

MINUTES
UNIVERSITY OF HOUSTON SYSTEM
BOARD OF REGENTS
ACADEMIC AND STUDENT SUCCESS COMMITTEE

Tuesday, November 15, 2011 – The members of the Academic and Student Success Committee of the University of Houston System convened at 9:03 a.m. on Tuesday, November 15, 2011, at the Hilton University of Houston Hotel, Waldorf Astoria Ballroom E, Second Floor, 4800 Calhoun, Houston, Texas, with the following members participating:

ATTENDANCE –

Present

Jacob M. Monty, Chair
Roger F. Welder, Vice Chair
Spencer D. Armour III, Regent
Nelda Luce Blair, Ex Officio
Tamecia Glover Harris, Student Regent

Non-Members Present

Nandita V. Berry, Regent
Welcome W. Wilson, Jr., Regent

In accordance with a notice being timely posted with the Secretary of State and there being a quorum present, Chair of the Committee, Jacob M. Monty, called the meeting to order. Regent Monty noted there were five (5) action items and three (3) information items to be presented to the committee. Regent Monty then introduced the first item on the agenda, the approval of the minutes.

AGENDA ITEMS

Action Items:

1. Approval of Minutes – Item B

On motion of Regent Blair, seconded by Regent Armour and by a unanimous vote of the members present, the following minutes from the meeting listed below were approved:

- August 16, 2011, Academic and Student Success Committee Meeting

2. Approval of the conversion of the University of Houston System at Sugar Land into a University of Houston teaching center that offers programs from component universities within the UH System. The new name for the center will be the University of Houston Sugar Land Campus – University of Houston, Item C - A&SS C1

Dr. John Antel, Senior Vice Chancellor for Academic Affairs and Provost, introduced this item and requested committee approval of the conversion of the UH System at Sugar Land into a University of Houston teaching center that will offer programs from component universities within the UH System. This new center will be named the University of Houston Sugar Land Campus. Dr. Antel stated that over the next three years, the University of Houston will launch a minimum

University of Houston System

of nine (9) new programs at this new center; and by doing so will double the number of UH programs currently available and will lead to UH becoming the main provider at the center. The transfer of management of the University of Houston at Sugar Land to the University of Houston will support this expansion, thereby converting it from a University of Houston System center into a UH teaching center.

If approved by the UH System Board of Regents, approval from the Texas Higher Education Coordinating Board will be required through an Administrative Change Request to be launched in January 2012.

On motion of Regent Armour, seconded by Regent Welder, and by a unanimous vote of the committee members present, the approval of the conversion of the University of Houston System at Sugar Land into a University of Houston teaching center that offers programs from component universities within the UH System. The new name for the center will be the University of Houston Sugar Land Campus was approved.

3. Approval of the Bachelor of Arts in Spanish Degree at the University of Houston-Victoria – University of Houston-Victoria, Item D - A&SS D-9

Dr. Antel introduced this item requesting approval of the Bachelor of Arts in Spanish Degree at the University of Houston-Victoria. This degree is designed to provide students with a broad background in the Spanish language and the different cultural groups that have been influenced by that language. At the University of Houston-Victoria (UHV), student demand for undergraduate coursework in Spanish has been strong; and the addition of freshmen at UHV has only increased the demand for Spanish. It is projected there will be approximately 40 students enrolled by 2015; and the program will utilize existing faculty resources, including one full-time instructor and adjuncts. It is proposed that two additional faculty members would be hired over the next five years based on enrollment and revenue growth.

On motion of Regent Armour, seconded by Regent Welder, and by a unanimous vote of the committee members present, the approval of a Bachelor of Arts in Spanish Degree at the University of Houston-Victoria was approved.

4. Approval of the Bachelor of Business Administration (BBA) in Finance Degree at the University of Houston-Victoria – University of Houston-Victoria, Item E - A&SS E-13.

Dr. Antel introduced this item requesting approval of the Bachelor of Business Administration in Finance Degree at the University of Houston-Victoria. This degree would prepare BBA students for successful careers in financed in the increasingly global economy; and will develop the strong analytical, problem-solving, decision-making, and electronic spreadsheet skills required for success in today's environment. This program will be administered by the School of Business Administration and would require 120 credit hours for completion. It is proposed that the program would utilize existing faculty resources, including four full-time faculty and adjuncts in the College of Business; and an additional full-time, tenure-track faculty position is proposed based on enrollment and revenue growth.

On motion of Regent Armour, seconded by Regent Welder, and by a unanimous vote of the committee members present, the approval of the Bachelor of Business Administration in Finance at the University of Houston-Victoria was approved.

5. Approval of the Master of Arts in Sport and Fitness Administration Degree at the University of Houston – University of Houston, Item F – A&SS F17

Dr. Antel requested approval of the Master of Arts in Sport and Fitness Administration Degree at the University of Houston providing students with a comprehensive program of study, which would integrate concepts and practical application of management strategies to address the burgeoning needs of a sport conscious society. This program would be administered by the Department of Health and Human Performance within the College of Liberal Arts and Social Sciences. The 36-hour program is designed to be completed within five (5) semesters culminating in a comprehensive examination; and replaces the Sports and Fitness Administration degree track that is within the Masters of Education in Physical Education that is currently offered by the department. This program would utilize existing faculty resources, including two full-time faculty and six adjuncts who teach regularly for the department. It is projected there will be approximately 53 students enrolled by 2016.

On motion of Regent Welder, seconded by Regent Armour, and by a unanimous vote of the committee members present, the approval of the Master of Arts in Sport and Fitness Administration at the University of Houston was approved.

6. Approval of the Master of Science in Global Retailing Degree at the University of Houston – University of Houston, Item G – A&SS G20

Dr. Antel requested approval of the Master of Science in Global Retailing Degree at the University of Houston. This program would focus on global products and services in for-profit enterprises and include applied market research; consumer behavior, product sourcing and distribution; profitability and global retailing financial models; customer feedback and evaluation methods; global strategies; and promotion and retaining campaign development at the global level. There are no comparable programs offered in the State of Texas. This program would utilize existing faculty resources, including tenure/tenure-track, adjuncts and a new proposed position that would be hired within the next two years. It is projected there will be approximately 35 students enrolled by 2016.

On motion of Regent Armour, seconded by Regent Welder, and by a unanimous vote of the committee members present, the approval of the Bachelor of Business Administration in Finance at the University of Houston-Victoria was approved.

At the conclusion of the presentation of the approval items, Regent Monty called for a motion from the committee to place the five (5) action items on the November 16, 2011, Board of Regents Consent Docket agenda for final Board approval.

On motion of Regent Welder, seconded by Regent Armour, and by a unanimous vote of the committee members present, the following action items, approved by the committee, will be placed on the Consent Docket at the Board of Regents meeting on November 16, 2011 for final Board approval.

University of Houston System

- (1) Approval of the conversion of the University of Houston System at Sugar Land into a University of Houston teaching center that offers programs from component universities within the UH System. The new name for the center will be the University of Houston Sugar Land Campus – University of Houston;
- (2) Approval of the Bachelor of Arts in Spanish Degree at the University of Houston-Victoria;
- (3) Approval of the Bachelor of Business Administration (BBA) in Finance Degree at the University of Houston-Victoria;
- (4) Approval of the Master of Arts in Sport and Fitness Administration Degree at the University of Houston; and
- (5) Approval of the Master of Science in Global Retailing Degree at the University of Houston;

Information Items:

1. Student Success Initiative: University of Houston Simplification of Tuition and Fees – University of Houston, Item H – A&SS H-24

Dr. John Antel presented this item to the committee. At the present time, the University of Houston has a very complicated tuition and fee structure that makes it difficult for students and their parents to determine the exact amount they will owe and plan accordingly; and currently results in very long tuition and fee bills that are difficult for students and parents to understand.

The University of Houston proposes to consolidate tuition and fees based solely on a student's major rather than courses taken. The plan for consolidation includes tuition and fees used for the general operation of the university and the delivery of instruction, including:

- (a) Statutory tuition;
- (b) General designated tuition;
- (c) Differentiated designated tuition;
- (d) Consolidated university service fees (e.g., library, technology); and
- (e) College, department and course fees.

A small number of fees used for very specific purposes will not be consolidated, e.g., lab fees, optional fees (parking and health insurance), and fees authorized by students themselves.

Four consolidated rates will be charged at the undergraduate level. First-time in college (FTIC) freshmen will pay one rate regardless of major. Upperclassmen will pay one of three rates based on their majors. "Preliminary" rates are listed below for reference. These four rates to be charged are based on the average costs of program delivery.

<u>Rates</u>	<u>Cost per SCH</u>
FTIC freshmen	\$282
Upperclassmen:	
Level 1	\$282
Level 2	\$298
Level 3	\$326

Dr. Antel noted that this proposed consolidation does not constitute a tuition and fee rate increase. The consolidation is revenue neutral to the university. However, students could experience

marginal cost increases or decreases depending on the combination of the courses taken once the new rates apply as compared to previous semesters. It should also be noted that graduate and professional students will pay rates based on the relative costs of their majors as well and will be higher than the undergraduate rates since the cost of instructional delivery is higher.

This item was for information only and required no committee action.

2. Presentation on Experiential Learning through Research – University of Houston System, Item I – A&SS I-27

Dr. Antel introduced this item and stated the University of Houston provides exceptional opportunities to many undergraduate students to conduct research as part of their experiential learning process. Two students had been selected to highlight the quality of the research they carried out and the experience they had gained in the process. Hamza Hallal, an Honors junior mechanical engineering student at the Cullen College of Engineering and Iris Edelen, an Honors senior in the C.T. Bauer College of Business, each presented a powerpoint presentation to the committee of their work. Below is a brief summary from each of the presenter's remarks.

Hamza Hallal – Summer Undergraduate Research Fellow – Visual Processing Research Project

- Attended community college in Florida and currently a junior mechanical engineering major;
- Member of the Honors College; Summer Undergraduate Research Fellowship 2011; and conducted research under ECE professor Dr. Haluk Ogmen;
- “Reverse Engineering the Brain”: One of the Grand Challenges of the 21st century;
- Attention is sometimes considered a gateway to cognitive science; and researchers are trying to understand the processes that make up attention;
- Attention is necessary for any system to work in real-time in a natural environment.
- Exogenous attention was addressed. In this study, the allocation of attention to moving objects was researched;
- Experimental methods were outlined, e.g., a new program was created to test shifts in attention in dynamic environments; test subjects were used to collect reaction times; and the data was analyzed to determine significance of the results.
- Results and conclusion were noted: shifting attention within the same object was significantly faster than:
 - Shifting attention between different objects; and
 - Shifting attention to a location in space.
- Allocation of attention for dynamic stimuli follows the “object-based” effect.
- Long-term expected benefits include: smart/seeing machines; and augmenting and restoring brain function.
- Benefits of conducting research include: close working relationship with faculty mentor; worked with graduate and undergraduate students – colleagues for years to come; now an ambassador for undergraduate research and currently considering graduate school.

Iris Edelen – Honors College, Senior Management Major and Medicine & Society Minor – High School: Liberal Arts & Science Academy in Austin, TX

- “Predicting Users’ Responses in Social Media: From Needs to Expressiveness on Facebook” was topic of discussion.

University of Houston System

- Faculty mentor, Dr. Norman Johnson, Associate Professor, Decision Information Sciences, C.T. Bauer College of Business, University of Houston.
- Research was about social media with a focus on Facebook, the largest social media.
- Goal of Research: (1) companies want to know how to better engage users with their brands on Facebook; and (2) researchers see to explain users' responsiveness on Facebook.
- Various types of Facebook posts and comments and related models were addressed.
- This research allowed the student to gain insight into the academic side of the business community; and convinced the student to postpone entering the business industry in order to pursue a higher degree.

This item was for information only and required no committee action. Each presentation given by the students have been filed in the Board office.

3. Introduction of the New Executive Director and General Manager of Houston Public Media at the University of Houston, Item J – A&SS J48

Dr. Antel introduced Ms. Lisa Trapani Shumate, the new Executive Director and General Manager of Houston Public Media at the University of Houston. Ms. Shumate has served as director of programming and marketing for KHOU-TV, BBS-BELO in Houston; and previously held management positions at KTRK-TV/ABC and Belo Marketing Solutions in Dallas.

Ms. Shumate has been an active member of the Greater Houston Partnership, a member of the Salvation Army Advisory Board, and the Baylor College of Medicine Campaign Cabinet. She holds an undergraduate degree in communications from Loyola University in New Orleans; and moved to the Houston area in 1990.

This item was for information only and required no committee action.

There being no further business to come before the committee, the meeting was adjourned at 10:13 a.m.

All documentation submitted to the Committee in support of the foregoing action items, including but not limited to "Passed" agenda items and supporting documentation presented to the Committee, is incorporated herein and made a part of these minutes for all purposes; however, this does not constitute a waiver of any privileges contained herein.

Others Present:

Renu Khator
Carl Carlucci
John Antel
Dona Cornell
Philip Castille
William Flores
Bill Staples

Brian Chapman
Barbara Stanley
Don Guyton
Hamza Hallal
Oscar Gutierrez
Chris Stanich
Karen Weber

Dick Phillips
Lisa Trapani Shumate
Karen Clarke
Iris Edelen
Wayne Beran
Monica McHenry
Dan Wells

University of Houston System

Others Present (cont'd)

Don Smith
Richard Walker
Elaine Charlson
Pam Muscarello
Marquette Hobbs

Mike Emery
Norman Johnson
Tom Ehardt
Jon Aldrich
Gerry Mathisen

Craig Ness
Ed Hugetz
Marshall Schott
Ed Jones