



Oregon
University
System

Oregon State Board of Higher Education Academic Strategies Committee

Thursday, November 12, 2009
Portland State University
Portland, Oregon

Notes

Committee members present included: Chair Jim Francesconi, Hannah Fisher, Dalton Miller-Jones, Rosemary Powers (by phone), and Preston Pulliams.

Others present included: Chancellor George Pernsteiner, Vice Chancellor Susan Weeks (staff to committee), Bridget Burns, Larry Galizio, Joe Holliday, Charles Triplett, Bob Turner; Jim Bean (UO), Brad Burda (OIT), Michael Jaeger (EOU), Marvin Keiser (PSU), Jim Klein (SOU by phone), Roy Koch (PSU), Kent Neely (WOU), and Sabah Randhawa (OSU).

Chair Francesconi called the meeting to order at 3:15 p.m.

Action Items:

1. Chair Francesconi called for a motion to accept the October 2009 minutes; following no discussion, Director Pulliams made the motion, Director Powers seconded, and the minutes were approved.
2. Academic Program Approval
 - a. **PSU BA/BS in Earth Science:** Chair Francesconi called upon Provost Koch to present the item; then called upon the Chair of the Provosts' Council, Dr. Neely, who noted that the program was reviewed by the Council and recommended for submittal to the Committee for approval. It was noted that secondary teacher licensure requirements are more rigorous than for elementary, therefore, if they earn a secondary license then they are eligible to teach at the middle school level. On the issue of outreach, Dr. Koch added that the specific outreach component is not included in the program. Dr. Miller-Jones recommended that rural and summer activities be included as the component of the program in order to encourage student participation from rural Oregon. Chair Francesconi asked that a fifth question be added in the write-up and review of future academic program submissions that addresses rural issues. Vice Chancellor Weeks advised that this component is included in the broader proposal materials and will be included on the

five-year program review. Director Dalton-Miller Jones made the motion to approve the program; Director Pulliams seconded; the motion passed unanimously.

Discussion Items:

- 3. Draft process for Board approval of OUS university missions:** Chair Francesconi called upon Vice Chancellor Weeks to present the item; she stated that the university mission begins at the campus-level and ends with Board approval. Dr. Neely followed up by adding that faculty, students, and community leaders review the proposed mission and then the Chancellor reviews the mission once it is approved at the campus level. Following the Chancellor's review, the Board approves the mission or could send the mission back to the campus for further refinement. Once Board approval is achieved, the mission is submitted to the regional accreditation committee for review and approval.

Dr. Neely asked the Chancellor if the mission should be reviewed by the Board concurrently with the review by the Northwest Accreditation Committee. Chancellor Pernsteiner noted that would be acceptable. Chair Francesconi asked if the process requires immediate Committee approval and, although it was agreed that the process did not need immediate approval, Provost Jaeger noted that the policy needs to be approved by February in order to accommodate Eastern's process of mission-review in the accreditation process.

Director Powers asked if the issue of sustainability is included in the missions; Weeks responded that the four broad goals of the Board are included and that the issue of sustainability is not one of those four goals. Chair Francesconi said that the goals of the Board were developed in the long-range planning process; however, the issue of sustainability may be discussed as a goal during the December Board retreat. Provost Neely noted that the nature of this document was developed with the intention that this process would not be changed regardless of the changes in Board goals. Director Powers thanked the Committee for the development of this proposal.

Provost Jim Bean said that campus missions tended to be "silo-style" and that the new process would aid in breaking out of that style.

Chair Francesconi advised that, following the October meeting of the Committee, he came away with the feeling that, due to budget restrictions, the Committee staff will be overburdened. In order to not overburden, the proposed focus areas need to be very focused.

- 4. Graduate education focus:** Provost Bean introduced the item by noting that the economy of Oregon has changed from agrarian to high-tech and the programs of the universities need to change their focus. Strengthening doctoral education is needed in the following areas: sustainability; health sciences; and engineering technology and

advanced manufacturing. Although these focus areas are needed, students will also need a broad education encompassing business and liberal arts in order to receive a well-rounded education. Director Powers added that the universities are centers that promote “knowledge growth” and that that should be added to the matrix. Dr. Neely called upon Dean Marvin Keiser (PSU) to elaborate on the Professional Science Masters (PSM) programs in the System universities. Chair Francesconi thanked the provosts for the good work.

Reports and Updates:

5. **OSBHE Symposium:** Director Miller-Jones provided background on the Symposium held in 2008 and the upcoming Symposium to be held on November 19, 2009. He advised that “retention” is the topic of the 2009 symposium, “From Day 1 to Degree,” and encouraged everyone to be in attendance. At Chair Francesconi’s recommendation that additional forums be held to advance the work, Director Miller-Jones acknowledged that need but noted that with limited funds, more frequent meetings may not be possible.

6. **Priority Area Updates:**

- a. **Rural area student and community success:** Director Powers introduced the topic and noted that included in the research, community college and university enrollment managers were asked for input. Important areas to be used in outreach to the communities are: programs that capitalize on agreements between postsecondary institutions and their faculty. Larry Galizio noted those who are on the subcommittee and that, by statute, the work needs to be completed by February 2010. There are geographic distinctions within the state that impact how the institutions address these needs and that there should be visible postsecondary education availability in each of these geographic areas, whether by physical campuses and/or access to distance learning. Chancellor Pernsteiner added that there are similar access and rural success issues in communities that are seen as being part of larger communities (e.g., Madras vs Bend). Residence policies that exist now require the student to attend the degree-issuing institution; those policies must be updated by the Committee and “thinking out of the box” is needed.

Director Powers added that the easy transferability of students between rural institutions is a goal. Director Miller-Jones asked if the subcommittee ranked priorities and opined that, with the present limited budget, the accomplishments of the proposed actions will be affected. He also encouraged the subcommittee to look at the economic impact in the rural areas with the implementation of these actions. Chair Francesconi noted that the subcommittee has submitted actions that would not require funding. He also noted that the Latino issue and the rural issue should be integrated.

- b. **Portland area student success/economic development:** Director Pulliams provided an update on this subcommittee. He noted that members of the subcommittee represent many different business and educational sectors in the metro area. He advised that the funding from K-12 sector, as with the System, is very limited but that they are highly supportive of the subcommittee's work. Areas of discussion included: access and retention; pilot program partnering with community colleges and universities; Oregon Community Foundation is interested in three strategies (affordability/scholarship, categorizing areas that promote college culture, and increasing capacity for enrollment growth). Targeting and a narrow focus on outcomes that can be supported by funding (e.g., starting strategies at the 8th grade level, to catalog access area programs, access for those potential students who do not see the possibility of attending college due to economic reasons). The next meeting will be held at Concordia College on November 23rd.

Chair Francesconi noted that there has been some criticism that the System is not reaching out to the private colleges and universities in the Portland area and opined that the work of this subcommittee is providing visibility in collaboration efforts. Pulliams advised that the "new normal" is working within limited resources and how funds should be sought from the Oregon Community Foundation and private institutions. Chancellor Pernsteiner agreed and added that it is expected that the legislature will be reducing funding to postsecondary education and that it would be prudent to see other avenues of funding and encouraged further collaboration and building partnership support--"We need to broaden our financial options." Chair Francesconi said that we need to focus our priorities and then approach the Oregon Community Foundation.

Closing:

Chair Francesconi advised that the next Committee meeting is scheduled for January 14, 2010, by videoconference. The meeting was adjourned at 4:47 p.m.