

## MINUTES

### EDUCATION COMMITTEE, BOARD OF REGENTS

Pyle Center

University of Wisconsin-Extension

Madison, Wisconsin

February 4, 1999

The February 4, 1999 meeting of the Education Committee was called to order by Regent JoAnne Brandes at 1:35 p.m. All regents were invited to the first portion of the meeting, which was devoted to the 1998 UW System Accountability Report and distance education pricing policies. Present were Regents Barry, Benson, DeBraska, de Simone, Hempel, James, MacNeil, Marcovich, Mohs, Olivieri, Orr, Randall, Smith and Staszak.

#### 1. Accountability Discussion.

President Katharine C. Lyall discussed possible changes to the accountability measures with the board, noting that quality indicators are lacking in such areas as: (1) new technology adoption; (2) competitiveness of faculty salaries; (3) GPR support for the university's core mission; and (4) outside funding.

Regent Smith emphasized the need to: (1) address the meaning of accountability in terms of state government support; and (2) articulate what we mean by quality. Regent Mohs stated the importance of assessing the criticisms and concerns of the current legislature in developing new indicators. Regent Olivieri asked about the feasibility of an affordability index and suggested determining which student markets UW System institutions should serve. He encouraged the development of indicators regarding use of computer technology by students and faculty, as well as the use of distance learning. He also cautioned against eliminating good indicators while developing new ones. Regent Boyle observed that, given the system's multiple constituents, it may not be necessary to use every indicator every year. Regent Orr emphasized that the accountability report should enable the public to see where UW System institutions stand in such areas as libraries, advising. He also suggested that tracking the number of OSHA reported incidents might be a more relevant measure of safety than lower rates of workers' compensation.

#### 2. Distance Education Pricing Policies.

Senior Vice President David J. Ward and Vice President Marsha Bromberg led a discussion designed on the basic issues involved in developing a Distance Education Pricing Policy.

Senior Vice President Ward noted that the current tuition model establishes base tuition by determining the average cost of different academic programs. Under this model, out-of-state undergraduates are charged more than the cost of instruction. Distance Education requires new support and delivery systems, changing teaching strategies, and exists in a market-driven environment. Senior Vice President Ward suggested that a new model, which does not emphasize the in-state/out-of-state distinction may be required. Vice President Bromberg reviewed several policy questions that would be raised by a new model: (1) what markets should the UW System serve; (2) what should be the quality standards for delivery and support of distance education; (3) how do we pay for distance education; and (4) how should we manage competition among system institutions?

A working group will be appointed to consider these and related issues, reporting back to the board in June. Meanwhile, the current policy remains in force and the existing segregated fee policy will be maintained.

Regent Boyle agreed on the need for a new model, but stressed the importance of clearly defining the audience. Regent Mohs observed that the need to define products before marketing them is a standard business problem and stressed that product identity and quality will help. UW institutions compete in the national and international markets. Regent Smith supported developing a new model, noting the importance of considering both cost and market issues in pricing distance education offerings. He urged that UW System institutions never deliver a product of substandard quality. Responding to Regent Olivieri, Senior Vice President Ward observed that, while it may not be necessary to eliminate the in-state/out-of-state distinction, maintaining it in some market situations makes it difficult for UW System programs to compete. Regent Orr reemphasized Regent Smith's insistence that UW institutions not diminish program quality.

Regents Olivieri and Orr agreed on the need to act more aggressively in developing a pricing policy for distance education. Regent Barry cautioned against acting in such a way as to damage the UW's brand name and urged focussing on the Wisconsin market first. Responding to Regent James, Vice President Bromberg said markets have been identified in some areas, but that more needs to be done in this area. Regent Smith expressed concern over a lack of vision regarding what this policy should be and noted that his vision incorporates partnerships with groups with whom UW institutions have not previously collaborated.

This portion of the meeting was adjourned at 2:40 p.m.

The education committee reconvened at 2:45 p.m. Present were Regents Brandes, Benson, Boyle, MacNeil, Randall, Smith, and Staszak.

### 3. Approval of the minutes of the December 10, 1998 meeting of the Education Committee.

It was moved by Regent Benson, seconded by Regent Randall, that the minutes of the December 10, 1998, meeting of the Education Committee be approved.

The resolution PASSED unanimously.

### 4. Report of the Senior Vice President for Academic Affairs.

Senior Vice President Ward introduced Dr. Benjamin Ofori-Amoah as the Academic Affairs Intern for the spring semester. Dr. Ofori-Amoah is a geographer on the faculty at UW-Stevens Point.

Senior Vice President Ward next introduced a UW-Extension presentation on the topic of *Impact Indicators*. Provost Kevin P. Reilly stated that impact indicators serve to assist the institution in demonstrating accountability, communicating value and improving programs. He cited four impact areas in which UW-Extension has indicators: economic, human, environmental, civic, and value added to the UW System. Ellen Fitzsimmons, Associate Dean and Director, Cooperative Extension Division, discussed the role of indicators in evaluating such

programs as Sesame Street, Sesame Street PEP, the Manitowoc County First Books Program, the School Readiness Program, and Project Rise (Middle School Math & Science Project). John Byrne, Executive Director of the Kellogg Commission on the Future of State and Land Grant Universities, spoke via interactive video from Corvallis, Oregon. He emphasized the importance of the university being engaged with its surrounding community and praised the UW System for its active role in Wisconsin society.

Regent Randall praised Project Rise, saying it enjoyed perfect student attendance and high teacher enthusiasm. Responding to Regent Boyle, Dr. Byrne noted that the earlier discussion of distance education pricing policy neglected to recognize that Wisconsin students will be part of the market for other states. Regent Smith praised the impact indicator approach, adding that the university teaches a community, not just its own students. Regent Benson praised the examples provided, and encouraged doing more with parents and care-providers for young children. In response to Regent MacNeill, Dr. Byrne said the Kellogg Commission will exist until the end of March, 2000.

#### 5. Authorizations to Recruit.

- I.1.e.(1) It was moved by Regent Randall, seconded by Regent MacNeil, that the Chancellor of UW-Madison be authorized to recruit for up to 32 Assistant, Associate or Full Professors, Interdisciplinary, at salaries that may exceed the Executive Salary Group Six maximum.

Responding to a question from Regent Randall, UW-Madison Provost John Wiley said that UW-Madison will provide reports on individual hires if asked, but prefers to do so after the fact in order not to delay a particular hire.

The motion PASSED unanimously.

#### 6. PK-16 Presentation: *Technology for Practicing Teachers.*

Senior Vice President Ward introduced a presentation describing several initiatives by UW System institutions to help introduce technology into the PK-16 schools. He was joined by Betty Dahl, CESA 11 Technical Coordinator; Mary Lundeberg, Professor of Education, UW-River Falls; Jill Tammen, English Teacher, Hudson High School; and Marv Van Kekerix, Associate Vice Chancellor for Extension, UW-Stevens Point. Senior Vice President Ward listed the following PK-16 Initiative principles: (1) collaboration with schools, CESA's and DPI; (2) identifiable teacher/student outcomes; and (3) curriculum and assessment.

Responding to Regent Benson, participants indicated that various other funding sources have been developed in addition to the PK-16 Initiative funds. In response to Regent Randall, participants acknowledged that accessibility of technology is a key concern. Regent Staszak observed that the key point is the partnership and collaboration among districts and UW institutions.

## 7. Charter Schools, UW-Milwaukee.

William Harvey, Dean of the UW-Milwaukee School of Education reviewed UW-Milwaukee's involvement in charter schools. Paul Haubrich, Director, UW-Milwaukee Center for Charter Schools, reported that UW-Milwaukee received seven proposals for charter schools, three of which submitted applications: (1) the YWCA of Milwaukee, to develop a YW Education Center; (2) the Urban League of Milwaukee, to develop a K-12 Academy for Business and Economics; and (3) the Milwaukee Science Education Consortium. The latter two propose subcontracting with Edison Company to run their schools. Responding to Regent MacNeil, Dr. Haubrich noted that all three schools are starting from scratch, and that UW-Milwaukee was not interested in chartering existing schools. In response to Regent Staszak, he said that contracts are for five years, with an intensive third year review. Responding to Regent Smith, Dr. Haubrich said that the Center was not disappointed with the number of proposals and anticipated developing approximately six to nine schools. Responding to Regent Brandes, Dr. Haubrich said parties to the contract would be the Board of Regents, the UW-Milwaukee Chancellor, and the sponsoring organizations. Teachers would be employed either by the contracting agency or the subcontractor, with other variations possible. Responding to Regent Randall, he said the three schools propose to be open as early as fall 1999, but lacking contracts, the start-up date remains uncertain.

Regent Benson expressed opposition to the Urban League and Milwaukee Science Education Consortium's plans to subcontract with Edison. He further expressed his concern that the relationship between UW-Milwaukee and the Milwaukee Public Schools will be damaged by this action. Dean Harvey replied that these and related issues have been considered and emphasized that UW-Milwaukee has no intention of diminishing its relationship with the Milwaukee Public School System. Regent Randall noted that the local institutions supporting the charter schools have long histories of working with MPS and would not wish to jeopardize their relationships with the school district.

Regent Brandes asked that the Education Committee receive regular updates as the process continues.

## 8. New Program Authorizations.

- I.1.h.(1) It was moved by Regent Staszak, seconded by Regent Boyle, that the Chancellor of UW-Parkside be authorized to implement the B.S. in Molecular Biology.

Regent Staszak expressed his pleasure that the program proposal included student organizations as part of the planning process.

The motion PASSED unanimously.

- I.1.h.(2) It was moved by Regent MacNeil, seconded by Regent Randall, that the Chancellor of UW-Milwaukee be authorized to implement the M.S. in Physical Therapy.

The motion PASSED unanimously.

9. Plan 2008 Update.

Tess Arenas, Assistant to the President for Multicultural Affairs, provided an update on Plan 2008, reporting that: (1) almost all campus visits have been completed; (2) a first meeting was held with the Wisconsin Center for Academically Talented Youth; (3) an institutional planning committee database now exists; (4) an implementation team has been created within UW System Administration; (5) her office is collaborating with DPI to develop a grant request for GEARup funds; and (6) a proposal is being developed for an Ameritech grant. Work in progress includes: (1) proposals for faculty recruitment; (2) database development for talented minority students; (3) Presidential Scholarship Program guideline development; (4) extensive pre-college program analyses; and (5) redesigning the Plan 2008 biennial report. Responding to Regent Smith, Dr. Arenas noted that students appear to be involved at the campus level.

Senior Vice President Ward circulated a draft of plans for review and implementation of campus 2008. The current goal is to announce campus plans at the June Board of Regents meeting.

10. ACT/SAT Discussion.

Board members discussed the possibility of accepting both the SAT and ACT examinations for admission to UW institutions. Senior Vice President Ward stated that UW-Madison and UW-Green Bay have requested the change. UW-Milwaukee also supports it. Some UW institutions oppose the change, for a variety of reasons. After discussion, it was agreed that the issue will be brought before the committee again in March for debate. Responding to Regent MacNeil, Senior Vice President Ward agreed to provide a background paper analyzing the different options. He also suggested having a panel of individuals representing both sides of the issue. Regent Smith requested a comparison of the two examinations to determine the extent to which they are similar.

11. Additional items.

There were no additional items to come before the committee.

12. Closed session to consider personnel matters, as permitted by s.19.85(1)(c), Wis. Stats.

It was moved by Regent Randall, seconded by Regent Staszak, that the committee adjourn to closed session to consider personnel matters, as permitted by s.19.85(1)(c), Wis. Stats.

The resolution PASSED by a roll call vote, with Regents Brandes, Benson, Boyle, MacNeil, Randall, Smith, and Staszak voting “yes,” and no regents voting “no.”

In closed session:

I.1.1.(1) It was moved by Regent Staszak, seconded by Regent Randall, that the Chancellor of the University of Wisconsin-Madison be authorized to make the following named professorships:

Glen R. Stanosz

William F. Heckrodt Professorship  
(retroactive to October 1, 1998);

Douglas Hill	Emily Mead Baldwin Bell-Bascom Professorship in the Creative Arts (effective July 1, 1999);
Donald A. Downs	Glenn B. and Cleone Orr Hawkins Professor (effective January 8, 1999);
Mary L. (Molly) Carnes	Jean Manchester Biddick Professor in Women's Health Research (effective immediately);
Robin Douthitt	Vaughan Bascom Professor in Women and Philanthropy (effective January 1, 1999);
Inge Bretherton	Audrey Rothermel Bascom Professor I in Human Ecology (effective January 1, 1999);
David Riley	Audrey Rothermel Bascom Professor II in Human Ecology (effective January 1, 1999).

The motion PASSED unanimously.

- I.1.1.(2) It was moved by Regent Boyle, seconded by Regent Benson, that the Chancellor of UW-Madison be authorized to appoint a specified individual, at a salary that exceeds the Executive Salary Group Six maximum.

The motion PASSED unanimously.

- I.1.1.(3) It was moved by Regent Randall, seconded by Regent Boyle, that the Chancellor of UW-Madison be authorized to make a base salary adjustment for a specified individual, at a salary that exceeds the Executive Salary Group Six maximum.

The motion PASSED unanimously.

- I.1.1.(4) It was moved by Regent Staszak, seconded by Regent Boyle, that the Chancellor of UW-Madison be authorized to make a temporary base salary adjustment for a specified individual, at a salary that exceeds the Executive Salary Group Six maximum.

The motion PASSED unanimously.

Resolutions I.1.e.(1), I.1.h.(1), I.1.h.(2), and I.1.l.(1) were referred to the full session of the board at its Friday, February 5, 1998 meeting.



Resolutions I.1.1.(2) through (4) were referred to closed session of the board at its Friday, February 5, 1999 meeting.

The meeting adjourned at 5:45 p.m.