates or associates, baccalaureate, master's or doctoral degrees. The study shall examine whether it is feasible to retain a portion of the State Share of Instruction distributed to the campuses until such times as the certificates or degrees are conferred, whether the existing appropriation is sufficient to fund such an initiative, and how much in additional funds might be necessary to significantly increase the number of certificates and degrees earned by Ohioans each year. The Board of Regents shall submit the results of the study to the Higher Education Funding Study Council not later than April 15, 2006.

Study on Providing Incentives for Certificate and Associate Degrees The Board of Regents, in consultation with representatives from the higher education community, shall conduct a study on the feasibility of devising a performance-based grant to provide incentives to university branch campuses, community colleges, state community colleges, technical colleges, and the community and technical colleges at Youngstown State University, the University of Cincinnati, and The University of Akron to increase the number and proportion of Ohio students who receive a certificate or an associate degree, or who transfer to a four-year institution of higher education. In consultation with representatives from the higher education community, the Board of Regents shall develop measures of certificate and degree completion, as well as transferal to a four-year institution of higher education. The Board of Regents shall recommend a formula, using the Success Challenge formula as a model, that will reward the public two-year campuses for the academic success of their undergraduate students. The Board of Regents shall submit the results of the study to the Higher Education Funding Study Council not later than April 15, 2006.

State University Clinical Teaching

The Board of Regents, in consultation with representatives of each of the six stateassisted colleges of medicine, shall study and propose recommendations for a formula to allocate appropriations for clinical teaching support. The consultation shall consider factors that reward medical schools for serving Ohio's health care needs in an equitable and efficient manner. Recommendations shall be submitted to the Office of Budget and

and Correct Board of Trustees

Management and the General Assembly for consideration by November 1, 2006. A new method, approved by the Office of Budget and Management and the General Assembly, shall be implemented in fiscal years 2008 and 2009 for distributing funds for clinical teaching support.

It is assumed that even though this study is being performed independently by the medical deans that some recommendations may come back to the SSI consultation and/or Higher Education Funding Study Council.

Economic Growth Challenge Planning Committee

5

The General Assembly has followed the recommendation of CHEE by mandating in HB66 that Innovation Incentive awards be made and based on competitive excellence. The Innovation Incentive Program should "initiate a comprehensive Innovation Incentive plan designed to enhance doctoral programs and areas of research that have the greatest potential to attract preeminent researchers and build research capacity; enhance regional or state economic growth by creating new products and services to be commercialized; and complement Ohio's Third Frontier Project."

