

MINUTES

Council on Postsecondary Education

Type: Academic & Strategic Initiatives Committee
Date: March 23, 2021
Time: 10:00 a.m. ET
Location: Virtual Meeting - Committee members by ZOOM, Public viewing hosted on CPE YouTube Page

CALL TO ORDER

The Academic & Strategic Initiatives Committee met Tuesday, March 23, 2021, at 10:00 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. Committee Chair Lori Harper presided.

ATTENDANCE

Members were in attendance: Colby Birkes, Benjamin Brandstetter, Lori Harper, Lucas Mentzer, Vidya Ravichandran, and Robert Staat.

Members not in attendance: Muhammad Babar and Kevin Weaver.

Heather Faesy, CPE's senior associate for Board Relations, served as recorder of the meeting minutes.

APPROVAL OF THE MINUTES

The minutes of the February 1, 2021 meeting were approved as distributed.

JAMES GRAHAM BROWN FOUNDATION – KENTUCKY STUDENT SUCCESS COLLABORATIVE

The Council was notified at the end of February by the James Graham Brown Foundation that the agency has been awarded a three-year, \$2.1 million grant to establish and implement the Kentucky Student Success Collaborative (KYSSC). CPE President Aaron Thompson discussed the project which 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.

Committee members asked how they can support the work of this project and discussed ways the new statewide strategic agenda can be aligned to its goals.

PROPOSED NEW ACADEMIC PROGRAMS

Dr. Melissa Bell, CPE's Vice President for Academic Affairs and Student Success presented five proposed new academic programs for review and approval. KRS 164.020 (15) empowers the Council on Postsecondary Education to define and approve the offering of all postsecondary education technical, associate, baccalaureate, graduate, and professional degree, certificate, or diploma programs in the public postsecondary education institutions. Council staff reviewed the following proposed programs and recommended approval.

Eastern Kentucky University

Global Hospitality and Tourism (B.S.) CIP Code 52.0901

Presented by: Karina Christopher

This program provides two concentrations, Gastronomic Tourism and Sustainable Hospitality and students can obtain a career in hotel management, theme parks, restaurants, country clubs, agritourism, local breweries and wineries, along with many more. The approval request also includes two 24 hour University Certificates, which meet the needs of professionals currently working in hospitality and tourism sectors who wish to add specializations or depth of knowledge.

Instructional Design and Learning Technology (M.S.) CIP Code 13.0501

Presented by:

This program is designed to confer job readiness skills bound by applied theoretical frameworks related to the fields of instructional and eLearning design, corporate training, and performance management. The core of the program consists of courses that will help the student to master instructional design, to

analyze and make data-driven decisions, and afford them an opportunity for in-house or external internships.

MOTION: Mr. Lucas moved to approve the two proposed programs from Eastern Kentucky University. Dr. Staat seconded the motion.

VOTE: The motion passed.

University of Kentucky

Marketing (M.S.) CIP Code 52.1401

Presented by: Leslie Vincent

This program is a one-year graduate program designed to provide students with in-depth course work in key marketing topics. This program will include core content focused on the areas of: strategic marketing, marketing research, new product development, personal selling and sales management, consumer insights, marketing analytics and digital visualization, corporate social responsibility marketing communications, digital marketing, and branding.

Strategic Human Resource Management and Analytics (M.S.) CIP Code 52.1001

Presented by: Scott Soltis

This program is a one-year graduate program designed to provide students with in-depth course work in key marketing topics. This program will include core content focused on the areas of: strategic marketing, marketing research, new product development, personal selling and sales management, consumer insights, marketing analytics and digital visualization, corporate social responsibility marketing communications, digital marketing, and branding.

MOTION: Mr. Lucas moved to approve the two proposed programs from the University of Kentucky. Dr. Staat seconded the motion.

VOTE: The motion passed.

Western Kentucky University

Instructional Leadership, School Principal (MAED) CIP Code 13.0401

Presented by: Gary Houchens

This program include 30 credit hours and leads to a provisional certification to serve as a school principal or assistant principal. It includes the same coursework as the Rank I and certification only pathways and simply creates a

third pathway to the principalship besides Rank I and certification only. This returns the university to the same menu of principal pathways that existed prior to the 2013 statewide revision of principal certification programs.

MOTION: Mr. Lucas moved to approve the proposed program from Western Kentucky University. Mr. Brandstetter seconded the motion.

ACADEMIC PROGRAM REVIEW PROJECT RESULTS

KRS 164.020 (16) outlines the criteria for statewide academic program review, and is a key responsibility of the Council on Postsecondary Education. The process undertaken ensures that academic programs are consistent with state priorities and that public resources are used efficiently for the greater good of the Commonwealth.

In 2019, CPE contracted with Gray Associates to work with universities to review all baccalaureate programs. Gray Associates was selected partly based on their expertise in productivity and efficiency metrics. The firm also has access to multiple data sources, which assists the sophisticated analyses needed to guide the statewide program review.

Dr. Bell discussed the process undertaken and the data that was analyzed in the process, as well as presented the results of that review. She also stated that CPE will present a proposed revision to the academic program review policy that reflects needed changes at an upcoming meeting.

STATEWIDE STRATEGIC AGENDA DEVELOPMENT

The CPE is directed by KRS 164.020 to develop a statewide strategic agenda for the public postsecondary education system and revise it on a regular cycle. Development of the next statewide strategic agenda kicked-off at the committee's February 1, 2021 meeting.

Dr. Stephen Pruitt, President of the Southern Regional Education Board (SREB) presented on studies recently conducted on COVID's impact on Kentucky's future workforce as well as data for areas that state needs to focus additional efforts on, and he provided strategic recommendations to consider while developing the next statewide agenda.

DATA AND RESEARCH

Dr. David Mahan, Associate Vice President, Data, Research and Advanced Analytics, provided an update on upcoming research projects and provide an overview of the following recently released data reports:

- Education Sector Analysis, which looks at labor market information, program demand gap analysis and migration analysis for the education sector in Kentucky.
- Earnings Gap Based on Gender and Education in Kentucky, which examined the disparities in median lifetime earnings.

Dr. Mahan also demonstrated the interactivity of the newly released Multi-State Postsecondary Report (MSPSR). It was developed by Kentucky Center for Statistics in partnership with the Council on Postsecondary Education, the Ohio Education Research Center, and the Coleridge Initiative. The tool can be used by Kentucky colleges to analyze employment outcomes based on credentials and majors. Users can also search based on origin – whether graduates entered college as an in-state or out-of-state student.

2021 LEGISLATIVE UPDATE

Mr. Greg Rush, CPE's Senior Fellow and Legislative Liaison, provided an update of the 2021 legislative session, includes bills that had already been signed or were pending review by the Governor.

Mr. Travis Powell, CPE's Vice President and General Counsel, discussed bills that didn't pass during the session includes HB 145, HB 383, and HB 253.

ADJOURNMENT

The Academic & Strategic Initiatives Committee adjourned at 12:10 p.m., ET.

MINUTES REVIEWED AND APPROVED BY THE COMMITTEE: June 8, 2021