

SECTION	9
DATE:	October 30, 2012

BOARD OF REGENTS
EASTERN MICHIGAN UNIVERSITY

RECOMMENDATION

MONTHLY REPORT
EDUCATIONAL POLICIES COMMITTEE

ACTION REQUESTED

It is requested that the Educational Policies Committee Agenda for October 30, 2012 and the Minutes of the September 18, 2012 meeting be received and placed on file.

SUMMARY

The primary items for the October 30, 2012 Educational Policies Committee meeting include: (1) Emeritus Faculty Recommendations, (2) Academic Affairs Administrative/Professional Appointments/Transfers, (3) Academic Retirements/Separations, (4) Commencement Speaker and Honorary Degree Recipients, (5) Board Policy Updates, (6) New Charter Award, (7) Charter School Board Member Appointees. A discussion on "Update on Advising and Retention" is proposed.

FISCAL IMPLICATIONS

The fiscal impact of the actions taken is listed in the appropriate sections and in the Board minutes.

ADMINISTRATIVE RECOMMENDATION

The proposed action has been reviewed and is recommended for Board approval.

University Executive Officer
Provost and Vice President

Date

EASTERN MICHIGAN UNIVERSITY
Board of Regents
Educational Policies Committee

October 30, 2012
9:00 – 9:45 a.m.
205 Welch Hall

AGENDA

Minutes (*Regent Sidlik*)

Monthly Report (*Rhonda Longworth*)

Consent Agenda Items

Emeritus Faculty Recommendations (*Rhonda Longworth*)

Academic Affairs Administrative/Professional Appointments/Transfers (*David Woike*)

Academic Retirements/Separations (*David Woike*)

Faculty Appointments (*David Woike*)

Regular Agenda Items

Commencement Speaker and Honorary Degree Recipients (*Kim Schatzel*)

Board Policy Updates (*Rhonda Longworth*)

New Charter Awards (*Malverne Winborne*)

Charter School Board Member Appointees (*Malverne Winborne*)

Discussion Topic

“Update on Advising and Retention”

EASTERN MICHIGAN UNIVERSITY
BOARD OF REGENTS

EDUCATIONAL POLICIES COMMITTEE MINUTES

September 18, 2012
9:00 a.m. – 9:45 a.m.
205 Welch Hall

Attendees: (seated at tables) J. Carroll, D. Clearwater, Regent Fitzsimmons, K. Kucera, R. Longworth, Regent Parker (Vice Chair), Provost Schatzel, Regent Sidlik (Chair), M. Winborne and D. Woike.

Guests: (as signed in) D. Delaski-Smith, A. Dow, G. Miller, A. Meyer, C. Powell, C. Shell, W. Tornquist and D. Winder.

Regent Sidlik convened the meeting at 9:00 a.m.

Discussion began with a request for updates to the committee on past retention plans and proposals. This update will be provided at the October meeting, this will also include an update on advising initiatives. We briefly looked at collaborative projects and how we can expand on successes of programs in Athletics and Honors. In particular, Study Tables are being used, which are located in McKenny Hall, close to Advising and career coaches with extended hours.

Report and Minutes (Section 13)

Regent Sidlik requested that the Educational Policies Committee Agenda for September 18, 2012 and the Minutes of the June 19, 2012 meeting be received and placed on file.

Emeritus Faculty Status (Section 1)

Dr. Rhonda Longworth, Interim Associate Provost and Associate Vice President for Academic Programming and Services, recommended that the Board of Regents grant Emeritus Faculty Status to one (1) former faculty member: Dr. Max Plank, Professor, Department of Music and Dance.

Academic Affairs Administrative/Professional Appointments/Transfers (Section 2)

Dr. David Woike, Interim Assistant Vice President for Academic Affairs, recommended that the Board of Regents approve two (2) Administrative/Professional appointments and eight (8) Administrative/Professional transfers at the rank and effective date shown on the listing provided to the Board.

Academic Separation/Retirement (Section 3)

Dr. David Woike, Interim Assistant Vice President for Academic Affairs, recommended that the Board of Regents approve twelve (12) retirements and eight (8) separations for the reporting period May 1, 2012 through August 31, 2012.

Faculty Appointments (Section 4)

Dr. David Woike, Interim Assistant Vice President for Academic Affairs, recommended that the Board of Regents approve one (1) new faculty appointment for the 2012-13 academic year at the rank, salary, and effective date shown on the listing provided to the Board.

Deletion of Academic Programs (Section 14)

Dr. Rhonda Longworth, Interim Associate Provost and Associate Vice President for Academic Programming and Services, recommended that the Board of Regents approve the deletion of one (1) existing degree program: the Spanish Literature Minor.

Board Bylaw Amendment: 5.08.01 (Section 15)

Dr. Kim Schatzel Provost and Vice President, recommended that the Board of Regents Bylaws 5.08.01 be amended as highlighted in the document provided to the Board. The change incorporates the recent organizational changes at the university.

Charter Schools Update

Dr. Malverne Winborne, Director of Charter Schools, gave an update on the Charter Schools' application process:

- Twenty-one Phase One applications were received in March 2012, which were narrowed down to ten applicants to participate in the Phase Two application process. Of these ten, four will be recommended to the Board for approval.
- The results of the selection process will be shared with the Regents and a resolution will be submitted empowering the Charter Schools Office to oversee granting of these new charters. This will be presented in final form at the October meeting of the Regents.
- The proposed new charter schools will:
 - be located in southeast Michigan.
 - serve at-risk and underserved populations.
 - will be either K-5 or K-8 schools.
 - have significant working relationships with EMU's College of Education, along with other colleges and departments.
- Dr. Winborne is requesting approval to approach the four successful applicants. Via the process approved at the June meeting, full approval for granting the charters will be sought from the Board at the October meeting.

In response to Regent Sidlik's inquiry regarding why Northern Michigan University had opened a Charter School in our area, Dr. Winborne replied that EMU had reached its cap on charters at the time the school was authorized, while NMU had not.

Special Topic Discussion "Tuition Differentiation"

Kevin Kucera, Associate Vice President, Enrollment Management, discussed the growing trend in higher education of tuition differentiation:

- An approach to tuition where charges vary depending on such factors as field of study at the graduate level or junior/senior standing at the undergraduate level.
- He argued for EMU undertaking a study as part of the effort to apply more rigor in tuition related decisions. Such a study would not only determine how this approach would impact market share/net revenues and maximize student enrollment, but shine light on perceptions in the market place regarding EMU's value compared to competing institutions and on reaction of specific student segments to various pricing scenarios.
- This approach is not without obstacles in terms of obtaining and analyzing information from the applicant pool, applying this new pricing strategy at the both the graduate and undergraduate levels, and handling the somewhat controversial aspects of charging by cost of program.
- Both Regents Sidlik and Parker advocated moving forward with an action plan. They would like to see follow-up in a subsequent meeting regarding implementation of this

strategy. Regent Parker stated that, in terms of obstacles, students are more concerned with the specific program rather than differential cost within the tuition structure.

- Provost Schatzel stressed the value of the model of tuition differentiation, moving from a cost-based to a market-based approach.

Committee Assignments and Follow-Up

Rhonda:

- Report back to the committee on past retention plans and proposals at the October BOR meeting.

Kim:

- Start discussion of BOR meeting schedule to eliminate overlap so Provost can attend EPC, FAC and SAC meetings, since all these areas report to her.

Kim/Kevin:

- Follow-up, in a subsequent committee meeting with implementation of tuition differentiation strategy.

Regent Sidlik thanked those in attendance, and adjourned the meeting at 9:45 a.m.

Respectfully submitted,

Debbie Clearwater
Executive Assistant
Academic Affairs