

2011

JCAP Meeting Minutes 05-26-2011

University of Rhode Island Faculty Senate

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JOINT COMMITTEE ON ACADEMIC PLANNING (JCAP)

Meeting Minutes

Thursday, May 26, 2011

3:00- 4:30 PM

Thompson Board Room

Attendance: Provost Don DeHayes, *Chairperson*, Peter Alfonso, Christopher Anderson, Marilyn Barbour, Laura Beauvais, Lori Ciccomascolo, David Coates, Nancy Eaton, Lynn McKinney, Ann Morrissey, Norbert Mundorf, Jason Pina, Kat Quina, Jack Szczepanski, Vern Wyman

Members Absent: Sandy Hicks, Nasser Zawia, Peter Larsen, *Vice Chairperson*

Additional Attendees: Stephen Barber, Dean Libutti

1. **The meeting was called to order at 3:10PM.**

2. **Announcements:**

Nancy Eaton reported on upcoming JCAP membership changes (relative to the Faculty Senate) for 2011- 2012: Senator Lori Ciccomascolo, outgoing FSEC member, will be replaced by Senator and newly elected FSEC member Stephen Barber; Faculty Senate Chair, Nancy Eaton (former Vice Chair of the Faculty Senate) will be replaced by newly elected Senator and FSEC member Michael Rice; Sandy Hicks, outgoing Senator and Chair of the UCGE Committee, will be replaced TBA.

Commencement exercises (May 21 & 22, 2011) were impressive. The university fared well in the estimations of guests and the media. Commencement offers an opportunity for URI to highlight itself. We should continue to expand the ways to showcase the campus and our programs to parents.

3. **Approval of April 28, 2011 minutes.**

Minutes of the April 28, 2011 meeting were corrected. Marilyn Barbour's name was listed twice as absent. Regarding minutes section 2c. Metrics Subcommittee, Goal III: *"VP Alfonso stated that the Huron Consulting Group was brought in before the pre-award and post-award merger took place. \$500K to guide us through the process."* VP Peter Alfonso clarified that the URI Division of Research and Economic Development met with Huron Consulting to discuss contracting with them. They provided an estimate of \$500K.

Minutes were approved with changes.

4. **Enrollment Management Update**

Dean Libutti, Vice Provost for Enrollment Management, made a presentation to the committee regarding enrollment strategies and current enrollment data. Enrollment management is part of the charge of the Joint Committee on Academic Planning (JCAP). VP Libutti chairs an ongoing task force that does not report in the same way as the other task forces. Enrollment Management is always looking for ways to enhance recruitment and retention. Admissions and enrollment are no longer viewed as processes but viewed through strategies. There are positive implications from the enrollment strategies of the

past year. Total number of undergraduate applicants is up from 15,000 two years ago to 20,000 in 2011. Out of state applicants up 2.2%, international applicants up 20.2%, regional applicants up 67.1%. Additional majors have been established as regional. Under the former admissions strategy, 82% of applicants were accepted. The new strategy is more focused on financial aid. The discount rate has been increased from 17% to 27% to compete with the private institutions whose discount rates are roughly 38% (on higher tuition). More needs-based as well as merit-based awards have been made. The merit awards are focused on the roughly 3000 students with SATs of 1150 and above and GPAs of 3.5 and above. The new financial aid package/ acceptance package encourages students to reserve their scholarship. New markets in Maryland, Delaware, Chicago, and states with active alumni are being targeted. Information sessions (during campus visits) at the college level have been very popular. Continued branding and developing stories about faculty and students have helped to showcase URI.

The net revenue model has been successful. Signs of success: offering more in financial aid is yielding more tuition revenue, average applicant SAT scores are up (1096 vs. 1081), average GPA is up (3.21 vs. 3.32), instate and out of state merit scholars are up (350+ and 240+, respectively), full-pay out of state students are up, out of state yield is up (11% last year; 15% this year) and a slight increase in students of color / diversity. Competitor feedback: students waitlisted at Northeastern, UCONN, and UVM chose URI. Deposits as of May 1 indicate an enrollment of 1574 (in state), 1758 (out of state), 89 (regional). We anticipate losses over the summer ("summer melt") of 8.5-12%. The numbers are monitored on a weekly basis. All numbers mentioned in this report are as-of Mid-May and are expected to change slightly by October 15.

Another important population is transfers (1 in 5 undergraduates is a transfer). Applications are up 6%, with 45 paid deposits. The plan for transfers includes timely evaluation (within 21 days of acceptance) of the transferability of their prior credits. Advising, support, access to programs and majors of interest are made available. The institution is striving to be "transfer friendly," with preapproved agreements with other institutions (re: transfer of credits).

Discussion ensued regarding the cachet of an American education in international circles. Recruit students from India and China in finances, accounting, and engineering. They help to promote our institution when they return home after graduation.

5. Reports/Updates from Subcommittees

a. Metrics Subcommittee

A draft of the Academic Plan Metrics was presented at the last JCAP meeting (4/28/11). Gary Boden (IR) is working on a deadline of July 15, 2011 to produce the baseline and Year 1 (2008-2009) data.

Discussion ensued regarding the issue of hiring an outside consultant to assist with quantifying the metrics that are difficult to measure in some areas deemed important. Professional associations do this kind of work for less (or nothing) than private consultants like Huron Consulting. Sometimes, membership in professional associations pays for this kind of service.

Assistance is needed in developing and administering a satisfaction survey. The Research Office has welcomed ideas to address this issue. Suggested organizations: COGR (Council of Governmental Relations), SRI (Stanford

Research Institute), CURA (Center for Urban and Regional Affairs). A plan to convene a faculty focus group in the fall is being considered.

b. Task Force Subcommittee

Nancy Eaton reported on the General Education Task Force. She reiterated the charge: designing a pilot study incorporating interdisciplinary teaching with topics of global relevance. 40 Grand Challenge courses will have been offered over two years. The program has been successful but a different type of assessment will be used following the second year. At the end of this “pilot” phase, the Task Force recommends that this program will become a piece of the GenEd program. It will not operate as a separate program but be built into the GenEd program. This is co-evolving while the GenEd program is being reevaluated. The new GenEd approach focuses on competencies not numbers of courses.

c. NEASC subcommittee

The committee hasn’t met but has been and will continue to communicate through email. All standards will be covered for the upcoming 5th year review report due August 2012. Marilyn Barbour has contacted people. They will meet in the fall and look at the data. Gary Boden is working on the data.

The Provost presented a review of JCAP to the Faculty Senate on May 12. There is much going on and producing reports is valuable.

Goal VI of the Academic Plan, Institutional Effectiveness, has been tabled. We will look at a new way of addressing this goal.

Meeting adjourned at 4:30PM.

Recorded by Nancy Neff