

BOARD OF REGENTS
EASTERN MICHIGAN UNIVERSITY

RECOMMENDATION

MONTHLY REPORT
EDUCATIONAL POLICIES COMMITTEE

ACTION REQUESTED

It is 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.

SUMMARY

The primary items for the September 18, 2012 Educational Policies Committee meeting include: (1) Emeritus Faculty Recommendations, (2) Academic Affairs Administrative/Professional Appointments/Transfers, (3) Academic Retirements/Separations, (4) Faculty Appointments, (5) Program Deletions, (6) Board Bylaw Amendments, (7) Charter Schools Update

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

September 18, 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

Program Deletions (*Rhonda Longworth*)

Board Bylaw Amendments (*Rhonda Longworth*)

Charter Schools Update (*Malverne Wilborne*)

Discussion Topic

“Tuition Differentiation”

EASTERN MICHIGAN UNIVERSITY
BOARD OF REGENTS

EDUCATIONAL POLICIES COMMITTEE MINUTES

June 19, 2012
9:00 a.m. – 9:45 a.m.
205 Welch Hall

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

Guests: (as signed in) D. Delaski-Smith, A. Dow, C. Karshin, D. Mielke, R. Nord, J. Peterson, C. Powell, M. Ramsey, G. Rubenfeld, B. Schaffer, C. Shell, Wm. Shell, R. Sipe, and R. Woody.

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

Regent Sidlik commented on *Dean Mielke's* reception last night it was a nice affair. *Dean Mielke* has done an outstanding job as Dean of the College of Business and taken it to a nice new level. There is still plenty of opportunity for a successor to take it further. *Dean Mielke* thanked *Regent Sidlik* and wished him well in the future.

Report and Minutes (Section 15)

Regent Sidlik requested that the Educational Policies Committee Agenda for June 19, 2012 and the Minutes of the April 17, 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 seven (7) former faculty members: Dr. Jeffrey L. Duncan, Professor, Department of English Language and Literature; Dr. Robert O. Holkeboer, Professor, Department of English Language and Literature; Dr. Sarah Huyvaert, Professor, Department of Teacher Education; Dr. Russell R. Larson, Department of English Language and Literature; Dr. Sheila M. Most, Professor, Department of English Language and Literature; Ms. M. Gaie Rubenfeld, Associate Professor, School of Nursing; and Dr. Alida S. Westman, Professor, Department of Psychology.

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 two (2) 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 one (1) retirement and separation for the reporting period February 1, 2012 through April 30, 2012.

Faculty Appointments (Section 4)

Dr. David Woike, Interim Assistant Vice President for Academic Affairs, recommended that the Board of Regents approve seventeen (17) new faculty appointments for the 2012-13 academic year at the rank, salary, and effective date shown on the listing provided to the Board.

Faculty Reappointments (Section 5)

Dr. David Woike, Interim Assistant Vice President for Academic Affairs, recommended that the Board of Regents accept the report from the Division of Academic Affairs pertaining to the reappointment of one-hundred seven (107) probationary faculty members for the 2012-2013 academic year.

Faculty Tenure Appointments (Section 6)

Dr. David Woike, Interim Assistant Vice President for Academic Affairs, recommended that the Board of Regents approve the granting of tenure, effective beginning with the 2012 fall semester, for twenty-one (21) faculty members.

Faculty Promotions (Section 7)

Dr. David Woike, Interim Assistant Vice President for Academic Affairs, recommended that the Board of Regents accept and place on file the report entitled Promotion of Faculty Members effective Fall 2012.

Lecturer Promotions (Section 8)

Dr. David Woike, Interim Assistant Vice President for Academic Affairs, recommended that the Board of Regents approve six (6) new lecturer appointments for the 2012-2013 academic year as shown on the listing provided to the Board.

Appointment of Charter Schools Board Members (Section 16)

Dr. Malverne Winborne, Director, Charter Schools, recommended that the Board of Regents appoint Carolyn Neal, John Shumate and Marcella Bell to three-year terms on the Board of Directors of the Academy for Business and Technology; Mary Packard to a three-year term on the Board of Directors of Ann Arbor Learning Community; Rosielee Hurst to a two-year term and Elizabeth Ochalek and Kecia Harper to three-year terms on the Board of Directors of Gaudior Academy; Fredrick Cheek, Thomas Riutta and Alyssa Stewart to three-year terms and Lennox Reid, Bettie Shaw-Henderson and Rashun Washington to two-year terms on the Board of Directors of Great Lakes Academy; Angela Polk, Deborah Nowlin-Swartz and Vera Hurt to three-year terms on the Board of Directors of Hope Academy; Misha Helvey to a three-year term on the Board of Directors of Commonwealth Community Development Academy and Rumell McDowell to a three-year term on the Board of Directors of the Dr. Joseph F. Pollack Academic Center of Excellence (PACE). These board appointments are ratifications of recent exigent appointments made by the Charter Schools Office and approved by Chairman Wilbanks on June 4, 2012.

Reissuance of Charter – Academy for Business and Technology (K-12) and Great Lakes Academy (K-7) (Section 17)

Dr. Malverne Winborne, Director, Charter Schools, recommended that the Board of Regents reissue the charter for Academy for Business and Technology and authorize the president of the University to execute a new five-year contract which will expire July 1, 2017 and a new five-year contract for Great Lakes Academy which will expire July 1, 2017. Descriptions of these academies are included in the materials provided to the Board.

Authorization to Process New Charter School Applications (Section 18)

Dr. Malverne Winborne, Director, Charter Schools, recommended that the Board of Regents grant Regents Thomas W. Sidlik and/or Francine Parker the authority and responsibility to take such action and execute such documents necessary to ensure the EMU Charter Schools Office can process new charter school applications during the time between regularly scheduled Board of Regents meetings.

Authorization to Approve the Adoption of the Open Pathway Process for Accreditation (Section 19)

Dr. Rhonda Longworth, Interim Associate Provost and Associate Vice President for Academic Programming and Services, recommended that the Board of Regents approve the adoption of the Open Pathway process for institutional accreditation from The Higher Learning Commission (HLC) of the North Central Association of Colleges and Schools (NCA). The University would be moving from the Academic Quality Improvement Program (AQUIP) process to The Open Pathway process for documenting actions and success in meeting institutional criteria for accreditation.

Deletion of Academic Programs (Section 20)

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 five (5) existing degree programs: the Secondary Education Computer Science Major, the Graduate Certificate in Artificial Intelligence, the Master of Arts in Mathematics-Computer Science, the Master of Science in Physical Education Pedagogy –

Interdisciplinary Adapted Physical Education Concentration, and the Master of Arts in Sociology – Family Specialty Concentration.

New Academic Programs (Section 21)

Dr. Rhonda Longworth, Interim Associate Provost and Associate Vice President for Academic Programming and Services, recommended that the Board of Regents approve a new Academic Program: Master of Science in Physician Assistant Studies.

Enrollment Innovation and Growth (Section 22)

Provost Kim Schatzel, recommended that the Board of Regents approve an enrollment innovation and growth plan that provides direction for EMU to grow student credit hours and thrive by supporting students from admissions to graduation via a highly innovative, responsible, and student-centric admissions process to an affordable and active educational pathway supportive of their successful degree completion.

Committee Assignments and Follow-Up

David Woike:

- Check by-laws for reporting transfers, to see if transfers are required to be included in BOR meetings

Malverne Winborne:

- Email Regents information relevant to the selection of suitable candidates for Charter School board members

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

Respectfully submitted,

Debbie Clearwater
Executive Assistant
Academic Affairs



Board of Regents
Educational Policy Committee

September 18, 2012

Kevin Kucera
Associate Vice President
Enrollment Management

EASTERN
MICHIGAN UNIVERSITY
Education First

Tuition Differentiation

Definition: Longstanding tradition in higher education, that tuition charges are identical, regardless of major, is eroding especially at doctoral universities

- 143 public universities, with differential tuition policies
- Above figures include 29% bachelor institutions, 11% master's institutions, 41% doctoral institutions
- At doctoral institutions, a slight majority of flagship universities have differential rate
- At graduate level, differential often based on field of study
- At undergraduate level, differential often based on junior/senior standing

Source: Cornell Higher Education Research
Inside Higher Education, February 21, 2012

Tuition Differentiation

Why undertake a study?

- EMU is interested in looking for more rigor in tuition related decisions
- EMU wants to test the impact of different price points in the higher education market
- EMU seeks an interest in refining the value proposition of key academic programs
- The number of public universities that have adopted these variable pricing policies has steadily grown, with no years from 1980 showing a decline in the number of institutions with variable pricing



Tuition Differentiation

Desired Outcomes:

- Determine how changes in tuition will impact market share and net revenue
- Understand perceptions in the market place regarding EMU's value compared to competing institutions
- Assess how specific student segments react to various pricing scenarios
- Find the appropriate tuition charge to maximize student enrollment



Tuition Differentiation

Obstacles:

- Obtaining information from live applicant pool
- Longitudinal data not helpful
- Graduate pricing much different than undergraduate pricing
- No history of discounting/price sensitivity at graduate level
- Students desire to pick their academic program based on their academic interest, not the price tag



Tuition Differentiation

Next Steps:

- Identify a consulting firm to assist (referrals from U of M, MSU)
- Develop a perception study
- Promulgate a pilot project at the graduate level
- Review "best practices" of public universities to enhance the pilot project

