



Minutes

Advisory Board Meeting

The Ohio State University at Newark

Thursday, November 15, 2018 – 9:00 a.m. – 10:30 a.m.

The John Gilbert Reese Center - Executive Board Room (Room 255)

1. Call to Order

Board Chair, Katheryn Lloyd, called the meeting to order at 9:00 a.m. in the Executive Conference Room of The John Gilbert Reese Center.

2. Approval of Minutes of September 20, 2018 Board Meeting

The minutes of the September 20, 2018 Board Meeting were approved as distributed.

3. Approval of Agenda

The agenda was approved as distributed with some exceptions due to absences.

4. Public Comments

Katheryn Lloyd mentioned the play, *Crossing Delancey*, had started performances at Black Box Theater on campus and would be playing during the weekend of November 15-17. Katheryn went on to discuss the Scholarship Breakfast that took place during the week, involving students who discussed the diverse backgrounds that eventually lead them to attend Ohio State and COTC Newark. Chris Meyer recently was awarded a Lifetime Achievement Award from Licking Memorial Hospital. Marcia Downes announced that the SciDome would be hosting a presentation by Ohio State faculty member and entomologist Andy Roberts from 6-7pm for “Second Thursday” at the SciDome. Dr. Roberts will discuss how the strength of spider webs is used by the military. Katheryn Lloyd was congratulated for being named Alumni of the Year for 2018.

5. COTC Board Report

John Hinderer, Chair of the COTC Board, was unable to attend the meeting so there was no COTC Board Report.

6. Faculty Assembly Report

Nathaniel Swigger announced that committee elections for new officers will take place in December. There has been a preliminary discussion about reshaping the assembly to address the need for more engagement by faculty. Nathaniel discussed growing the jurisdiction of existing committees or increasing the use of ad hoc committees. If this idea moves forward, it will be taken before the Faculty Forum in the Spring.

7. Board Committee Reports

- *Academic Affairs and Student Life Committee.* Diane DeLawder reported that Holly Mason, the Director of Student Life, was unable to make it to the board meeting due to a scheduling conflict. Diane stated Holly would provide a detailed report at the March board meeting.

- ***Enrollment Committee Report.*** Diane Kanney, Director of Enrollment Services, announced that 2,882 Ohio State students were enrolled on Newark campus, which exceeds the previous enrollment record of 2,677 students. It is potentially the largest new first-year student class in campus history. Campus diversity is strong and Newark is the most diverse of all Ohio State University campuses. Diane stated that over 887 students attended Ohio State Newark's Buckeye Visit Days. The new goal is to reach a total of 900 students, with the next visit day happening November 16th. Diane discussed key enrollment indicators, which are derived from several years of data. The data being provided has improved over the years and good information is coming in from Columbus, allowing for a higher level of confidence in reporting. Newark is the largest Ohio State University regional campus and has steadily been increasing enrollment compared to its counterparts. The Ohio Department of Higher Education's 15th-day headcount report stated that Ohio State Newark is listed as the best regional campus out of all regional campuses in the state of Ohio.

Mike Cantlin asked if Buckeye Visit Days are only for High School Seniors. Diane Kanney responded that right now Ohio State Newark is only inviting seniors but soon will also be inviting juniors. Rising seniors and juniors are a priority, but anyone is welcome.

Talisma is the customer engagement platform being used to manage all prospective students. Scarlet and Gray, an event registration site based in Columbus, is being used for all events and event registration. The Talisma and Scarlet and Gray systems interact and share valuable information with one another. Anyone added to Scarlet and Gray's system is automatically added to Talisma. Talisma also routes and tracks interactions with students, allowing for email campaigns to be developed. Connecting Talisma and the Scarlet & Gray systems reduces redundant communications to potential students.

Diane Kanney stated an interest in establishing a strategic recruitment and enrollment plan that would encompass all of Ohio State University's regional campuses. The plan would involve sharing the practices that work best to elevate all of Ohio State University's regional campuses. Diane endorsed the concept that there is power in alignment and consistency. The strategic plan would be to identify priorities, share best practices, elevate events, and elevate the regional campus brand.

Bill MacDonald added that a major realignment was occurring at the Columbus campus regarding leadership. The leadership position for all of the university's strategic enrollment planning is currently vacant, and Columbus is in the process of filling it. As part of the search, the regional deans were interviewed for their thoughts and opinions on what is needed in this leadership role. This resulted in a consensus regarding strategic planning. Typically, the strategic plan comes from the Columbus campus and is the big picture for the entire university. Dean Macdonald went on to state that over the past few years, the strategic planning process has improved and the plan is now updated following its initial release. However, the regional campuses have not had an integral part in decision making. Bruce McPheron, Executive Vice President and Provost, has understood this issue and has been assisting in resolving it.

A question was asked whether Ohio State Newark's growth in enrollment is at the expense of the other Ohio State University regional campuses. Diane Kanney stated that it is not. She explained that Newark was asked to give up certain recruitment territories to the Marion campus. If a student is denied admissions at the Columbus campus, they are automatically accepted to a regional campus. The regional campus they are directed to is predetermined by the area of Ohio they live in. Marion needed a larger recruitment territory than it had. High school students from schools in Worthington, Hillard, and Dublin that were formerly in Newark's territory were

reassigned to Marion a year ago. Many students from those areas still decided to attend at Ohio State Newark.

Diane Kanney spoke of the Summer Enrichment Camp that was launched last year which included sessions entitled, "Do I Really Need to Learn This?" and "How Data Can Make Us Happy and Healthy." Both sessions were led by Ohio State Newark faculty. This year, in addition to Summer Enrichment Camp, Diane is planning to launch a summer leadership camp for rising high school students. Wesley Grunden, Assistant Director of Enrollment, will be presenting a session entitled "The Value of Persistence" and Stephanie Brown, Associate Dean of Academic Affairs, will present "Your Network: Your Personal Board of Directors." Diane Kanney invited board members to participate in the summer camps.

Katheryn Lloyd asked about the timing of the rollout for the Buckeye Affordability Grant funding for regional campus students who are eligible. Diane Kanney advised that it will be in place for the spring term and funding has already been awarded. Diane believes it will help retention. The biggest impact will be next year for incoming freshman, as they will be aware of the Buckeye Affordability Grant.

- ***Finance Committee Report.*** Mike Cantlin, Finance Committee Chair, reported that the finance report is positive. He noted that revenue is up because of enrollment growth and changes in the formula for calculating the subsidy. Expenses remain close to what is expected. Board members received the Financial Reports for Fiscal Year July 1, 2017, through June 30, 2018, prior to the meeting.

David Brillhart, Director of Business and Finance, went over key points of the Funding Report from June 30, 2018. He stated that the state subsidy is at 8.9% above budget and follows the enrollment growth. Expenses for the year were in line in every category. He credited budget managers for doing a good job of managing expenditures for the campus.

One line is increased due to the \$1.6M transfer for the STEM building which was intentionally built into this budget. This brings the bottom line to \$2.5 million. This will be used to make the FY19 payment on the science and technology building transfer. Currently, the plan is ahead of schedule for the science and technology building.

David stated that \$700,000 has been budgeted for a parking solution, which is necessary to stay ahead of the enrollment growth. Fall 2019 will be problematic if the parking situation is not addressed.

Lastly, David stated that the Deferred Maintenance Account has been depleted as planned and is currently rebuilding. It has been used in the past for needs such as the residence hall. David explained that the rainy-day fund is still intact. The future building fund is at \$362,000. The science and technology building funds are at \$6.6 million.

Marcia Downes asked how the finance committee plans for changes or disruption to the market. David responded that this is handled by being conservative when budgeting and by planning for anything known that might come up. For example, operating expenses are being planned for the new science and technology building three years prior to its completion. Mike Cantlin added that the investment fund is managed in Columbus, so changes in the investment market are not managed locally.

David was asked to explain the Efficiency Fund. He stated that it is savings from improved efficiency according to a plan set by the State of Ohio. Those savings are placed in a separate fund which can be requested by Ohio State Newark for use in the future.

8. Dean's/Director's Report

- ***Alford Center for Science and Technology Building Update.*** Kim stated that Dan DeLawder is doing a great job, and people understand the importance of the project Alford Center project. Pending responses total over \$1 million and several more meetings are scheduled for the next two months. If the goal of \$9.6 million can be surpassed, Ohio State Newark's hope is to finish out the building with a third-floor shell space, with anything over the budget allowing for additional attributes.

Bill MacDonald thanked Kim and added that an architect has been recommended and a decision will be official at the end of the month. He stated that the designers are creatively updating their recommendation with regard to the shell space. Technical buildings today have shell space included by design because technology changes so fast. The shell space in the new building does not necessarily need to be on the third floor, as it could be incorporated on all three floors. Groundbreaking is still projected for July of 2020 and occupancy for January of 2022. David Brillhart said another exciting thing about the conversation with the architects is that they have strategies in place to expedite the occupancy date.

- ***Potential New Degree Programs***

- **Bachelor of Science in Engineering and Technology:**

The Alford Center will allow the addition of new Ohio State degree programs that can be completed at Newark campus. One of the recommended degrees will be a Bachelor of Science in Manufacturing Engineering Technology (BSET), and it will be Manufacturing Engineering Technology. This program is currently in the proposal stage at the Ohio State's College of Engineering and could be approved as soon as the end of this calendar year. It will take an additional year to develop the courses that would be needed to earn the BSET degree. It will likely roll out after the Alford Center is constructed and Founders Hall is renovated. Space will be needed for milling machines and lathes, and COTC may be willing to share an area in LeFevre Hall. Professors Blaine Lilly and Kathryn Kelley from Ohio State's College of Engineering will visit Newark to assess designated spaces and give recommendations.

Marcia Downes asked if there is a local advisory board of manufacturing leaders to give feedback on current and future needs in the community. Dean MacDonald responded that currently there is not an advisory board. Ohio State Newark has worked with the Manufacturing Council at times for input on internships and potential faculty members. Board members advocated having local manufacturing company leaders involved because it would be mutually beneficial for internships and paid positions within the local manufacturing companies. The projected roll out for the program would be between 2020 - 2023. Dean MacDonald advised that manufacturing engineering is only one specialization of engineering. There is the possibility for Ohio State University's regional campuses to later expand to include other engineering specializations such as electrical engineering technology or data analytics engineering technology. Dean MacDonald stated that Eddie Pauline is visiting from Ohio State's Office of Corporate Engagement this month to help make those connections between engineering programs.

A board member asked for a clarification of the difference in engineering technology and engineering. Dean MacDonald explained engineering technology involves more hands-on work, based on equipment used. There is more management and design in the course work,

especially for the third and fourth years of study. Discussion followed regarding the distinction between the two-year degree that COTC Newark offers and Ohio State's proposed four-year program. COTC's degree is an Associate of Applied science and Ohio State's is a Bachelor of Science.

○ **Bachelor of Science in Health & Wellness Innovation in Healthcare:**

Dean MacDonald announced the second proposed degree would be Bachelor of Science in Health & Wellness Innovation in Healthcare. It is relatively new in the College of Nursing and produces health & wellness coaches. Ohio State Newark is already offering all the first-year courses needed for this proposed program. Students can begin enrolling for the Fall 2019 semester. Even though it is relatively new, graduates from this same program at the Columbus campus are getting jobs quickly.

- **Discovery Theme Tenure Track Faculty Hire.** Dean MacDonald announced that a Discovery Theme faculty member will be added to Ohio State University Newark, starting in the Fall 2019 semester. The Columbus campus will fund 50 % of the position for five years, with a possibility that funding will continue after five years. This is to replace a faculty member who recently retired. The dean of the division of humanities in the College of Arts & Sciences said there was funding available for a Discovery Theme hire in their migration and immobility and mobility program. The search has begun for the position.
- **Framework 2.0.** Framework 2.0 is an update of the framework plan from a few years ago. Further updates will be provided as they become available.

9. Update from Ryan Schmiesing, Vice Provost for Strategic Planning and Implementation/ Vice Provost for Academic Affairs

Ryan Schmiesing was unable to attend the meeting due to weather conditions. His update will be rescheduled to a future meeting

10. Other Business

There was no other business that was brought to the attention of the board.

11. Next Board meeting – March 21, 2019– 9:00 a.m. – 10:30 a.m.

- **Upcoming Board Meeting Dates for 2019 at 9:00 a.m.**
 - May 16, 2019
 - June 20, 2019

12. Adjournment

There being no further business, the meeting adjourned at 10:28 a.m.