

BOARD OF REGENTS
EASTERN MICHIGAN UNIVERSITY

RECOMMENDATION

EDUCATIONAL POLICIES COMMITTEE: APPROVAL OF AGENDA AND MINUTES

ACTION REQUESTED

It is requested that the Educational Policies Committee agenda for April 21, 2022 and minutes of the February 17, 2022 meeting be received and placed on file.

STAFF SUMMARY

The primary items for the April 21, 2022 Educational Policies Committee meeting include:

Approval of the Agenda and Minutes; Emeritus Faculty Recommendations; Reappointment of Charter School Board Member; 2021-2022 Symposium Undergraduate Research Fellowship (SURF) Award Recipients; Summer 2022 Research/Creative Activity Awards; Commencement Speaker and Honorary Degree Recipients; Program Phase-Outs: Visual Art Education, MA and Simulation, Animation and Gaming, BS; New Academic Program: Animation and Gaming, B.F.A.; and a presentation on the Degree Completion and Retention Plan.

FISCAL IMPLICATIONS

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

ADMINISTRATIVE RECOMMENDATION

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


University Executive Officer
Rhonda Longworth, Ph.D.

March 31, 2022

Date

EASTERN MICHIGAN UNIVERSITY

Board of Regents
Educational Policies Committee

April 21, 2022
8:30 a.m. 201 Welch Hall

AGENDA

- Section 8: Agenda and Minutes (*Regent Beagen, Chair*)
- Section 6: Emeritus Faculty Recommendations (*Rhonda Longworth*)
- Section 9: Reappointment of Charter School Board Member (*Jolia Hill*)
- Section 10: 2021-2022 Symposium Undergraduate Research Fellowship (SURF) Award Recipients (*Wade Tornquist*)
- Section 11: Summer 2022 Research/Creative Activity Awards (*Wade Tornquist*)
- Section 12: Commencement Speaker and Honorary Degree Recipients (*Rhonda Longworth*)
- Section 13: Program Phase-Outs: Visual Art Education, MA and Simulation, Animation and Gaming B.S. (*Michael Tew*)
- Section 14: New Academic Program: Animation and Gaming, BFA (*Michael Tew*)

Presentation:

- Degree Completion and Retention Plan (*Calvin McFarland*)

EASTERN MICHIGAN UNIVERSITY
BOARD OF REGENTS
EDUCATIONAL POLICIES COMMITTEE MINUTES

February 17, 2022

9:00 a.m.

201 Welch Hall

Attendees: Regent D. Beagen (Chair), Regent J. Kimbrough-Marshall (Vice Chair), Provost R. Longworth, J. Carroll, A. Ducher, D. Fields, C. McFarland, V. Reaume, M. Tew, W. Tornquist, and M. Winborne.

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

Report and Minutes (Section 9)

Regent Beagen requested that the Educational Policies Committee Agenda for April 21, 2022 and Minutes of the December 9, 2021 meeting be received and placed on file.

Emeritus Faculty (Section 7)

Dr. Rhonda Longworth, Provost and Executive Vice President, Academic and Student Affairs, recommended that the Board of Regents grant Emeritus Faculty Status to eight (8) former faculty.

Ellene Tratras Contis, Professor, Department of Chemistry from 1971 to 2021 who retired after 50 years; Steven N. Francoeur, Professor, Department of Biology from 2002 to 2021 who retired after 19 years; Linda M. Kinczkowski, Professor, School of Visual and Built Environments from 2000 to 2021 who retired after 21 years; Konnie G. Kustron, Professor, School of Technology and Professional Services Management from 1994 to 2021 who retired after 27 years; Kemper Moreland, Professor, Department of Economics from 1980 to 2021 who retired after 41 years; Heather Neff, Professor, Department of English Language and Literature from 1993 to 2021 who retired after 28 years; Edward Sidlow, Professor, Department of Political Science from 1995 to 2021 who retired after 26 years; and Richard Stahler-Sholk, Professor, Department of Political Science from 1997 to 2021 who retired after 24 years.

STAFF SUMMARY

The Collective Bargaining Agreement between Eastern Michigan University and the Eastern Michigan University Chapter of the American Association of University Professors (AAUP) provides that a faculty member who has served the University for at least fifteen (15) years may be nominated for Emeritus Faculty Status upon retirement by their colleagues. Board of Regents policy provides that other instructional employees may be nominated for Emeritus Status upon retirement for meritorious service.

The nominations for these individuals have received the support of the Department Head or School Director, the Dean of the College, and the Provost and Executive Vice President for Academic and Student Affairs.

Academic Affairs Administrative/Professional Transfers (Section 5)

Dr. Kathy Stacey, Assistant Vice President, Academic Affairs (Interim), recommended that the Board of Regents approve three (3) Administrative/ Professional transfers at the rank and effective date shown on the attached listing.

Academic Retirements/Separations (Section 6)

Dr. Kathy Stacey recommended that the Board of Regents approve two (2) separations for the period of December 31, 2021 through January 31, 2022.

STAFF SUMMARY

Of the two (2) separations, one (1) is female and one (1) is male. Demographics show that both are Caucasian.

Reappointment of Charter Schools Board Member (Section 10)

Dr. Rhonda Longworth recommended that the Board of Regents re-appoint Lynette Wright to a three-year term on the Board of Directors of the Academy for Business and Technology.

STAFF SUMMARY

According to the resolutions which establish these public school academies (charter schools), vacancies on the Boards of Directors shall be filled by the Eastern Michigan University Board of Regents.

Academy for Business and Technology

Lynette Wright is employed as a Deputy Director for the State of Michigan's Department of Health and Human Services in Detroit, Michigan. She earned a Bachelor of Science Degree in Psychology from Eastern Michigan University in Ypsilanti, Michigan and a Master of Social Work Degree from the University of Michigan in Ann Arbor, Michigan. She has served as a missionary at Greater New Mount Mariah Missionary Baptist Church in Detroit, Michigan since 1997. This is a re-appointment.

Ratification of Conservator for Ann Arbor Learning Community (Section 11)

Dr. Rhonda Longworth recommended that the Board of Regents ratify President James Smith's appointment of Jim Jung, of Recon Management Group LLC, as Conservator at Ann Arbor Learning Community (AALC), effective December 13, 2021 and ending June 30, 2022.

STAFF SUMMARY

Pursuant to the authority granted him under Section 10.9 of the Contract to Charter a Public School Academy and Related Documents issued by the Eastern Michigan University Board of Regents ("EMU") to Ann Arbor Learning Community ("AALC") dated July 1, 2020 ("Charter Contract"). President James Smith determined, in his sole discretion and after consulting with EMU Board Chair Eunice Jeffries, that the immediate appointment of a Conservator at AALC was necessary because the health, safety and welfare of AALC students, property or funds, were at risk. President Smith therefore appointed Jim Jung, of Recon Management Group LLC, as Conservator at AALC effective December 13, 2021 through June 30, 2022. The Charter Contract requires that President Smith's appointment of Jim Jung be "presented to the University Board for final determination at its next regularly scheduled board meeting".

New Academic Program: Executive MBA (Section 12)

Dr. Michael Tew, Associate Provost and Associate Vice President for Academic Programming and Services recommended the Board of Regents approve a New Academic Program: Executive MBA.

STAFF SUMMARY

The Executive MBA (EMBA) program provides a flexible learning environment for experienced managers ready to advance their careers and broaden their executive-level knowledge. Working

managers will have the opportunity to learn from graduate-level faculty who support learning beyond the typical MBA by using simulations and project- and case-based courses for direct application to dynamic business environments.

PROPOSAL ELEMENTS

Rationale According to the Graduate Management Admission Council's 2019 Application trends survey report, MBA programs continue to be the most considered and applied to graduate programs. Overall, 4 in 5 business school candidates consider an MBA program. The Southeast Michigan region is the best market for potential candidates for the Executive MBA program as Detroit hosts most companies that employ the greatest number of executives.

EMU faculty analyzed competition for the proposed program, market demand, and the type of program desired. Only two universities are local competitors, and EMU's price and program length are more desirable than these. The Executive MBA market is more stable than other types of MBAs. While enrollment in other MBAs has declined over time, EMBA's are stable. Hybrid programs like ours are among the higher-demand formats, as well.

Program Distinction Time and cost set EMU's program apart from the other local programs. AACSB accredits only a few EMBA programs in Michigan, but none has a similar curriculum to EMU's program. The other Southeast Michigan EMBA programs are cost and time-prohibitive to many students.

- The University of Michigan's program costs approximately \$160,000;
- Michigan State University's program costs approximately \$75,000;
- University of Toledo's program costs \$43,300;
- Oakland University's program costs \$45,500. However, Oakland's EMBA requires 21 months to complete, whereas EMU's proposed EMBA is an 18-month program with a proposed price tag of \$42,000.

Curriculum Design Each course in the EMBA program is based on business case studies, simulations, and/or projects requiring students to learn adaptability to different business environments and situations while enhancing their knowledge of data-driven and integrated business decisions. Students will take a customized project course to collect, analyze and communicate information about real business situations and provide strategic recommendations.

The program will operate on a cohort basis with all courses offered in an online-intensive hybrid format. Students will take three courses per semester, with two face-to-face meetings. The face-to-face meetings will take place over two weekends.

Projected Enrollment

- Project the number of students at initial enrollment: 15 students
- The average number of students enrolled within three years: 20 students/cohort
- The average number of graduates per year once the program is established: 20 students

Program Phase-Outs: Biochemistry-General, B.S.; Chemistry-General, B.S. (Section 13)

Dr. Michael Tew, recommended that the Board of Regents receive and place on file this notification of two (2) Academic Program Phase-Outs: Biochemistry-General, Bachelor of Science and Chemistry-General, Bachelor of Science.

STAFF SUMMARY

The Chemistry Department implemented a significant curricular reform to increase enrolments in their upper-level courses. As part of this restructuring, the department reduced the number of offered majors from four (4) down to two (2). The phase out of their Biochemistry-General (BS) and Chemistry-General (BS) majors leaves the revised Biochemistry (BS) and Chemistry (BS) majors in place.

Discussion

Dr. Michael Tew provided an update on the Degree Completion and Retention Plan.

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

Recorded by: Amy Ducher, Administrative Associate to the Provost and Executive Vice President of Academic and Student Affairs