AGENDA

UNIVERSITY OF HOUSTON SYSTEM
ACADEMIC AND STUDENT SUCCESS COMMITTEE MEETING

DATE: **Tuesday, November 15, 2011**

TIME: **9:00 a.m.**

PLACE: **Hilton University of Houston Hotel**
Waldorf Astoria Ballroom E, Second Floor
4800 Calhoun
Houston, Texas 77204

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

ACADEMIC AND STUDENT SUCCESS COMMITTEE

A. Call to Order

B. Approval of Committee Minutes
- August 16, 2011, Academic and Student Success Committee Meeting

Action: Approval

C. 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 System — A&SS-C1

Action: Approval

D. Approval of Bachelor of Arts in Spanish Degree at the University of Houston-Victoria – University of Houston-Victoria — A&SS – D9

Action: Approval

E. Approval of the Bachelor of Business Administration in Finance Degree at the University of Houston-Victoria - University of Houston-Victoria — A&SS – E13

Action: Approval

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

Action: Approval

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

Action: Approval

H. Student Success Initiative: University of Houston Simplification of Tuition and Fees – University of Houston — A&SS – H24

Action: Information

I. Presentation on Experiential Learning through Research – University of Houston System — A&SS – I27

Action: Information

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

Action: Information

K. Adjourn

UNIVERSITY OF HOUSTON SYSTEM
BOARD OF REGENTS AGENDA

COMMITTEE: Academic and Student Success

ITEM: Approval of the conversion of the University of Houston 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

DATE PREVIOUSLY SUBMITTED:

SUMMARY: Over the next three years, the University of Houston will launch a minimum of nine new programs at the University of Houston System at Sugar Land (3-4 new programs per year). Doing so will double the number of UH programs currently available and will lead to UH becoming the main provider at the center. To support this expansion, approval is requested to transfer management of the University of Houston System at Sugar Land to the University of Houston, thereby converting it from a University of Houston System center into a UH teaching center that offers programs from component universities within the UH System. The name of the new center will be the University of Houston Sugar Land Campus. Upon approval by the Board of Regents, approval from the Texas Higher Education Coordinating Board will be sought through an "Administrative Change Request."

SUPPORTING DOCUMENTATION:

(1) University of Houston Program Expansion and Campus Initiative in Sugar Land

(2) Texas Higher Education Coordinating Board Administrative Change Request

FISCAL NOTE:

RECOMMENDATION/ ACTION REQUESTED: Administration recommends approval of this item

COMPONENT: University of Houston System

SENIOR VICE CHANCELLOR **John Antel** **DATE** 11/4/11

CHANCELLOR **Renu Khator** **DATE** 11/4/11

University of Houston

Program Expansion and Campus Initiative in Sugar Land

Growth in Fort Bend County

The University of Houston's planned expansion at the UH System at Sugar Land is predicated on robust growth in Fort Bend County. In terms of both population and the number of county residents enrolling in Texas public universities, Fort Bend is the fastest growing part of the Houston metropolitan area. Over the past ten years, the population of Fort Bend County has increased by 65%, while over the past five years the number of county residents attending a Texas public university has increased by 35%. Of the 18,000+ students from Fort Bend County attending Texas public universities, 26% are enrolled at the University of Houston (the state's largest provider to the county). Given the tremendous growth in the county and the pattern of its students to attend UH, program expansion on site at the Sugar Land center is the logical next step in the university's off-campus development activities.

Sugar Land Goals and Expansion Strategy

Currently, the University of Houston is working internally with academic leadership and externally with leaders from the Fort Bend/Sugar Land community to develop the UH System at Sugar Land in a way that accomplishes the following goals:

1. Expand University of Houston academic programs in order to meet the growing demand for higher education in Fort Bend County.

2. Develop campus facilities in ways that better integrate the university's academic programs with the needs of the community.

3. Build a distinct identity for the Sugar Land center that could serve as a state and national model for higher education.

In pursuit of these goals, the University of Houston will launch a minimum of nine new programs in Sugar Land over the next three years. Doing so will double the number of UH programs currently available and will lead to UH becoming the main provider at the center. Four new programs, all of which fulfill a strong workforce need in the region, are being launched this year:

- M.S., Human Resource Development
- M.S., Project Management
- Ed.D., Professional Leadership
- Speech Language Pathology Assistant (Post-Baccalaureate Certificate)

In addition to program expansion, the University of Houston and leaders from the Fort Bend/Sugar Land community believe that accomplishment of the Sugar Land goals would best be served by converting the center into a campus administered by the University of Houston (from its current configuration as a university system center). In fact, a national higher education consultant commissioned to examine the effectiveness of UH's off-campus operations has recommended that the next step in the life of Sugar Land should be conversion to a UH campus.

Rationale for a UH Campus

While the system center operating model was a cost-effective way to launch the UH System at Sugar Land, the university's own experience and discussions with community leaders indicate that Sugar Land's potential as an educational institution is not being fulfilled. Transforming the UH System at Sugar Land into a UH campus will accomplish the following:

Ownership → Will invest the University of Houston with proper ownership and create the incentives necessary to fully develop the center in terms of academic programs and facilities.

Identity → Identification with the University of Houston will provide clarity to students planning their education, donors considering private gifts, and businesses and community organizations interested in developing partnerships.

Community Support → Having expressed a strong desire for Tier One programs, Fort Bend/Sugar Land community leaders are committed to working with the university to provide the financial and other support needed to make a UH campus successful – support the state, given its financial challenges, is not likely to provide in the foreseeable future.

Tier One Excellence → Through university/community partnerships that yield innovative, high quality academic programs, facilities and outreach activities, UH will enhance its reputation as a Tier One university through an off-campus delivery model that is recognized for excellence statewide and nationally.

University/Community Partnerships

Perhaps the UH System at Sugar Land's greatest asset is the commitment and enthusiasm of the Fort Bend/Sugar Land leadership to develop the campus into a world-class operation – the equivalent to, and an integral part of, the exceptionally well-planned community they have already created. To date, the community has contributed approximately $20 million to the UH System at Sugar Land, the results of which are two academic buildings, student scholarships, and a recently completed library in partnership with Fort Bend County. The library project is indicative of how the university and the community are forming partnerships to develop the Sugar Land center – aligning academic programs to meet community/industry needs with the expectation that community support will play a significant role in funding these ventures – particularly for facilities and equipment. Other major projects include the development of: (1) a nursing program in partnership with regional hospitals; (2) a festival/ entertainment site with the City of Sugar Land; and (3) a master's program in gaming and a related motion capture studio with TimeGate, Inc., one of the premier game developers in the nation.

Role of the Other UH System Universities

Currently, other UHS universities are delivering programs at Sugar Land in high demand areas such as business, education, nursing and psychology. Under the proposed administrative change, other UHS universities will continue to deliver their programs. Maintaining programs from other UHS universities, which possess different price points and admissions requirements than UH, will diversify program offerings and enable UH to serve a broader cross-section of the Fort Bend/Sugar Land community.

Approvals

Approval of the UH System Board of Regents is sought to transfer management of the UH System at Sugar Land to the University of Houston under the new name: University of Houston Sugar Land Campus. Upon approval by the Board of Regents, the University of Houston will submit an "Administrative Change Request" (attached) from the Texas Higher Education Coordinating Board, requesting approval to launch the University of Houston Sugar Land Campus in January 2012.

Administrative Change Request Form

Directions: An institution shall use this form to propose the creation of or a change to an academic unit such as a department, school, or college that administers certificate and/or degree program(s). All sections should be completed unless noted otherwise.

This form should be used only for administrative changes with new costs to the institution totaling $2 million or more during the first five years. For all other requests, please use the *Administrative Change Certification Form.*

Information: Contact the Division of Academic Affairs and Research at 512/427-6200 for more information.

Administrative Information

1. Institution – University of Houston System at Sugar Land (to UH-Sugar Land Campus)

2. Description – Describe the change.

   The University of Houston System at Sugar Land (UHSSL) will be transferred from the University of Houston System to the University of Houston.

3. Reason for Change – Explain the reason for the change.

   UHSSL currently exists as a System Center with multiple components of the UH System offering courses/programs at the site. Over the next few years, the University of Houston will assume a greater responsibility for delivering courses/programs as the other component universities (primarily UH-Victoria and UH-Clear Lake) focus on efforts to expand downward and/or support other regional center operations (i.e. UHCL Pearland Center). The transition to UH will not compromise access to educational opportunities currently provided by the component universities but will provide for a net addition of programs from UH consistent with its Tier One goals.

4. Program Inventory – Show how the change would appear on the Coordinating Board's Program Inventory. Include all degree programs and corresponding Texas CIP codes affected by the change but do not include proposed administrative unit codes for the new academic unit(s). Board staff will assign the new administrative unit codes.

   The proposed administrative change will not result in any changes to programs currently offered at the Centers nor will it result in changes in CIP codes for programs.

5. Proposed Implementation Date – Report the date that the change would go into effect.

   January 2012

6. Contact Person – Provide contact information for the person who can answer specific questions about the administrative change.

Name: Marshall Schott, Ph.D.

Title: Associate Vice President, University Outreach Programs
Associate Vice Chancellor, UHS Planning and Administration

Email: mschott@uh.edu

Telephone: 832-842-4664

I. Impact

A. Role and Mission – Describe how the change would affect the role and mission of the institution.

The proposed administrative change is consistent with the role and mission of the University of Houston. The mission of UH is to discover and disseminate knowledge through the education of a diverse population of traditional and nontraditional students. In addition, UH strives to apply its expertise to solve problems faced locally and regionally through building partnerships with community stakeholders. These goals will be enhanced by assuming a greater ownership role of our off-campus teaching center in Sugar Land.

B. Program Support and Development

1. Describe how the change would affect existing degree programs and plans for new degree programs.

The University of Houston will add approximately three to four new degrees per year at the teaching site, primarily at the graduate level. Degree programs currently offered by the component universities of UHS would remain in place after the administrative change takes place. Our efforts are designed to provide greater access to educational opportunities at the center and to develop partnerships with key stakeholders to address challenges faced by local and regional organizations in a rapidly growing part of the greater Houston service region.

2. Indicate how many students and faculty there would be in the proposed administrative unit, by level and by degree program.

The proposed administrative unit would support approximately 2,500 student enrollments at the upper-division and graduate level at the teaching site. It is anticipated that student numbers will grow 10% per annum over the next three years.

The academic programs are supported by faculty from the home institutions of the respective degree programs.

3. Describe how the proposed administrative unit would compare to existing administrative units at the same level (e.g., department, college, school, etc.) in terms of cost and number of students and faculty supported.

   The cost of operation for the proposed unit would be comparable to those of other colleges in UHS. Cost savings and efficiencies will accrue as the result of shared services in the unit (i.e. shared facilities, information technology support, infrastructure, etc.)

B. Accreditation – Explain how the change would affect accreditation or re-accreditation.

   The proposed administrative change will be reported to the Southern Association of Colleges and Schools. There will be no adverse impact on any accreditation provided to individual program areas.

C. Resources – Describe how the change would affect resources (e.g., number of employees, salaries of key administrators and faculty, the course inventory, facilities, and equipment) for the next five years.

   It is anticipated that there would be no new resources required to support the administrative change.

II. Costs and Funding

Five-year Costs and Funding Sources – Use this table to show five-year costs and sources of funding for the change. (New five-year costs that equal or exceed $2 million must be approved by the Coordinating Board at one of its quarterly meetings.)

Five-Year Costs		Five-Year Funding	
Personnel [1]	$0	Reallocated Funds[3]	$0
Facilities and Equipment	$0	Anticipated New Formula Funding[4]	$0
Library, Supplies, and Materials	$0	Special Item Funding	$0
Other [2]	$0	Other [5]	$0
Total Costs	**$0**	**Total Funding**	**$0**

1. Report costs for new administrative positions and new support staff. For new faculty, prorate individual salaries as a percentage of the time assigned to administer the new academic unit and any new programs under that unit. If existing faculty and support staff will be reassigned to administer the academic unit, include personnel costs necessary to maintain existing administrative efforts and existing programs. (e.g., costs of adjuncts to cover courses previously taught by faculty who would now administer a new academic unit.)
6. Report other administrative costs here (e.g., new accreditation costs, travel directly related to administrative unit.)
7. If existing funding would be used to support the new administrative unit, indicate the funding sources and how the reallocation of funds would affect existing administrative units and programs.
4. Not generally applicable to administrative change requests. Show formula funding for students new to the institution in tables of costs and funding for new degree programs.
5. Report other sources of funding such as debt service, gifts, in-hand grants, and likely future grants that would directly support the new administrative unit.

Signature Page

1. Adequacy of Funding – The chief executive officer shall sign the following statement:

   I certify that the institution has adequate funds to complete the administrative change and to support any new or reorganized academic unit(s). Furthermore, the change will not reduce the effectiveness or quality of existing programs, departments, schools, or colleges.

   _____

   Chief Executive Officer Date

2. Board of Regents Approval – A member of the Board of Regents or designee shall sign the following statement:

   On behalf of the Board of Regents, I certify that the Board of Regents has approved the administrative unit.

   _____

   Board of Regents (or Designee) Date

UNIVERSITY OF HOUSTON SYSTEM
BOARD OF REGENTS AGENDA

COMMITTEE: Academic and Student Success

ITEM: Approval of the Bachelor of Arts in Spanish Degree at the University of Houston - Victoria

DATE PREVIOUSLY SUBMITTED:

SUMMARY: The Bachelor of Arts in Spanish 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. Students who major in Spanish will become more fluent in Spanish conversation, grammar and writing, while exploring more professional applications and cultural aspects, such as the history, literature and the arts. The student who earns a BA in Spanish should be prepared to go on to graduate study or teach at the secondary school level, by completing the additional hours necessary for certification. Additionally, the student with a BA in Spanish should be prepared to incorporate her knowledge into the fields of commerce and government.

SUPPORTING DOCUMENTATION: Program Description and Financial Pro Forma

FISCAL NOTE: See Financial Pro Forma

RECOMMENDATION/ ACTION REQUESTED: Administration recommends approval of this item

COMPONENT: University of Houston-Victoria

PRESIDENT	**Philip Castille**	10/28/11 **DATE**
SENIOR VICE CHANCELLOR	**John Antel**	10/28/11 **DATE**
CHANCELLOR	**Renu Khator**	11/1/11 **DATE**

Bachelor of Arts in Spanish

University of Houston-Victoria

Congruence with System Goals and University Mission

The Bachelor of Arts in Spanish from the University of Houston-Victoria addresses the system goal of extending access to high-quality educational programs. The program will also serve the University of Houston-Victoria's mission to serve the educational needs, promote the economic well-being, and advance the quality of life for the university and community through teaching excellence.

Program Description

The Bachelor of Arts in Spanish 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. Students who major in Spanish will become more fluent in Spanish conversation, grammar and writing, while exploring more professional applications and cultural aspects, such as the history, literature and the arts. Students will take thirty-three hours to earn their bachelor of arts, with seven required courses in Spanish, with the remaining four courses taken from the Spanish and Humanities curriculum, with Study Abroad opportunities, as well. The student who earns a BA in Spanish should be prepared to go on to graduate study or teach at the secondary school level, by completing the additional hours necessary for certification. Additionally, the student with a BA in Spanish should be prepared to incorporate her knowledge into the fields of commerce and government.

Student and Job Market Demand

Student demand for undergraduate coursework in Spanish has been strong at UHV. Courses typically enroll between 25 and 30 per course offering. The addition of freshman at UHV has only increased demand for Spanish. Given the diverse nature of our student population, our community, and region, the BA in Spanish would help to better prepare graduates to work in a bilingual society.

Program Duplication

The University of Houston and University of Houston-Downtown currently offer the BA in Spanish. There are no other public university bachelor's degrees in Spanish offered in the Houston metropolitan region.

Faculty Resources

The program will utilize existing faculty resources, including one full-time instructor and adjuncts. It is proposed that two additional faculty members be hired over the next five years based on enrollment and revenue growth.

New Bachelor of Arts Degree in Spanish - UHV

Pro Forma

Assumptions

Faculty/Staff1			prorated
New TT (tenure track) Faculty	100%	$ 45,000	45,000
New TT (tenure track) Faculty	100%	$ 45,000	45,000
Existing TT Faculty-Chavarria	100%	36,772	36,772
Existing TT Faculty-Gilb	10%	75,000	7,500
Existing TT Faculty-Hernandez	10%	42,231	4,223
Annual rate of inflation	3%		
Class size (fully enrolled)	50		

rollments	Fall 2011	Fall 2012	Fall 2013	Fall 2014	Fall 2015
Headcount	10	15	22	30	40
FTSE	10	15	22	30	40

Expenses

Staffing Appointments	FY 2011	FY 2012	FY 2013	FY 2014	FY 2015	
New TT (tenure track) Faculty	45,000	$ 45,000	$ 45,000	$ 45,000	$ 45,000	
New TT (tenure track) Faculty			45,000	45,000	45,000	
Existing TT Faculty-Chavarria	36,772	36,772	36,772	36,772	36,772	
Existing TT Faculty-Gilb	7,500	7,500	7,500	7,500	7,500	
Existing TT Faculty-Hernandez	4,223	4,223	4,223	4,223	4,223	
	93,495	93,495	138,495	138,495	138,495	602,476
Annual maintenance & operations	14,770	15,213	15,669	16,140	16,624	78,416
Recruiting	15,000	13,000	11,000	10,000	9,000	58,000
Equipment	60,000	2,000	-	4,000	62,000	128,000
Total Non-Personnel	89,770	30,213	26,669	30,140	87,624	264,416
Total Annual Expense	$ 183,265	$ 123,708	$ 165,165	$ 168,635	$ 226,119	$ 866,892

Revenue

University Tuition	$ 45,000	$ 67,500	$ 99,000	$ 135,000	$ 180,000	
University Fees	12,600	18,900	27,720	37,800	50,400	
Subtotal	57,600	86,400	126,720	172,800	230,400	673,920
Higher Education Assistance Funds (HEAF)	69,500	9,500	4,500	8,500	66,500	158,500
Formula Funding						
Generated			60,598	60,598	122,927	244,123
Allocated to university operations (60%)			(36,359)	(36,359)	(49,171)	(121,887)
Net additional formula funding	-	-	24,239	24,239	73,756	**122,235**
Total new revenue	$ 127,100	$ 95,900	$ 155,459	$ 205,539	$ 370,656	954,655
Net Revenue	**$ (56,165)**	**$ (27,808)**	**$ (9,705)**	**$ 36,904**	**$ 144,537**	87,763

11/15/2011
A&SS – D-12

UNIVERSITY OF HOUSTON SYSTEM
BOARD OF REGENTS AGENDA

COMMITTEE: Academic and Student Success

ITEM: Approval of the Bachelor of Business Administration in Finance Degree at the University of Houston - Victoria

DATE PREVIOUSLY SUBMITTED:

SUMMARY: The Bachelor of Business Administration in Finance will prepare BBA students for successful careers in finance in the increasingly global economy. In addition to gaining finance knowledge, students will develop the strong analytical, problem solving, decision making, and electronic spreadsheet skills required for success in today's environment. Areas of concentration include capital markets, investment principles, and financial management.

SUPPORTING DOCUMENTATION: Program Description and Financial Pro Forma

FISCAL NOTE: See Financial Pro Forma

RECOMMENDATION/ ACTION REQUESTED: Administration recommends approval of this item

COMPONENT: University of Houston-Victoria

PRESIDENT	**Philip Castille**	**DATE** 10/28/11
SENIOR VICE CHANCELLOR	**John Antel**	**DATE** 10/28/11
CHANCELLOR	**Renu Khator**	**DATE** 11/1/11

Bachelor of Business Administration (BBA) in Finance

University of Houston-Victoria

Congruence with System Goals and University Mission

The Bachelor of Business Administration in Finance from the University of Houston-Victoria addresses the system goal of extending access to high-quality educational programs. The program will also serve the University of Houston-Victoria's mission to serve the educational needs, promote the economic well-being, and advance the quality of life for the university and community through teaching excellence.

Program Description

The University of Houston-Victoria proposes the establishment of a Bachelor of Business Administration – Finance degree. The primary educational objective of the proposed program is to prepare BBA students for successful careers in finance in the increasingly global economy. In addition to gaining finance knowledge, students will develop the strong analytical, problem-solving, decision-making, and electronic spreadsheet skills required for success in today's environment. This program will require 120 credit hours for completion, and it will be administered by the School of Business Administration.

Student and Job Market Demand

According to the Bureau of Labor Statistics' *Occupational Outlook Handbook*, employment of financial managers is expected to increase by 7% to 13% through 2018. The Texas Workforce Commission estimate concurs, with a projected increase of 12.4% for approximately the same period. For the Houston MSA, these data points translate to approximately 40,000 new and replacement jobs over the next seven years. This program will be targeted at students who are currently working in some type of accounting or finance-related field who need a specialized undergraduate degree to enhance career advancement; as well as traditional students interested in pursuing a finance career in the future.

Program Duplication

The University of Houston, University of Houston-Clear Lake, and University of Houston-Downtown currently offer BBA degrees in Finance. In addition, Prairie View A&M University, Sam Houston State University and Texas Southern University offer the BBA in Finance. Area private schools, including Houston Baptist University, Saint Thomas University and Rice also offer the degree.

Faculty Resources

The program will utilize existing faculty resources, including four full-time faculty and adjuncts in the College of Business. An additional full-time, tenure-track faculty position is proposed based on enrollment and revenue growth.

New UHV BBA Program with Finance Concentration

Pro Forma

Assumptions

Faculty/Staff	Base Salary	Percentage of Program Assignment 1st Year	2nd Year	3rd Year	4th Year	5th Year
New Faculty, PhD in Finance	$ 99,299	50%	50%	50%	50%	50%
Existing Faculty - Ning	$ 112,158	25%	25%	25%	50%	50%
Existing Faculty - Garza-Gomez	$ 101,154	25%	25%	25%	50%	50%
Existing Faculty-Du	$ 99,299	25%	25%	50%	50%	50%
Existing Faculty-Metghalchi	$ 114,006	25%	25%	25%	50%	50%
Non-Faculty Staffing Needs	None	0%	0%	0%	0%	0%
Total FTE Allocation by Year:		1.5	1.5	1.75	2.5	2.5

Enrollments

	Fall 2012	Fall 2013	Fall 2014	Fall 2015	Fall 2016
Headcount	30	50	70	90	110
FTSE	**18**	**30**	**42**	**54**	**66**

Expenses

Staffing Appointments	Fall 2012	Fall 2013	Fall 2014	Fall 2015	Fall 2016
New Faculty, PhD in Finance	$49,650	$49,650	$49,650	$49,650	$49,650
Existing Faculty - Ning	$28,040	$28,040	$56,079	$56,079	$56,079
Existing Faculty - Garza-Gomez	$25,288	$25,288	$25,288	$50,577	$50,577
Existing Faculty - Du	$24,825	$24,825	$49,650	$49,650	$49,650
Existing Faculty - Metghalchi	$28,501	$28,501	$28,501	$57,003	$57,003
Total Salaries	$156,304	$156,304	$209,168	$262,958	$262,958
Benefits @ 28%	$43,765	$43,765	$58,567	$73,628	$73,628
Annual maintenance & operations	8,000	8,000	10,000	10,000	12,000
Recruiting	5,000	3,000	3,000	3,000	3,000
Equipment	2,500	0	0	2,500	0
Total Non-Personal	15,500	11,000	13,000	15,500	15,000
Total Annual Expense	215,569	211,069	280,735	352,087	351,587

Revenue (based on FTSE)	Fall 2012	Fall 2013	Fall 2014	Fall 2015	Fall 2016
University Tuition	84,499	140,832	197,165	253,498	309,830
University Fees	23,328	38,880	54,432	69,984	85,536
Subtotal	107,827	179,712	251,597	323,482	395,366
Higher Education Assistance Funds (HEAF)	7,500	5,000	5,000	7,500	5,000

Formula Funding	Fall 2012	Fall 2013	Fall 2014	Fall 2015	Fall 2016
Generated	0	19,838	19,838	109,111	109,111
Allocated to university operations (60%)	0	(11,903)	(11,903)	(65,466)	(65,466)
Net additional formula funding	0	7,935	7,935	43,644	43,644
Total New Revenue	115,327	192,647	264,532	374,626	444,011
Net Revenue	**(100,242)**	**(18,422)**	**(16,203)**	**22,539**	**92,424**

ATTACHMENT 16
ASSOC

UNIVERSITY OF HOUSTON SYSTEM
BOARD OF REGENTS AGENDA

COMMITTEE: Academic and Student Success

ITEM: Approval of the Master of Arts in Sport and Fitness Administration Degree at the University of Houston

DATE PREVIOUSLY SUBMITTED:

SUMMARY: The Sport and Fitness Administration Program (SFAP) provides students with a comprehensive program of study, which integrates theoretical concepts and practical application of management strategies to address the burgeoning needs of a sport conscious society. During the program the students will gain more in-depth knowledge into various concepts of sport and fitness administration, including but not limited to administrative principles, organizational finance, sport marketing, sport law, sociological concepts, and facility management in order to prepare them for placement in a variety of sport and fitness settings.

SUPPORTING DOCUMENTATION: Program Description and Financial Pro Forma

FISCAL NOTE: See Financial Pro Forma

RECOMMENDATION/ ACTION REQUESTED: Administration recommends approval of this item

COMPONENT: University of Houston

Renu Khator
PRESIDENT — **Renu Khator** — **DATE** 11/1/11

SENIOR VICE CHANCELLOR — **John Antel** — **DATE** 10/28/11

Renu Khator
CHANCELLOR — **Renu Khator** — **DATE** 11/1/11

Master of Arts in Sport and Fitness Administration

University of Houston

Congruence with System Goals and University Mission

The Master of Arts in Sport and Fitness Administration addresses the system goal of extending access to high-quality educational programs. The program will also serve to address projected talent shortages that exist in the area of health and fitness administration.

Program Description

The University of Houston proposes the establishment of a Master of Arts degree in Sport and Fitness Administration to 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 5 semesters culminating in a comprehensive examination. Programmatic elements include courses in sport finance, administration, facilities, law, marketing, and sociology. The proposed degree will replace the Sports and Fitness Administration degree track that is within the Masters of Education in Physical Education that is currently offered by the department.

Student and Job Market Demand

Information provided by the US Bureau of Labor Statistics indicates a 21% increase in employment through 2018 in sports and fitness related industries, including a 29% growth in fitness and recreation center workers and a 25% growth in coaches and scouts. It is anticipated that there will be strong student demand among current UH students who are completing the bachelor's degree in kinesiology with a sports administration concentration. This degree program track is currently the largest undergraduate program in the department with approximately 250 majors.

Program Duplication

The University of Houston-Clear Lake offers the M.A. in Fitness and Human Performance with a focus on strength and conditioning of athletes and preparation for physical therapy. In the region, Texas A&M University offers the M.S. in Sport Management. The proposed program will be the only one of its kind offered by a public institution in the Houston metropolitan area.

Faculty Resources

The program will utilize existing faculty resources, including two full-time faculty and six adjuncts who teach regularly for the department.

PRO FORMA FOR MASTER OF ARTS IN SPORT AND FITNESS ADMINISTRATION PROGRAM

v.5 - October 2010

Enrollments	Fall 2012	Fall 2013	Fall 2014	Fall 2015	Fall 2016
Cohort 1	15	13			
Cohort 2		20	17		
Cohort 3			23	20	
Cohort 4				26	23
Cohort 5					30
Cohort 6					
Total	15	33	40	46	53

Expenses	FY 2013	FY 2014	FY 2015	FY 2016	FY2017
Faculty					
Position 1: **Demetrius Pearson, Ed.D.**	54,304	54,304	54,304	54,304	54,304
Position 2: **Rey Trevino, Ed.D.**	54,756	54,756	54,756	54,756	54,756
Position 3: **Fred Reynolds, J.D.**	2,165	2,165	2,165	2,165	2,165
Position 4: **Warren Whisenant, Ph.D.**	3,000	3,000	3,000	3,000	3,000
Position 5: **Clark Haptonstall, Ph.D.**	2,700	2,700	2,700	2,700	2,700
Position 6: **Tak-Ching (Eddie) Lam, Ph.D.**	4,400	4,400	4,400	4,400	4,400
Position 7: Proposed New Faculty		50,000	50,000	50,000	50,000
Total Salaries	121,325	171,325	171,325	171,325	171,325
Benefits @ 30%	36,398	51,398	51,398	51,398	51,398
Total Personnel	157,723	222,723	222,723	222,723	222,723
Non-Personnel	-	-	-	-	-
Annual maintenance & operations	2,500	2,500	2,500	2,500	2,500
Library and Information Technology	-	-	-	-	-
Recruiting	2,000	2,000	2,000	2,000	2,000
Accreditation	-	1,800	1,800	1,800	1,800
Laboratory start up	-	-	-	-	-
Total Non-Personnel	4,500	6,300	6,300	6,300	6,300
Total Annual Expense	$ 162,223	$ 229,023	$ 229,023	$ 229,023	$ 229,023
Revenue					
University Tuition	51,276	112,807	136,735	157,245	181,174
University Fees	27,562	60,636	73,498	84,522	97,384
College Tuition and Fees	6,480	14,256	17,280	19,872	22,896
Subtotal	85,317	187,698	227,513	261,640	301,454
Formula Funding			17,687	17,687	66,620
Generated			(10,612)	(10,612)	(39,972)
Allocated to university operations (60%)			7,075	7,075	26,648
Net additional formula funding					
Total new revenue	$ 85,317	$ 187,698	$ 234,588	$ 268,714	$ 328,103
New new revenue	**$ (76,905)**	**$ (41,324)**	**$ 5,565**	**$ 39,692**	**$ 99,080**

11/15/2011
A&SS – F-19

UNIVERSITY OF HOUSTON SYSTEM
BOARD OF REGENTS AGENDA

COMMITTEE: Academic and Student Success

ITEM: Approval of the Master of Science in Global Retailing Degree at the University of Houston

DATE PREVIOUSLY SUBMITTED:

SUMMARY: The Global Retailing Master's degree program will focus on global products and services in for-profit enterprises.. This includes 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 retailing campaign development at the global level. It will also include learning global culture and shared ways of working, global trade restrictions, and training a retail workforce with global perspectives. Business electives in accounting, marketing, and supply chain management will support the Global Retailing courses.

SUPPORTING DOCUMENTATION: Program Description and Financial Pro Forma

FISCAL NOTE: See Financial Pro Forma

RECOMMENDATION/ ACTION REQUESTED: Administration recommends approval of this item

COMPONENT: University of Houston

Renu Khator

PRESIDENT — **Renu Khator** — **DATE** 11/1/11

SENIOR VICE CHANCELLOR — **John Antel** — **DATE** 10/28/11

Renu Khator

CHANCELLOR — **Renu Khator** — **DATE** 11/1/11

Master of Science in Global Retailing

University of Houston

Congruence with System Goals and University Mission

The proposed Master of Science in Global Retailing addresses the system goal of extending access to high-quality educational programs. In addition, it is congruent with the University of Houston's mission to be the nation's premier public university in a public setting while it enhances the education, economic, and cultural vitality of Houston and Texas. This program will place Houston in the forefront of global retail graduate education programs where students have access to major retail partnerships, applied research projects, internships, and executive positions to lead the new global retail marketplace.

Program Description

The Master of Science in Global Retailing is a 36 semester credit hour program designed to be completed in four semesters. The program focuses on global products and services in for-profit enterprises. It is directed at applied market research; consumer behavior; product sourcing and distribution; profitability and global retailing promotion and retailing campaign development at the global level. It will also include learning global culture and shared ways of working, global trade restriction, and training a retail workforce with global perspectives. As retailers throughout the United States expand their organizations into global markets, there is a critical need to fill retail executive positions abroad. Notable aspects of the program include coursework in merchandising, customer relations, human resource management, analytical tools, ethics/social responsibility, risk management and leadership.

Student and Job Market Demand

Retail represents the largest employer in the United States. According to the NAICS/US Census, retail represents 18% of the total non agricultural US workforce and by 2014 expects to add 1.6 million jobs, making it one of the largest sectors for job growth in the US. Of the top retailers, 36 % are headquartered in the US. U.S. and European retailers have the largest international presence. The Texas Workforce Commission estimates a need for 685,950 employees by 2018.

Program Duplication

There are no comparable programs offered in the State of Texas.

Faculty Resources

The program will utilize existing faculty resources, including tenure/tenure track, adjuncts and a new proposed position that will be hired within the next two years. All program faculty members have executive retail experience in addition to extensive experience in research areas from product development, retail marketing, global mobile retail services, consumer behavior, distance education and technology delivery systems and experience with international programs.

PRO FORMA FOR MS GLOBAL RETAILING

v.5 - October 2010

Enrollments	Fall 2011	Fall 2012	Fall 2013	Fall 2014	Fall 2015	Fall 2016
Cohort 1		10	10			
Cohort 2			15	15		
Cohort 3				15	15	
Cohort 4					15	15
Cohort 5						20
Cohort 6						
Total	-	10	25	30	30	35

Expenses Faculty	FY 2011	FY 2012	FY 2013	FY 2014	FY 2015	FY2016	FY 2017
Shirley Ezell (.50)			49,097	49,097	49,097	49,097	49,097
Jungkun Park (.50)		-	40,000	40,000	40,000	40,000	40,000
Marcella Norwood (.25)		-	18,094	18,094	18,094	18,094	18,094
Carole Goodson (.25)		-	24,416	24,416	24,416	24,416	24,416
Peter Bishop (.25)		-	18,281	18,281	18,281	18,281	18,281
Proposed New Faculty		-	-	-	-		70,000
		-	-	-	-	-	-
Total Salaries	-	-	149,888	149,888	149,888	149,888	219,888
Benefits @ 30%	-	-	44,966	44,966	44,966	44,966	65,966
Total Personnel	-	-	194,854	194,854	194,854	194,854	285,854
Marketing			5,000	5,000	5,000	5,000	5,000
Non-Personnel		-	-	-	-	-	-
Annual maintenance & operations		-	5,000	10,000	10,000	10,000	10,000
Library and Information Technology		-	-	-	-	-	-
Accreditation		-	-	-	-	-	-
Laboratory start up		-	-	-	-	-	-
Total Non-Personnel		-	10,000	15,000	15,000	15,000	15,000
Total Annual Expense		$ -	$ 204,854	$ 209,854	$ 209,854	$ 209,854	$ 300,854
Revenue							
University Tuition		-	45,023	112,559	135,070	135,070	157,582
University Fees		-	16,384	40,961	49,153	49,153	57,345
College Tuition and Fees		-	21,300	53,250	63,900	63,900	74,550
Subtotal		-	82,708	206,770	248,123	248,123	289,477
Formula Funding				41,419	41,419	124,256	124,256
Generated				(24,851)	(24,851)	(74,553)	(74,553)
Allocated to university operations	60%			16,567	16,567	49,702	49,702
Net additional formula funding							
Total new revenue	$ -	$ -	$ 82,708	$ 223,337	$ 264,691	$ 297,826	$ 339,180
Revenue minus expenses	$ -	$ -	$ (122,147)	$ 13,483	$ 54,836	$ 87,971	$ 38,325

11/15/2011
A&SS – G-23

UNIVERSITY OF HOUSTON SYSTEM
BOARD OF REGENTS AGENDA

COMMITTEE: Academic and Student Success

ITEM: Student Success Initiative: University of Houston Simplification of Tuition and Fees

DATE PREVIOUSLY SUBMITTED:

SUMMARY: Currently, the University of Houston possesses 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. In addition, this structure results in very long tuition and fee bills that are difficult for students and their families to understand. Over the past several months the University of Houston has developed a plan for consolidating and simplifying tuition and fees base on a student's major. An overview of the plan (attached) will be presented to the Board of Regents for its consideration.

SUPPORTING DOCUMENTATION: Plan Overview

FISCAL NOTE:

RECOMMENDATION/ ACTION REQUESTED: Information

COMPONENT: University of Houston

Renu Khator

PRESIDENT **Renu Khator** **DATE** 11/1/11

SENIOR VICE CHANCELLOR **John Antel** **DATE** 10/28/11

Renu Khator

CHANCELLOR **Renu Khator** **DATE** 11/1/11

University of Houston

Proposed Consolidation of Undergraduate Tuition and Fees

Currently, the University of Houston's tuition and fee structure is organized around both specific courses and majors. As a result, it is very difficult for students and their parents to determine the exact amount they will owe for any given semester and plan accordingly. In addition, this structure results in very long tuition and fee bills that are difficult for students and their parents to understand. To address these issues, the University of Houston proposes to consolidate tuition and fees based solely on a student's major rather than courses taken. For example, a business student would pay a single rate per semester credit hour (SCH) for all courses in which he or she enrolls. By knowing this rate, the student will be able to determine more easily the amount owed. Increasing transparency and predictability in this way will make it easier for students to plan their academic careers and, in turn, will facilitate retention and graduation. A simplified, consolidated structure will also enable the university to operate more efficiently and effectively in terms of managing resources.

The plan for consolidation includes tuition and fees used for the general operation of the university and the delivery of instruction, including:

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

A small number of fees used for very specific purposes will not be consolidated. These include lab fees, optional fees such as parking and health insurance, and fees authorized by students themselves, including the Student Services Fee, University Center Fee, and Campus Recreation and Wellness Center Fee.

At the undergraduate level, four consolidated rates will be charged. 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 included in the table below:

Rates	Cost per SCH
FTIC Freshmen:	$282
Upperclassmen:	
Level 1	$282
Level 2	$298
Level 3	$326

The four rates to be charges are based on the average costs of program delivery. FTIC freshmen will pay the lowest rate since they are taking relatively inexpensive core courses. Upperclassmen will pay one of three rates based on the relative costs of their respective majors. For example, students pursuing degrees in the most expensive majors (e.g., engineering) will be charged the Level 3 rate, while students pursuing degrees in the least expensive majors (e.g., English) will be charged the Level 1 rate. The table

below shows the financial impact of the consolidated rates on undergraduate students based on the number of semester credit hours they pursue:

SCH	FTIC	Level 1	Level 2	Level 3
1	$282	$282	$298	$326
2	$564	$564	$596	$652
3	$846	$846	$894	$978
4	$1,128	$1,128	$1,192	$1,304
5	$1,410	$1,410	$1,490	$1,630
6	$1,692	$1,692	$1,788	$1,956
7	$1,974	$1,974	$2,086	$2,282
8	$2,256	$2,256	$2,384	$2,608
9	$2,538	$2,538	$2,682	$2,934
10	$2,820	$2,820	$2,980	$3,260
11	$3,102	$3,102	$3,278	$3,586
12	$3,384	$3,384	$3,576	$3,912
13	$3,666	$3,666	$3,874	$4,238
14	$3,948	$3,948	$4,172	$4,564
15	$4,230	$4,230	$4,470	$4,890
16	$4,512	$4,512	$4,768	$5,216

Finally, it is important to note that this proposed consolidation does not constitute a tuition and fee rate increase. The consolidation is revenue neutral to the university. However, students might experience marginal cost increases or decreases depending on the combination of courses taken once the new rates apply as compared to previous semesters. Also, graduate and professional students will pay rates based on the relative costs of their majors, as well. The graduate and professional rates will be higher than the undergraduate rates since the cost of instructional delivery is higher.

UNIVERSITY OF HOUSTON SYSTEM
BOARD OF REGENTS AGENDA

COMMITTEE: Academic and Student Success

ITEM: Presentation on Experiential Learning through Research

DATE PREVIOUSLY SUBMITTED:

SUMMARY:

The University of Houston provides unique opportunities to many undergraduate students to conduct research as part of their experiential learning process. Students work with designated faculty members for variable lengths of time on projects that are creative, innovative, and cutting edge in the disciplines of their choosing. Presentations by two selected students will highlight the quality of the research carried out by these students and the experience they have gained in the process.

a. Presentation by Hamza Hallal, an Honors junior mechanical engineering student at the Cullen College of Engineering. Under the direction of Professor Haluk Ogmen, Hamza spent his summer analyzing vision, specifically how the brain and eyes work together when a person's attention shifts within and between moving objects.

b. Presentation by Iris Edelen, an Honors senior in the C.T. Bauer College of Business. Under the mentorship of Professor Norman Johnson, Iris conducted a summer research project analyzing nearly 20,000 posts and comments made on businesses' Facebook pages. She is working to assist companies in utilizing social media more effectively.

SUPPORTING DOCUMENTATION: PowerPoint Presentation

FISCAL NOTE:

RECOMMENDATION/ ACTION REQUESTED: Information

COMPONENT: University of Houston System

Rick N. Bose

VICE CHANCELLOR FOR RESEARCH Rathindra Bose **DATE** 11/1/11

SENIOR VICE CHANCELLOR John Antel **DATE** 11/3/11

Renu Khator

CHANCELLOR Renu Khator **DATE** 11/4/11

Hamza Hallal

Summer Undergraduate Research Fellow

Visual Processing Research Project

11/15/2011
A&SS – I-28

Background

- Attended community college in Florida
- Junior Mechanical Engineering major
- Member of the Honors College
- Summer Undergraduate Research Fellowship 2011
- Conducted research under ECE professor Dr. Haluk Ogmen

Introduction

- "Reverse Engineering the Brain": One of the Grand Challenges of the 21st century
- Attention is sometimes considered a gateway to cognitive science
- 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.

Introduction

- What is *exogenous* attention?
- Attention can be attracted both to a location and to entire "objects"
- In this study, we research the allocation of attention to moving objects

Experimental Methods

- Created a new program to test shifts in attention in dynamic environments
- Test subjects were used to collect reaction times
- Analyzed the data to determine significance of the results

CUE

TARGET

Results and Conclusion

- Shifting attention within the same object was significantly faster than:
  - shifting attention between different objects
  - shifting attention to a location in space
- Allocation of attention for dynamic stimuli follows the "Object-based" effect

Long-Term Expected Benefits

- Smart/seeing machines
- Augmenting and restoring brain function

Benefits of Conducting Research

- Close working relationship with faculty mentor
- Worked with graduate and undergraduate students—colleagues for the years to come
- Now an ambassador for undergraduate research
- Currently considering graduate school

Iris Edelen

imedelen@uh.edu

Honors College, Senior Management Major and Medicine & Society Minor

High School: Liberal Arts & Science Academy in Austin, Tx

UNIVERSITY of HOUSTON

Predicting Users' Responses in Social Media: From Needs to Expressiveness on Facebook

Iris Edelen
Faculty Mentor: Dr. Norman Johnson
Associate Professor, Decision Information Sciences, C.T. Bauer College of Business, University of Houston, 77204

11/15/2011
A&SS – I-38

UNIVERSITY of HOUSTON

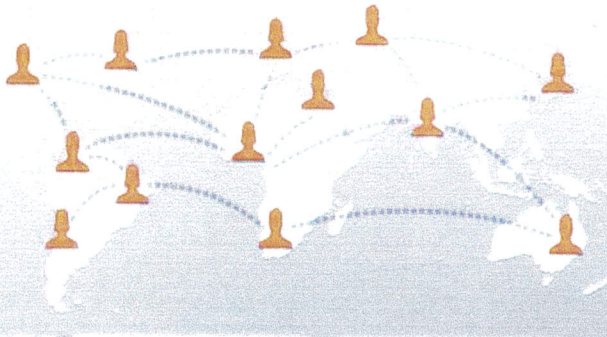


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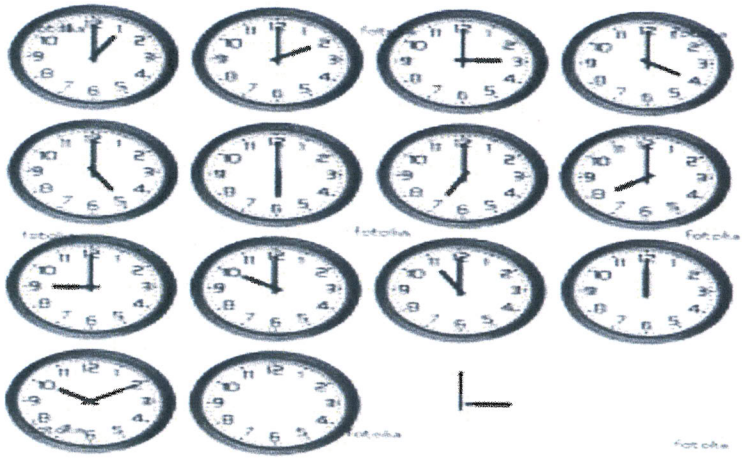
IMPORTANCE OF RESEARCH

- **This research is about social media with a focus on Facebook, the largest social media**

Facebook helps you connect and share with the people in your life.



of users worldwide:
700 million!
Number of users in the USA:
156 million!



Time spent on Facebook:
700 billion minutes per month!
Number status updates:
55 million per day!

GOAL OF RESEARCH

- **Companies want to know how to better engage users with their brands on Facebook.**
  - ***They are just not sure how effective their posts are in getting responses from users.***

- **Researchers seek to explain users' responsiveness on Facebook.**
  - ***How are posts and responses related.***

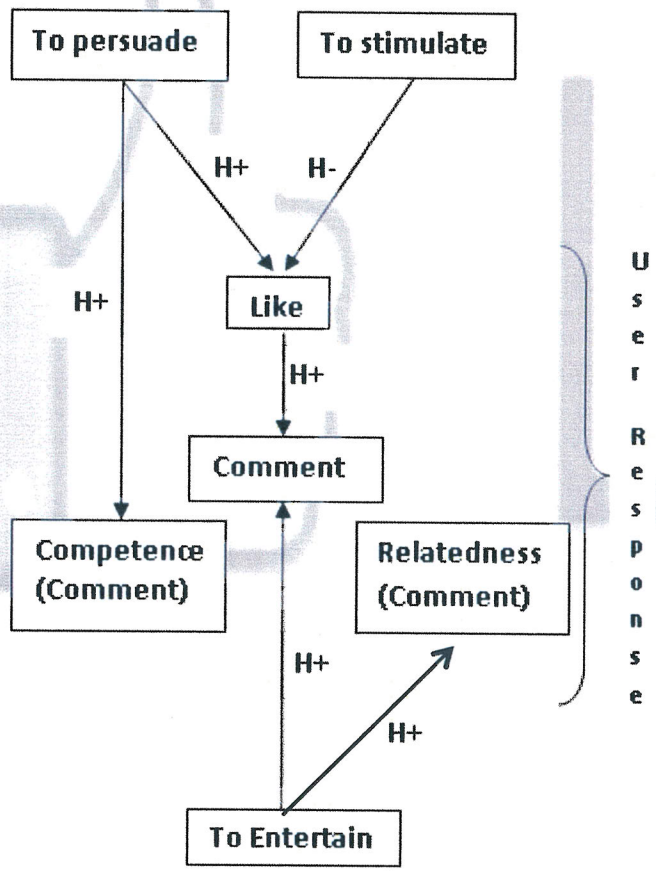
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TYPE OF FACEBOOK POSTS

& RELATED TO MODEL

H+: Positive effect in the direction of arrow

H- : Negative effect in the direction of arrow

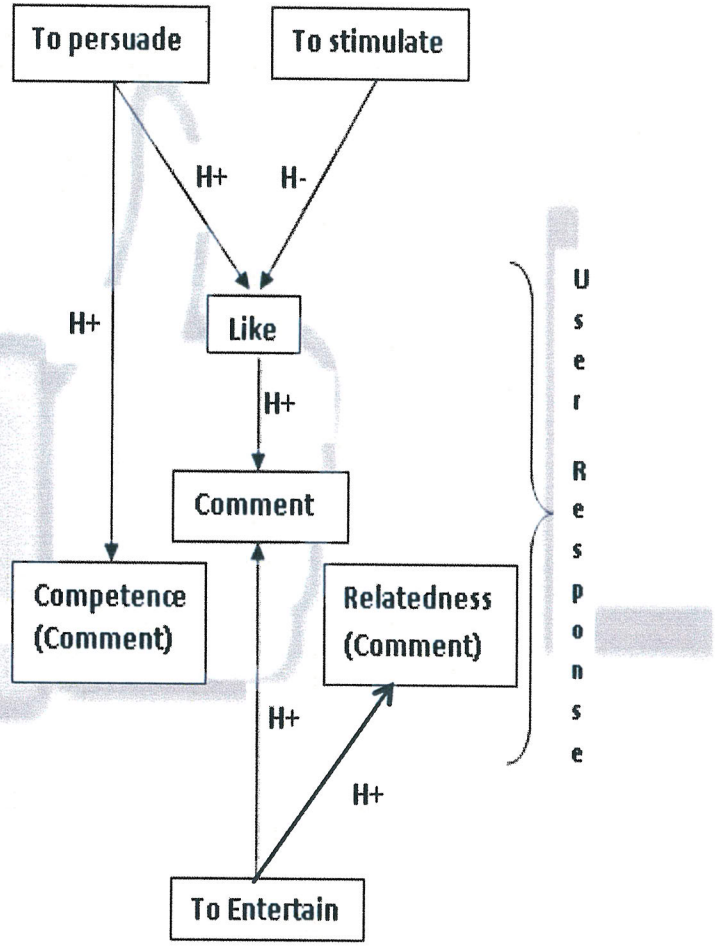


To Stimulate	To Persuade	To Entertain
"A nap every once in a while is not a waste of time. It's an investment in dreams." [Coca-Cola Facebook]	"Happiness Moment #2: Realizing your next birthday is on a Friday or Saturday." [Coca-Cola Facebook]	"If Coke was a magic trick, would it appear or disappear?" [Coca-Cola Facebook]

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TYPES OF FACEBOOK COMMENTS

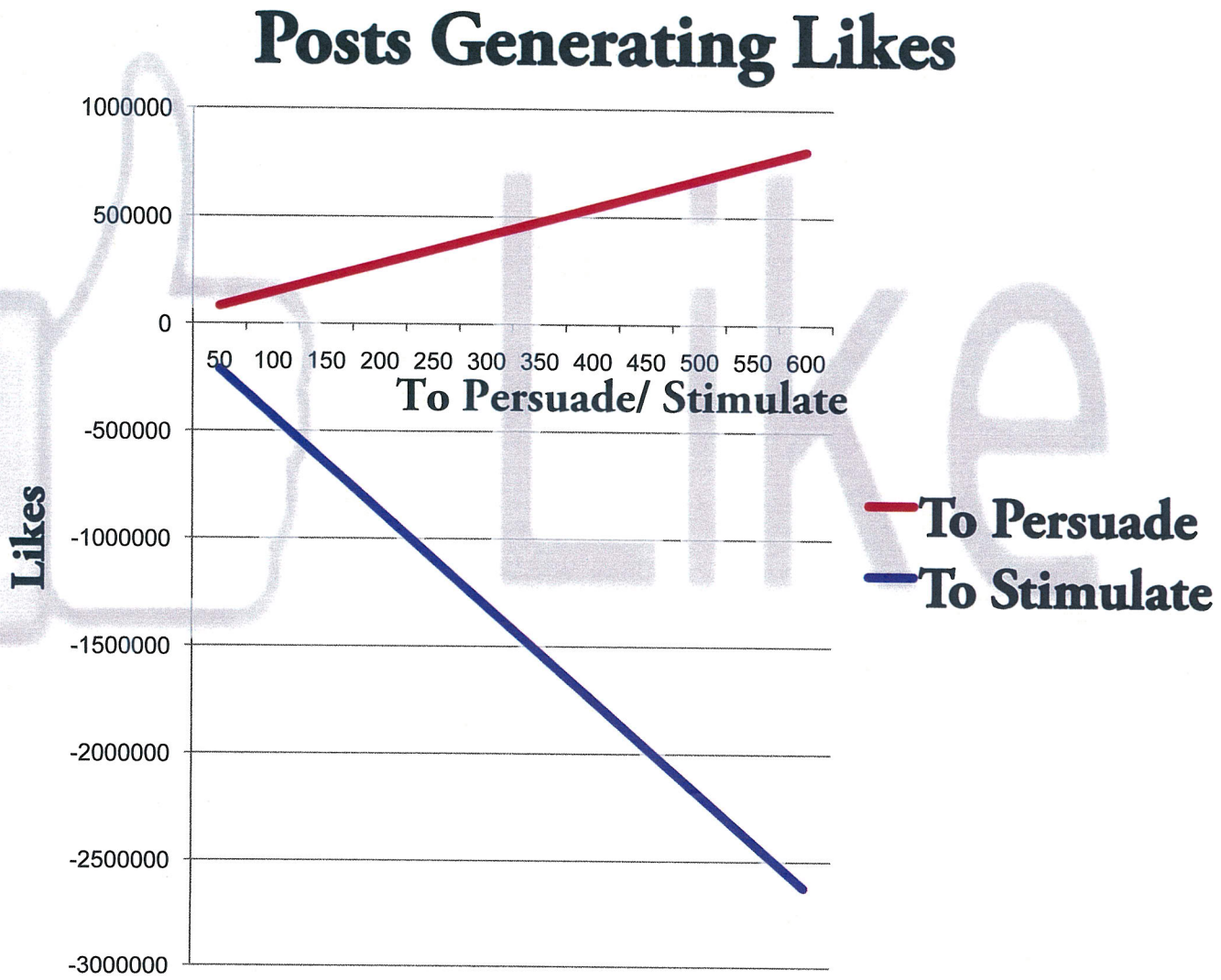
& RELATED TO MODEL



Relatedness Comments: "Those that are linked to others"	Competence Comments: "Those that are linked to a person's ability"
"my 2 kids b-days are on sat this yr yay." [Coca-Cola Facebook]	"1st"(as in I am the 1st person to comment on the post) [Coca-Cola Facebook]
"congrats to the person whos brithday is on a Friday or Saturday! :)" [Coca-Cola Facebook]	"What does this have to do with Coke?" [Coca-Cola Facebook]
"luis is sck today.....warm out sore throat he will be in tomarrow. ?"[Coca-Cola Facebook]	"12th" (as in I am the 12th person to comment on the post)[Coca-Cola Facebook]

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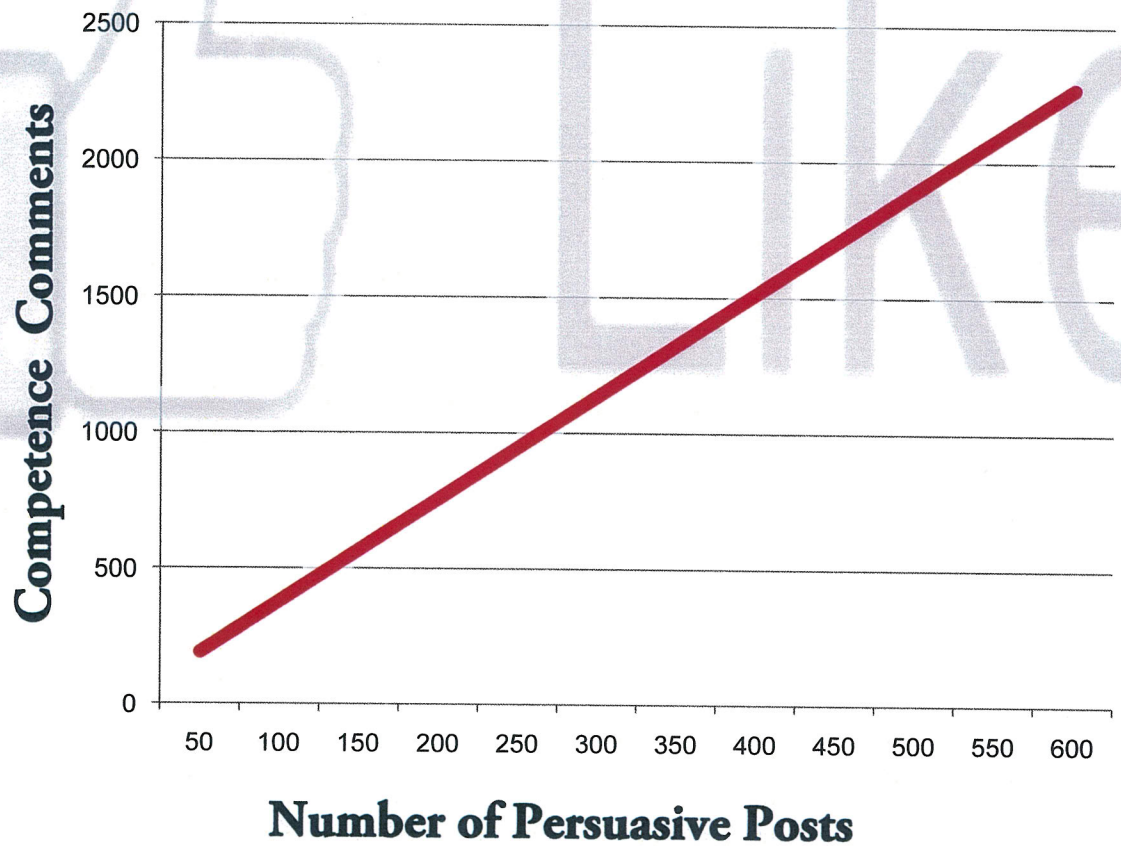
RESULTS



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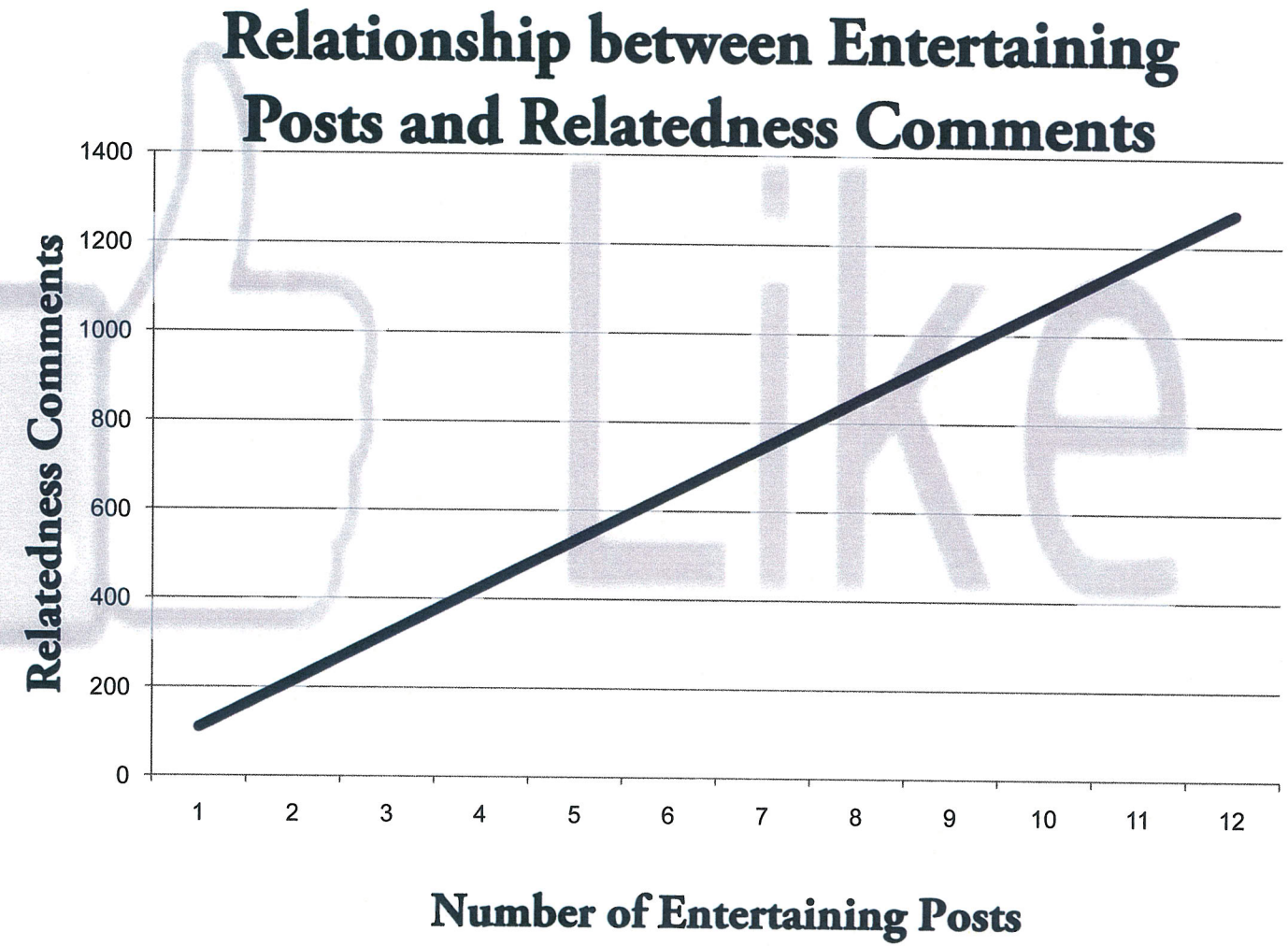
RESULTS

Relationship between Persuasive Posts and Competence Comments



UNIVERSITY of HOUSTON

RESULTS



UNIVERSITY of HOUSTON

CONCLUSION

Conducting research:

- Allowed me to gain insight into the academic side of the business community.
- Convinced me to postpone entering the business industry in order to pursue a higher degree.

UNIVERSITY of HOUSTON

UNIVERSITY OF HOUSTON SYSTEM
BOARD OF REGENTS AGENDA

COMMITTEE: Academic and Student Success

ITEM: Introduction of the New Executive Director and General Manager of Houston Public Media at the University of Houston

DATE PREVIOUSLY SUBMITTED:

SUMMARY: Introduction of the new Executive Director and General Manager of Houston Public Media for the University of Houston, Ms. Lisa Trapani Shumate.

SUPPORTING DOCUMENTATION: Biographical Sketch

FISCAL NOTE:

RECOMMENDATION/ ACTION REQUESTED: Information

COMPONENT: University of Houston

Renu Khator
PRESIDENT Renu Khator DATE 11/1/11

SENIOR VICE CHANCELLOR John Antel DATE 10/28/11

Renu Khator
CHANCELLOR Renu Khator DATE 11/1/11

Lisa Trapani Shumate

Lisa Trapani Shumate, has been named executive director and general manager of Houston Public Media. Prior to joining Houston Public Media, Ms. Shumate served as director of programming and marketing for KHOU-TV, BBS-BELO in Houston. Previously, she held management positions at KTRK/TV/ABC and Belo Marketing Solutions in Dallas.

Shumate has been an active member of the Greater Houston Partnership and is 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.

As executive director and general manager of Houston Public Media, Shumate will be responsible for the development and implementation of effective strategic and tactical planning in coordination with University of Houston executive management; oversight and direction of electronic media programming, services and operations; ensuring sound fiscal planning, financial management and fund development; serving as primary liaison for the merged organization within/outside the University community and with the greater Houston area, the Association for Community Broadcasting, the Federal Communication Commission, the Corporation for Public Broadcasting, and other related professional and community groups. Houston Public Media encompasses the combined operations of public radio stations KUHF-FM and KUHA-FM, and public television station KUHT.