



**COMMITTEE ON ACADEMIC, FACULTY  
AND STUDENT SUCCESS, PUBLIC RELATIONS AND STRATEGIC  
COMMUNICATIONS**

**Pre-Meeting Minutes**

**Virtual Meeting**

**November 17, 2020**

**Time Convened: 2:32 p.m.**

**Time Adjourned: 2:56 p.m.**

**Committee and Board members present:**

Rahul Patel (Committee Chair), Richard P. Cole, Sylvain Dore, James W. Heavener, Morteza “Mori” Hosseini (Board Chair), Leonard H. Johnson, Trevor J. Pope, and Jason J. Rosenberg

**Others present:**

Joseph Glover, Provost and Senior Vice President for Academic Affairs; Zina Evans, Vice President for Enrollment Management and Associate Provost; Mark Kaplan, Vice President for Government and Community Relations and University Secretary; D’Andra Mull, Vice President for Student Affairs; Nancy Paton, Vice President for Strategic Communications and Marketing; members of the University community and other members of the public.

**1.0 Call to Order and Welcome**

Committee Chair Rahul Patel welcomed everyone in attendance and called the meeting to order at 2:32 p.m. He noted that this was an information meeting only and that there would be no voting.

**2.0 Roll Call**

Board Staff conducted a roll call of all Committee and Board members present.

**3.0 Review Agenda for December 3, 2020 Meeting**

The following items were addressed by the Committee:

**3.1 Review Draft Minutes**

Committee Chair Patel noted that we will have minutes from the June 4, 2020 Committee on Marketing, Public Relations and Strategic Communications and the June 5, 2020 Committee on Academic, Faculty and Student Affairs and Experience pre-meetings to review and approve at the December BOT meeting.

**3.2 Review Action Items**

Committee Chair Patel asked Provost Glover to go through the Action items:

**3.3.2 AFSSPRSC1 Tenure Upon Hire**

Provost Glover indicated there is one Tenure Upon Hire case for this meeting, the new Dean for the College of Medicine. He indicated she was hired after an extensive search and that she has had a distinguished career.

### **3.2.2 AFSSPRSC2 New Degree**

Provost Glover indicated that the College of Agricultural and Life Sciences is requesting a new Ph.D. in Plant Breeding. It has gone through all the appropriate University approvals and once approved by the Board of Trustees it will then go to the Board of Governors for approval.

### **3.2.3 AFSSPRSC3 Degree Program Termination**

Provost Glover stated that the College of Public Health and Health Professions is asking to terminate the Ph.D. in Health Services Research since it was replaced with another Ph.D. He stated this program has not had any new enrollment since Fall 2017 and that all students have since graduated from the program.

### **3.2.4 AFSSPRSC4 Degree Program Changes**

Provost Glover indicated that the College of Design, Construction and Planning is asking to remove a 3 credit MAC 1140 course from the B.S. in Sustainability in the Built Environment to keep the semester at 15 credits and the degree at 120 credits. There will still be a 4-credit mathematics requirement for this degree.

## **3.3 Review Discussion Items**

Committee Chair Patel stated that he would go through each of the discussion items and indicated what would be discussed in each one but that we would not go through any of the presentations during this premeeting.

### **3.3.1 AI Strategic Initiative**

Committee Chair Patel stated that the discussion would revolve around how the University is leveraging and using everything around AI. Specifically, how AI is being used to help elevate our brand and what we are doing on the ground. Vice President Mitchell has been working with Provost Glover and Vice President Paton on a strategy to maximize the impact of our AI strategy on our brand awareness.

### **3.3.2 Communications and Marketing Strategy Update**

Committee Chair Patel indicated that Vice President Paton would give an update separate from what is being done for AI to increase our brand awareness. She will give an update on the key performance indicators and update on the university communications and marketing strategy inclusive of the brand and positioning research.

### **3.3.3 Admissions Update**

Vice President Zina Evans will give an update on the admissions number and will also include what initiatives are in place to attract the best and brightest students.

### **3.3.4 Faculty Senate Update**

Faculty Senate Chair Sylvain Dore will give an update on faculty matters.

### **3.3.5 Student Body President Update**

Student Body President Trevor Pope will give an update on student matters.

### **3.3.6 Student Affairs Update**

Vice President D'Andra Mull will give an update on what's happening in Student Affairs area.

### **3.3.7-3.3.12 Centers/Institutes**

These are discussion items that include the creation of two new Centers and name changes to four Centers and/or Institutes.

### **3.3.13-3.3.14 Program Changes**

There are two items that indicate the name change for a degree and of a school.

Trustee Pope inquired if details about the Spring semester will be shared at the upcoming meetings. Provost Glover indicated that this information will be shared during the campus update. Trustee Dore inquired if there would be an update on graduate student experience and Committee Chair Patel indicated that he had received his inquiry regarding the committee charter including graduate students and it was noted that when there is a reference to students that it includes undergraduate and graduate.

Committee Chair Patel indicated that there will be two other reports related to the committee but will be presented out of the committee at Board Chair Hosseini's request. Vice President Elias Eldayrie will give a presentation on Student Surveys and Director Ja'Net Glover will give a presentation on Career Readiness. She will present on what we are doing to make sure students are prepared for getting jobs in the areas they are studying. Provost Glover indicated he would share the recent data that was obtained from the Board of Governors on the jobs report.

Trustee Richard Cole inquired whether there would be an update on recruiting of minority students, and it was indicated that it would be part of Vice President Evans' update on during the Admissions Update. Chair Hosseini added they are specifically working on this area and more information will follow.

## **4.0 New Business**

There was no new business to come before the committee.

## **5.0 Adjournment**

There being no further discussion, the meeting was adjourned at 2:56 p.m.