

MINUTES
STATE UNIVERSITY SYSTEM OF FLORIDA
BOARD OF GOVERNORS
ACADEMIC AND STUDENT AFFAIRS COMMITTEE
NEW COLLEGE OF FLORIDA
SARASOTA, FLORIDA
NOVEMBER 7, 2012

*Video or audio archives of the meetings of the Board of Governors
and its Committees are accessible at <http://www.flbog.edu/>.*

Governor Norman Tripp, Chair, convened the meeting of the Academic and Student Affairs Committee at 3:30 p.m. Members present were Matthew Carter, Patricia Frost, Manoj Chopra, Cortez Whatley, and Gus Stavros.

1. Call to Order and Opening Remarks

Chairman Tripp called the meeting to order.

2. Approval of Minutes from September 12, 2012

Governor Frost moved that the Committee approve the minutes of the meeting held September 12, 2012, as presented. The motion was seconded by Governor Whatley and members of the Committee concurred.

3. Strategies for Student Retention: Academic Tracking Systems

Chairman Tripp stated the intention of this agenda topic was to discuss student retention strategies in place across the State University System in order to improve graduation rates.

a. Academic Mapping Systems: Is Mapping Enough?

Dr. Karen Laughlin, Dean of Undergraduate Studies at the Florida State University (FSU), called mapping a critical piece of the overall retention strategy in place at FSU and emphasized the need to tailor any mapping system to the structure of a particular university. At FSU, every major has an academic map accessible from the Mapping Systems portal. Maps include a sample schedule by semester, milestones a student must meet each semester, and career and employment information by major and are adjusted by each department. Milestone identification helps manage course demand as well. Dr. Laughlin stressed the importance of strong student-advisor relationships and outlined FSU's Advising First program. Advising First structures the advising support system to include success coaches and notices to advisors when a student falls out of

alignment with his or her academic map. Dr. Laughlin explained the usefulness of FSU's Exploratory program, which redesigns the undecided major designation by including mandatory requirements a student must meet every semester. Exploratory students undergo self-exploration, major exploration, and career exploration. Ninety-two percent of students utilizing the Exploratory program select their major within three semesters. For transfer students, mapping coordinators review all transfer student credentials and provide guidance prior to a transfer student's arrival on campus. Dr. Laughlin mentioned FSU was still waiting on full graduation rate data because the Academic Mapping Systems plan was initiated in 2005. Dr. Laughlin summarized FSU's strategy, which includes a campus-wide advising group, student outreach, late-night and weekend advising at the library, attendance policy evaluation, Freshman Interest Groups and Learning Communities. FSU also evaluated the effects of on-campus residency, the impact of tutoring, and the success of coaching at-risk students.

Governor Tico Perez asked about the average number of advisors at the top 50 public universities and how FSU compares. Dr. Laughlin said the recommended ratio was 400 students to 1 advisor, and FSU's ratio is 520 students to 1 advisor. Governor Frost asked about the cost of the program. Dr. Laughlin said she did not have a number off the top of her head but that a program like FSU's was definitely an investment. Governor Mori Hosseini asked what Dr. Laughlin thought it would take to push FSU from its 42nd place ranking among national public universities to a higher ranking within the top 25. Dr. Laughlin answered that a larger budget would positively impact faculty hires, research and student engagement. Dr. Eric Barron, President of FSU, added that FSU improved in all grading metrics used in the rankings except for faculty resources. He also addressed biases inherent in reputational rankings, such as peer and high school counselor assessment, though reputational rankings heavily impact ranking against other national public universities. Governor Hosseini asked about student-faculty ratio. President Barron said while FSU was at 25:1, the top 30 universities are generally at 20:1. Governor Hosseini requested clarification on how underclassmen enrollment impacts these numbers and proposed that the focus be on transfer students, and President Barron replied that he felt the university would experience a negative impact if FSU made it any harder for freshmen to gain acceptance. Governor Hosseini questioned how an increase in national ranking would impact freshmen admissions. President Barron emphasized the importance of FSU's retention strategies to the quality of education. Dr. Chopra asked if mapping was only included for undecided students and if students were ever audited on progress. Dr. Laughlin clarified that every student is mapped until graduation, that advising is done at the departmental level, and that GPA expectations are provided.

b. A Universal Tracking System

Ms. Roxanne Barnett, Senior IT Expert at the University of Florida's (UF) Office of Undergraduate Affairs, began her presentation by explaining the precursor to the Universal Tracking System, MAP (Monitoring Academic Progress), which ran from 1992-1996. MAP had criteria established by departmental faculty and monitored students at 30, 45, and 60 credit hours. In 1996, UF had each department develop an 8-semester plan and identify essential courses. With the Universal Tracking System, UF monitors around 20,000 students each period. An average of 20% of those monitored at a given time are off-track. Faculty, advisors, and students use an online web program to view degree audit information for graduation requirements and employ a separate audit for critical benchmarks a student needs to meet in his or her first five semesters. UF implemented the Universal Tracking System with existing staff.

Governor Dean Colson asked for the number of advisors per student, and Ms. Barnett answered that in the College of Liberal Arts & Sciences, 10 to 12 advisors serve 2,000 students. Chairman Tripp asked if UF saw any other universities reaching out to them. Ms. Barnett answered that not many universities within Florida have approached UF for tracking system information and assistance.

c. Student Retention: A Campus-level Focus

Dr. Kevin Bailey, Vice President for Student Affairs at the University of West Florida (UWF), asked the Committee to shift its thinking to younger universities such as UWF. He explained UWF's efforts to provide a more traditional experience to its students, including on-campus housing and student services, and the university's plans to collect data on admitted students in order to better formulate graduation and retention strategies. UWF has not implemented mapping systems but it is observing patterns and emphasizing attention to retention strategies across the board. Governor Colson noted that professional advisors are important because it is cheaper to retain a student than to recruit a new one.

Chancellor Brogan brought up summer work plan discussions and their focus on retention rates, commending university efforts toward improving those rates. Chairman Tripp suggested a funding request to the legislature for UF to provide Universal Tracking System technology to the other SUS institutions. Dr. Judy Bense, President at UWF, mentioned that UWF takes pride in its attention to access, but that if the SUS wants the focus to be on graduation rates for performance indicators then access will experience a decline. Dr. Judy Genshaft, President at USF, added that the purpose of differential tuition was to allow for unique graduation and retention plans at each university, and President Barron concurred. Chancellor Brogan affirmed the Access and Attainment Committee was created to evaluate these best practices and statewide educational structure. He suggested the necessity of revisiting policies between state universities and state colleges regarding student readiness. State universities cannot be expected to provide the readiness function that state colleges

provide as well as continue to improve performance metrics. With proper organization, access to higher education, which is especially needed in state's experiencing population growth, can be met without sacrificing academic quality. Mr. Carter emphasized the usefulness of the 2+2 plan in Florida. Chairman Tripp said the system was a few years away from fully addressing this issue. Governor Hosseini asked President Bense to clarify UWF's graduation rate, and she responded that the rate was around 43-44%. She expressed agreement that attention needed to be given to matching students to the appropriate institution and level of academia if graduation rates were to improve.

d. A System Overview: Survey Results

Jon Rogers explained that the survey of all state universities on academic tracking systems revealed that all universities are allocating resources toward systemwide planning upgrades.

4. Student Affairs Updates

a. Florida Student Association

Governor Whatley outlined the recent meeting of the Florida Student Association, where it reviewed the Task Force on Higher Education report. The FSA set April 2-3 for the Rally in Tally dates and January 28-30 for the DC lobbying dates. The FSA is drafting packets focused on the Aim Higher Initiative and higher education support in the state.

The FSA is establishing a Board of Advisors to improve functionality, as student leadership frequently changes, and to find external funding, given they did not charge dues this year. Chairman Tripp asked Governor Whatley to reach out to every university again to affirm commitment to FSA participation and to ensure that no university fails to participate for any reason, political or otherwise. Governor Whatley assured Chairman Tripp of the positive, productive environment of this year's FSA. President Barron clarified that FSU students were the only ones who chose not to participate due to objections concerning the requirement that FSA dues must be collected in order to for an institution's students' to have the opportunity of representation on the Board of Governors. If dues were not required, the issue would disappear. He then commended that move toward progress by the FSA.

Governor Ava Parker asked why FSU's students chose to hire their own lobbyist outside of the FSA, and President Barron pointed out that UF students have their own lobbyist for student needs as well, and that FSU students see this as an issue of civic duty. President Barron then added that, although he does think FSU students have a point in standing against the idea of charging dues for the possibility of representation

on the BOG, that either way it was the students' decision, and not his, to make. Governor Whatley informed Governor Parker that UCF's students also had a lobbying firm on retainer to deal with institution-specific issues.

b. SUS Council for Student Affairs

Dr. Bailey, Chair for the SUS Council for Student Affairs, asked committee members to refer to reports on the anti-hazing summits held in September within their materials. Between the summit hosted at UF and the summit hosted by Florida Atlantic University and Florida International University at FIU, a total of 155 persons participated, including students, faculty, and staff within Student Affairs departments, General Counsels, and attendees from other states. Summit recommendations included moving the summit outside of Anti-Hazing Week and creating an interdisciplinary anti-hazing team on campus. Dr. Bailey reminded the Committee of the annually updated Anti-Hazing Matrix provided to the BOG. Chairman Tripp said the Committee was currently learning the damaging effects hazing can have on a university's leadership.

5. Update: FSU's Bachelor of Fine Arts in Animation and Digital Arts

Before beginning the presentation Chairman Tripp let the Committee know that President Barron had given him assurance that, should anything progress in regards to this issue, FSU would report back to the BOG for consideration.

Dr. Frank Patterson, Dean of FSU's College of Motion Picture Arts, stated that FSU was in a holding pattern with the degree program so long as court proceedings with Digital Domain are ongoing. Dr. Patterson has been working on an internal assessment process with Provost Garnett Stokes and President Barron to determine the best path forward, with a report back in January.

Governor Colson asked if new students would be admitted before the assessment process was complete. Dr. Patterson clarified that the admissions process for the College of Motion Picture Arts began in February so they were planning accordingly. President Barron added that FSU is working hard to operate in the best interests of the students, including attention to elements involved with the Digital Domain Institute. Governor Frost requested clarification as to why FSU began a program so close to FAU and what would happen to the students currently in the program now that Digital Domain is bankrupt. President Barron answered that the requirements behind a BA and a BFA were very different, and the programs at FSU and FAU were very different. He went on to explain that FSU had to be legally silent in regards to Digital Domain, but that with accreditation coming from SACS a minimum of a two-year teach-out was to be implemented. He assured Governor Frost that the students' needs would be met before they graduate and that FSU would provide the BOG with its assessment of the situation during the January meeting. Chairman Tripp reflected on the inherent issues

in a private-public partnership, but stated that he was satisfied with the information FSU had thus far provided.

6. Adjournment

Having no further business, Chairman Tripp adjourned the meeting at 5:00 p.m.

Norm Tripp, Chair

Melissa Giddings,
Student Intern