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

December 12, 2008

The Chair of the Committee, Jim P. Wise, convened the meeting of the Academic and Student Success Committee of the University of Houston System Board of Regents in Room 220 E. Cullen Building, 4800 Calhoun, University of Houston, at 10:02 a.m. on Friday, December 12, 2008, with the following members present: Carroll Robertson Ray, Tamara K. Goodwin, and Welcome W. Wilson, Sr., Ex Officio.

Regent Wise acknowledged the university community from the UH-Downtown campus and announced that the meeting would be webcast.

Regent Wise stated the agenda would be taken out of order and the first three action items would be presented, followed by Item G, the Report on UH System Initiatives: Exploring renaming option for UH-Downtown; Item H, Request to change the name of the UH-Downtown, and the last approval item, Item F, UH-Clear Lake Downward Expansion. The remaining information items would follow. Regent Wise then called upon Dr. Strickland, who presented the first three action items to the committee.

Action Items

1. Bachelor of Science Degree in Digital Media - University of Houston.

   Approval was requested for the establishment of a Bachelor of Science Degree in Digital Media to be administered by the Department of Information and Logistics Technology in the College of Technology. This program would prepare supervisors and managers, as well as sales customer service and operations personnel for business specializing in communication through print, internet, multimedia, and video technologies. The program anticipates 120 students by the fifth year and will require two new faculty members. The total five year costs were projected to be $1.6 million.

2. Bachelor of Science Degree in Human Resources Development – University of Houston

   Approval was requested for establishment of a Bachelor of Science Degree in Human Resources Development to be administered by the Department of Human Development and Consumer Sciences in the College of Technology. This program prepares graduates for employment in the human resources division of corporations and other complex organizations, managing the training and career development initiatives of such organizations. The college has offered a minor in

this area, but the demand for this program now warrants a full degree program. The program anticipates 190 students by the fifth year and would require one new faculty member. The total five year costs were projected to be $400,000.

3. Master of Science Degree in Space Exploration Sciences – University of Houston

   Approval was requested for the establishment of a Master of Science Degree in Space Exploration Sciences, to be administered by the Department of Health and Human Performance in the College of Education. This program would be unique to the Houston area and was designed to provide a broad human physiology background with a focus on human adaptation to space flight. Graduates would also complete an integrated academic program that would combine bioengineering, space architecture/habitat development, and advanced technologies as they apply to the unique challenges of extended human habitation and exploration of space. This program works closely with, and would help meet, the employment needs of NASA and the space contractor community. The program anticipates 60 students by the fifth year and an approximate cost of $800,000.

Regent Ray moved committee approval of these three action items; Regent Wilson seconded the motion; and members of the committee concurred. These three items will be placed on the agenda for the December 16, 2008 Board of Regents meeting for final board approval.

Before the presentation of the next two items: Report on UH System Initiatives: Exploring renaming option for UH-Downtown and the Request to change the name of the UH-Downtown, Regent Wise asked President Khator for her comments.

Dr. Khator requested that the two items related to the UH System be put in a broader context. A handout was distributed to the committee which outlined a comprehensive approach to the UH System mission.

As a whole, three goals were established for the UH System:

- **National Competitiveness** - The City of Houston (and the Greater Houston Region) will be known for having one of the best metropolitan systems of higher education in the nation;
- **Student Success** - The system will commit to providing access to the people of the Greater Houston Region and the state; and
- **Community Advancement** - The system will be the engine of social and economic advancement of the metropolitan region and the state.

The UH System has nine principles which would guide the UH System entities in planning and implementing strategies toward these goals. They were as follows:

1. The whole of the UH System should be greater than the sum of its parts.
2. The UH System should provide access to the people of Houston throughout the Houston metropolitan region, making that access as convenient as is academically and financially possible.
3. The UH System's institutions should be the primary providers of educational access in the Houston metropolitan region. However, they should seek partnerships with other institutions when it benefits students and when it is naturally advantageous.
4. The UH System should establish some distinctive mission differentiation among its institutions, while still enabling them to serve the needs of their region.
5. The UH System management structure should be as simple as is possible and should ensure clarity of responsibility and accountability.
6. The UH System should be strategic about its enrollment growth and intentional about its tuition and other financial strategies.
7. The UH System should ensure a standard of excellence throughout its institutions, while recognizing differences in student populations and missions.
8. The UH System should have a clear nomenclature that will enhance international, national, state, and regional marketing and branding.
9. The UH System should maximize opportunities for both its faculty and students to benefit from being within a system.

Dr. Khator stressed that progress monitoring for each of the UH System institutions had been implemented and these progress cards would be monitored to show the movement towards these goals.

Ten UH System initiatives were addressed:

- A comprehensive enrollment plan to ensure the UH System would be providing access to students and would help to close the gap for the state;
- Revised mission statements/strategic plans were under development for all university campuses to ensure that they are distinct and help meet system goals. They will be discussed at the Board Retreat.
- Downward expansion for UH-Victoria, approved by the BOR in October 2008;
- Downward expansion of UH-Clear Lake, to be considered by the Board at the December 2008 meeting;
- Distinct branding for UH-Downtown. to be considered by the Board at the December 2008 meeting;
- Initiatives six through ten are currently under development.

Regent Wise thanked Dr. Khator for her comments and turned the meeting over to Dr. Max Castillo, President of UH-Downtown, who would introduce both UH-Downtown items.

Information Item:

1. Report on UH System Initiatives: Exploring renaming options for UHD – UH-Downtown

   Dr. Castillo provided an introduction and brief retrospective of where we were in relation to the name change and how this initiative had evolved. Dr. Castillo stressed that if the university were to raise their awareness in the Houston area, it would be essential to pursue a recognizable, distinctive identity in order to increase the profile in the region. One way in which to accomplish this task would be through a name change.

UH-Downtown had retained the services of Richards/Carlberg to achieve the following two-fold objective:

- To review the nature and the extent of confusion between UH-Downtown and the University of Houston; and
- The reactions of key stakeholders to the name change.

Three individuals from the Richards/Carlberg group were introduced at the meeting: Lynda Boydstrom Nielsen, Laura Fruit, and Matt Butcher. Each individual gave a brief introduction; and Mr. Butcher delivered a powerpoint presentation to the committee members on this issue.

The Richards/Carlberg Group had conducted the survey to understand the following issues:

- UHD brand awareness and confusion among external audiences;
- Opposition to a name change and extent of opposition within UHD; and
- Positive and negative elements of potential new names for UHD.

Two key lessons from the survey were given:

- Low awareness, high confusion among the prospective student/parents segment; and
- High name change resistance for the wrong reasons.

Mr. Butcher stated that one proposed name that was chosen to present to the committee for consideration was the "Houston Metropolitan University."

This item was for information only and required no action by the committee. A complete copy of Mr. Butcher's presentation was filed in the Board office.

Action Item:

1. Request to change the name of the UH-Downtown – UH-Downtown

   Approval was requested that in order to promote a clear and distinct identity for the University of Houston Downtown, President Castillo requested that the Board of

Regents name the University of Houston Downtown the Houston Metropolitan University and transmit this action to the Texas Legislature for appropriate supporting legislative action in the 81st session.

Regent Wise commented that all correspondence received in the Board office concerning this issue had been distributed to all of the regents and was given due consideration. He then moved committee approval of this item. Regent Wilson seconded the motion; and members of the committee concurred. This item will be placed on the agenda for the December 16, 2008 Board of Regents meeting for final board approval.

The next action item considered by the committee was introduced. Regent Wise turned the meeting over to Dr. William Staples, President of UH-Clear Lake, for his presentation.

Action Item:

2. Resolution for the UH-Clear Lake Downward Expansion – UH-Clear Lake

Approval was requested to approve the resolution addressing the downward expansion at UH-Clear Lake.

President Staples gave a brief summary of the events leading up to this issue and briefed the committee on a few of the highlights in the Resolution:

- It is anticipated a cumulative total of 1,000 new students would be enrolled by year five;
- Continuing the relationship with the community colleges through their articulation agreements, as well as their reverse articulation agreements was essential. (UH-Clear Lake has already signed their first articulation agreement with the San Jacinto College District);
- To work with school districts on dual enrollment;
- To work closely with UH on academic program pathways for students from bachelor's at UHCL, to master's at both UHCL and UH, and to doctoral at UH;
- To develop a model metropolitan university system committed to both access and quality; and
- Freshmen would be admitted for the first time no earlier than 2012.

Regent Wise asked for a motion by the committee to approve this item as presented. Regent Ray seconded the motion, and all members unanimously concurred. This item will be placed on the agenda for the December 16, 2008 Board of Regents meeting for final board approval.

The next item presented was for information only and required no committee action. Mr. Ed Hugetz gave a brief overview of the Update on University Progress Cards – UH System**.** Progress cards had been developed for each UH System campus: University of Houston, UH-Clear Lake, UH-Downtown, and UH-Victoria. The campuses had worked together as a system to develop these cards. Each campus has a set of system goals

which were adequately represented. All four progress cards have the following goals listed: National Competitiveness; Student Access and Success; Community Advancement; and Community Resources. If a campus has a slightly distinctive item to add, this would be added to their progress card. The Board will have an opportunity to review these cards and the progress itself for the first time at their scheduled Board meeting in June 2009. Mr. Hugetz stated that a snapshot would be taken each June and the form updated to show the movement of these items.

The Update on analyses conducted at UH associated with the "Breakthrough Solutions" – University of Houston was presented by Dr. Jerry Strickland. This item, for information only, required no action by the committee.

There were seven "Breakthrough Solutions" addressed:

1. Measure Teaching Efficiency and Effectiveness and Publicly Recognize Extraordinary Teachers;
2. Recognize and Reward Extraordinary Teachers;
3. Split Research and Teaching Budgets to Encourage Excellence;
4. Require Evidence of Teaching Skill for Tenure;
5. Use "Results-Based" Contracts with Students to Measure Quality;
6. Put State Funding Directly in the Hands of Students; and
7. Create Results-Based Accrediting Alternatives.

The Top Tier goals for the University of Houston were stated which would aid the university to become a Top Tier, National Research University. They were:

1. National competitiveness;
2. Student success;
3. Community advancement;
4. Athletic competitiveness;
5. National and local recognition; and
6. Resource competitiveness

An overview of each of the current practices used here at the University of Houston was discussed. A complete copy of this presentation was filed in the Board office.

Action Item:

3. The next item was taken out of order but required action by the committee: Establishment of Center for Teaching Development and Transfer – the **Lone Star Wind Alliance** and Authorization of Establishment of Non-Profit 501(c)(3) Corporation by the Lone Star Wind Alliance – UH System

   Dr. Don Birx requested the committee consider the establishment of the Lone Star Wind Alliance and the authorization for it to establish a 501(c)(3) non-profit corporation at the university because it would enable the university to extend its

research, technical assistance and outreach services to corporations, non-profit civic organizations, other universities, and U.S. Government classified research through flexible and productive partnerships in the field of wind energy research.

Regent Wise asked for a motion by the committee to approve this item as presented. Regent Ray seconded the motion, and all members unanimously concurred. This item will be placed on the agenda for the December 16, 2008 Board of Regents meeting for final board approval.

A complete copy of Dr. Birx's presentation was filed in the Board office.

The final item presented to the committee was the Report on System Enrollment and Degrees Awarded for FY'08. Dr. Strickland presented this item for information only and required no action by the committee. This type of report is given to the Board each quarter and details the headcount by level for each of the System campuses, as well as the number of degrees awarded and the percent change for the particular time period specified. The reports are referenced below:

Fall 2008 Headcount by Level

	UH			UHCL		
	2007	2008	% Change	2007	2008	% Change
Undergraduate	27,572	28,800	4.5%	4,282	4,340	1.4%
Graduate	7,091	7,304	3.0%	3,240	3,318	2.4%
All	34,663	36,104	4.2%	7,522	7,658	1.8%

	UHD			UHV		
	2007	2008	% Change	2007	2008	% Change
Undergraduate	11,670	12,134	4.0%	1,409	1,619	14.9%
Graduate	123	149	21.0%	1,375	1,555	13.1%
All	11,793	12,283	4.2%	2,784	3,174	14.0%

	UHS-All		
	2007	2008	% Change
Undergraduate	44,933	46,893	4.4%
Graduate	11,829	12,326	4.2%
All	56,762	59,219	4.3%

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Degrees Awarded – FY 2008

	UH			UHCL		
	FY2007	FY2008	% Change	FY2007	FY2008	% Change
Bachelors	4,810	4,759	-2.1%	1,133	1,192	5.2%
Masters	1,389	1,478	6.4%	1,038	927	-10.7%
Doctoral	248	262	5.6%	-0-	-0-	
Special Professional	514	517	0.6%	-0-	-0-	
Total	6,961	7,016	0.8%	2,171	2,119	-2.4%

	UHD			UHV		
	FY2007	FY2008	% Change	FY2007	FY2008	% Change
Bachelors	1,940	2,060	6.2%	355	390	9.9%
Masters	35	35	0.0%	273	314	15.0%
Doctoral	-0-	-0-		-0-	-0-	
Special Professional	-0-	-0-		-0-	-0-	
Total	1,975	2,095	6.1%	628	704	12.1%

	ALL		
	FY2007	FY2008	% Change
Bachelors	8,238	8,401	2.0%
Masters	2,735	2,754	0.7%
Doctoral	248	262	5.6%
Special Professional	514	517	0.6%
Total	11,735	11,934	1.7%

There being no further business to come before the committee, the meeting was adjourned at 12:40 p.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.

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Others Present:

Renu Khator
Jerry Strickland
Dona Cornell
Michael Rierson
Elwyn Lee
Don Birx
Grover Campbell
Max Castillo
Bill Staples
Dan Gardner
Raymond Bartlett
Don Guyton
Karen Clarke
Molly Woods
Cara Murray
Marquette Hobbs
Elaine Charlson
Sue Davis
Gail S. M. Evans
Madeline Johnson
David Bradley
Michelle Moosally
David Bell
Michelle Dotter
Ed Hugetz
Suzanne LaBrecque
Oscar Gutierrez
John Powell
Marco Mariotto
Lynda Boydstrom Nielsen
M. Nell Sullivan
Gerry Mathisen
Michele Sabino
Penny Cureton
Don Bates
Julie Vazquez
Dan Wells
Sara Farris
Richard Bonnin
Robert Wimpelberg
Barbara Stanley
Jim Anderson
Carl Stockton
Bill Fitzgibbons
Mike Emery
Laura Fruit
Matt Butcher