



Board of Trustees

Academic and Student Affairs Committee

February 2, 2016

President's Boardroom, The Horace Mann Center

IN ATTENDANCE: Trustees Connolly, Hill (Chair Protemp), Martin, Slakey, and Sullivan.

PARTICIPATING REMOTELY: Trustee Perez due to geographic distance. Phoned at 10:32 AM.

Meeting convened at 10:03 AM.

Trustee Sullivan excused himself at 11:13 AM and returned at 11:14 AM.

Trustee Hill left excused himself at 11:25 AM and returned at 11:29 AM.

ACAEMIC AFFAIRS. Dr. Marsha Marotta, Interim Vice President of Academic Affairs presented nominations for emerita/us status. Process usually held in the fall but was delayed due to early retirement incentive. Delayed to capture those who retired in early December. To be eligible, must have at least 10 years of full-time service, retired or resigned from full-time service, and not be employed as another faculty or librarian at another school.

MOTON made by Trustee Hill, seconded by Trustees Martin and Slakey to approve the granting of Emeriti status, effective February 11, 2016 to the following individuals:

- Ms. Patricia Conant, Professor Emerita, Art Department
- Dr. Susan Dutch, Professor Emerita, Psychology Department
- Mr. Philip Ettman, Professor Emeritus, Economics and Management Department
- Mr. Kenneth Haar, Associate Professor Emeritus, Computer and Information Science Department
- Dr. Kathleen Itterly, Professor Emerita, Education Department

Motion passed unanimously by roll call vote.

Connolly	(Yes)
Hill (Chair Protemp)	(Yes)
Martin	(Yes)
Perez	(Yes)
Slakey	(Yes)
Sullivan	(Abstained)

STUDENT AFFAIRS. Dr. Carlton Pickron, Vice President of Student Affairs, presented names for staff emeriti/us.

MOTION made by Trustee Hill, seconded by Trustee Slakey to approve the granting of Staff Emeriti status, effective January 20, 2016 to the following individuals:

- Mr. Norman Hierschie, Staff Emeriti
- Mr. Andrew Johnson, Staff Emeriti
- Ms. Lucia Sullivan, Staff Emerita
- Ms. Marion Zomek, Staff Emerita

Motion passed unanimously by roll call vote.

Connolly	(Yes)
Hill (Chair Protemp)	(Yes)
Martin	(Yes)
Perez	(Yes)
Slakey	(Yes)
Sullivan	(Abstained)

Marsha Marotta brought forth Jack Shea on the motion but did not include information in her materials. Torrecilha recommended a second motion be brought forth to the committee after because the motion was already made. A new motion will be typed.

Dr. Kelly Hart is presenting. Salem State University is going test optional for SATs or ACT scores. None of the other COP schools were notified of this. Judge saw it in the news and wanted to get an update on how it was working and happened and we are not a part of it. Kelly to update on standardized testing and admission options.

Carlton: clarification that SAT is not an option for all. Only for those in the 10% group. Hoping the DHE will have honest conversation and discussion with campuses on whether we can continue to support a test that does not predict what student does their first semester at a level that is at 9.3%. Why continue to require students to pay for a test that does not tell a lot. Does not measure readiness for undergraduate work.

We need to make sense of where we should go from here. Commissioner here next week. Get his take on enrollment and standardized tests.

President Torrecilha mentioned there is a national conversation of what SAT measures. 10% of special admits is a large percentage. Will impact retention and graduation. IF you are bringing in 5% or more, we need to have services to support those students. Their progression is different than regular admits.

Trustee Hill asked if we have data to support special admits and their impact on retention and graduation rates.

Dr. Pickron. Department of Higher Education says that students have to go into college ready courses. Summer Bridge for Urban Education Program to work on skills. TRiO with academic support. Banacos providing academic support through tutoring. Those with documented learning disabilities work directly with Banacos. Social support mechanisms are also in place to support the students.

Marsha. Students in Urban Education Program and Banacos have great retention rates due to support. We do not provide remedial courses at WSU. Some do and we do not. WE offer plus sections which are an hour or more of instruction a week. English courses.

Developmental math was questioned by Trustee Slakey who wants to hear from the math department what they give college credit for. What do they construe as work they would like to give college credit for.

President Torrecilha wants to see data from the past three years on the retention of the special admits. Break down by gender, race and ethnicity of the special admit pool.

Trustee Martin suggested that the special admit group should be broadly defined to include special groups (Banacos and UE) and exemptions. Exceptions are the Banacos and UE who are not subject to DHE, exemptions are those who are but for some reason are not meeting them but brought in.

Janet Garcia, Executive Director of Marketing and Communications presented an overview of how we reach out to undergraduate students. Discovered that students love WSU. Affordable price, setting, and can grow as a person outside of the classroom through involvement. Support and opportunities. Those who take advantage are strong and robust students.

Landscape of admission has changed. Demographic is dropping. Student prospect base dropped. All picking from the same pocket. Increase in diverse populations. Hispanic populations (DR, PR). A place we need to reach into as we move forward.

Methodology for reaching students is to go on=line. They do retargeting, geo targeting (geographically target the state of MA). Students do not read papers or watch TV any more. Not effective advertising.

Outreach campaign to CT to proximity towns. Part of the on-line campaign. Ends the end of February since application deadline is March 1.

Janet discussed the Marketing budget which is \$500K consistently. \$600K proposed budget. Sounds like a lot but we reach every demographic and market. Becomes a smaller pool. Hispanic college fairs, some work with billboards in those communities, also realize there is a

Hispanic population is a high touch population. There are ways we cannot do that online. Need people on the ground reaching the Hispanic students. Another issue. Admission does a great job of begin where they are. Publications now produced in Spanish for parents, not necessarily for students. Heading in the right direction but have a long way to go.

Trustee Hill asked how much focus is put on internships and how often do we look at metrics. What is the value added for choosing on option versus another? Disney, Washington Center, etc. Those are things that reach people. Discussion about study abroad.

Motion to adjourn made by Trustee Hill, seconded by Trustee Connolly. Meeting adjourned 11:59 a.m.