

**MEMO OF RECORD**  
Council on Postsecondary Education

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Type: Executive Committee  
Date: March 4, 2021  
Time: 9:00 a.m. ET  
Location: Virtual Meeting - Committee members by ZOOM, Public viewing hosted on CPE YouTube Page.

**CALL TO ORDER**

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The Executive Committee met Thursday, March 4, 2021, at 9:00 a.m., ET. Pursuant to Executive Order 2020-243 and a memorandum issued by the Finance and Administration Cabinet dated March 16, 2020, and in an effort to prevent the spread of Novel Coronavirus (COVID-19), the Committee met utilizing a video teleconference. Members of the public were invited to view the meeting virtually on the CPE YouTube page. Chair Ben Brandstetter presided.

**ATTENDANCE**

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Members in attendance: Ben Brandstetter, Kim Halbauer, Kristi Nelson, and Robert Staat.

Members not in attendance: Ron Beal

CPE President Aaron Thompson attended the meeting and served as Secretary of the board, per the CPE Bylaws. Heather Faesy, CPE's senior associate for Board Relations, served as recorder of the memo of record.

**APPROVAL OF THE MINUTES**

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The Committee approved the minutes of the February 4, 2021 Executive Committee meeting.

**ASSOCIATION OF GOVERNING BOARDS (AGB) – PROFESSIONAL DEVELOPMENT OPPORTUNITY FOR TRUSTEES**

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Melissa Bell, CPE's Vice President of Academic Affairs and Student Success, presented on the project AGB and the Gardner Institute has asked Kentucky to participate in which will focus on increasing retention, graduation and work outcomes for students, especially those from low-income, rural, and underrepresented minority

backgrounds. The overall goal is to help governing boards gain a deeper appreciation of student success issues, especially equity issues. The project would span three years and consists of two components: the Governing Board Equity in Student Success Academy and Retention Performance Management. Through the work of this project, Gardner Institute and AGB will use what will be learned from this effort to replicate it with other institutions, regions and states.

Committee members agreed the opportunity sounds promising, asked staff to move forward with looking into the project further. Staff will come back at the future meeting with a formal recommendation.

## **CPE RESOLUTION REGARDING DECLINING ENROLLMENT: UPDATE ON ACTIVITIES**

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Dr. Amanda Ellis presented the update on activities staff is conducting in response to the continuing trend in declining enrollment. In connection with the FAFSA Awareness campaign launched in February and the Council's resolution adopted at the February Executive Committee meeting, the Council (in partnership with GEAR UP Kentucky) has launched a new initiative - the FAF\$A for the Future TikTok Challenge. This challenge will help raise awareness about the Free Application for Federal Student Aid (FAFSA) by encouraging high school principals and superintendents in Kentucky to get creative and post videos on the popular social media app – all to help educate students about the FAFSA process and urge them to apply. As noted in the actions called upon by the CPE Resolution, the challenge is seeking to counter the recent decline in applications.

Dr. Ellis discussed the impact the effort has already made in the first few days of the challenge and stated that staff will present specific data at the next committee meeting. She also discussed current legislation regarding potential FAFSA completion as a requirement of graduation (HB 253) and the efforts some school districts are making toward integrating the FAFSA completion as part of their culture.

## **JAMES GRAHAM BROWN FOUNDATION GRANT: KENTUCKY STUDENT SUCCESS COLLABORATIVE**

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Lee Nimocks, CPE's Vice President and Chief of Staff presented on the \$2.1 million grant from the James Graham Brown Foundation to establish and implement the Kentucky Student Success Collaborative (KYSSC). The concept was developed by CPE and JGBF staff in consultation with a variety of state and national partners. The KYSSC will be the first statewide student success center in the United States that works with both two- and four-year institutions while linked to the business community

and state policy makers. It is fully aligned with the vision of CPE, the goals of the state's strategic agenda, and the state's efforts to increase educational attainment of Kentucky citizens. The KYSSC will emphasize improved outcomes for underrepresented students, accelerating and improving institutional interventions to narrow attainment gaps and improving pathways for students to complete college with career ready skills.

## **LEGISLATIVE UPDATE**

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Mr. Greg Rush, CPE's Legislative Liaison and Senior Fellow, provided an update on current legislative activity related to postsecondary education. He focused his updates on the bills surrounding pensions, performance funding, disciplinary policies on campuses, and the bill that would expand the work ready scholarship to apply to all 60 credit hour programs at KCTCS institutions.

## **UPCOMING COUNCIL AND COMMITTEE MEETINGS**

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Ms. Heather Faesy, CPE's Senior Associate of Board Relations and Special Projects, reminded Council members of the meetings scheduled through the end of the current academic year, and presented proposed Council meetings for the 2021-22 academic year.

Chair Brandstetter discussed the 2021 Trusteeship conference and asked committee members to begin thinking of potential speakers and topics of interest they want covered.

## **ADJOURNMENT**

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The Executive Committee adjourned at 10:00 a.m., ET.