



Minutes
Advisory Board Meeting
The Ohio State University at Newark

Thursday, January 19, 2023 – 9:00 a.m. – 10:30 a.m.
Reese 255

1. Call to Order

Board Chair Alexa Robinson-O'Neill 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 October 20, 2022 Board Meeting

The minutes of the October 20, 2022, board meeting were approved as distributed.

3. Approval of Agenda

The agenda was approved as distributed.

4. Public Comments

There were no public comments.

5. Central Ohio Technical College (COTC) Board Report

Rob Montagnese, Chair of the COTC Board, reported that he will continue to be the COTC Board Chair and therefore COTC representative to the Ohio State Newark Board for another year. It was previously announced that a new chair/representative would be appointed, but the new appointee's circumstances changed, and Rob agreed to continue for another year. Rob announced that COTC recently approved the addition of 4 new certificates and programs: 1) Unmanned Aircraft Systems short-term certificate; 2) Diagnostic Medical Sonography Pediatric Echo Cross-Training certificate; 3) Respiratory Therapy Technology Associate of Applied Science degree program; and 4) Supply Chain Management Technology Program. Rob stated that COTC's enrollment has declined by 5% from the same time last year. This excludes College Credit Plus enrollment because they are still waiting for those numbers. COTC has been interviewing candidates for the provost position after Eric Heiser departed to accept a presidency at Coconino Community College in Arizona. David Brillhart has been serving as interim Provost. The Italian Immersion program will resume this summer after a hiatus due to the pandemic. COTC is currently taking applications from students who wish to participate in this two-week program in Reggello, Italy. The program is fully funded by the Reese family. Lastly, plans are underway to pilot a health exposition on the Newark campus on Wednesday, March 15. The purpose is to promote hiring into the healthcare field as well as students applying to the COTC health care program. If the event is successful, COTC may expand it to the extended campuses.

6. Board Committee Reports

- **Enrollment Committee report.** Diane Kanney, director of enrollment, reported that the number of admitted students as of this date is up 176% this year over last year. As a reminder, admitted students are those who are accepted at Ohio State Newark but have not yet enrolled. Students who are considered enrolled (officially Ohio State Newark students) are those who have paid their application fee. Diane said that the increase can be largely credited to university-wide decisions being made by Columbus administration, specifically Dr. James Orr, the Vice Provost for Strategic Enrollment Management. Dr. Orr was appointed to his role in August of 2022 and is keen on listening to input from enrollment directors at the regional campuses. Recently the decision was made to allow first-year students at regional campuses to be eligible for the Buckeye Opportunity Grant. Another important change that affected the increase in admitted students at Newark is that Columbus is prioritizing applications from in-state student prospects. This means that students who do not make it in at Columbus campus are automatically admitted at the regional campuses much sooner, so there is a much higher yield opportunity because there is more time. These are called “optioned students.” When Ohio students were not prioritized, those prospects would not be notified until March, which did not give the regional campuses enough time to yield those students. In December of this year, Newark received 1,800 optioned students. In previous years that number was closer to 700. Proof of why this is valuable can be seen by looking at who is registering for events aimed at prospective students. The first 2023 Buckeye Visit Day had 168 students registered. Prior to covid, the average was 100.

Diane also reported that one lesson learned from covid is that people actually like virtual events, so the Office of Enrollment will continue to do them. The number one group that enjoys them are the parents, especially when covering topics like scholarships and financial assistance. Diane added that 14 students are signed up for the Bachelor of Science in Engineering Technology (BSET) program. The goal is 26. Diane and Dr. Soto-Caban are visiting high schools to promote the program. Lastly, Diane shared a marketing piece which departs from the usual text heavy model and instead uses a different and fun approach resembling the game “Candy Land.” The purpose of the piece is to guide students through the steps to enrollment.

- **Student Life report.** John Davenport, Director of Student Life, reported that the Office of Student Life has been busy engaging students about resources and making sure students feel acclimated during their first semester. For students who are doing great, the task is to keep that momentum going. If students are not having the kind of semester they envisioned, they are being pointed toward resources and support that can help them self-correct. John reported that one of the bigger efforts this semester has been the food pantry, called Campus Corner, which is now in its fifth year. The regional campuses recently had a food pantry competition for the most donations in one month which resulted in over 1,500 items donated to the Campus Corner. Because it is part of the Licking County food pantry network, there are opportunities to promote and to receive assistance in the form of order fulfillment and staples. All donations to the pantry must

be non-perishable, high nutrition items. Students can also get non-food items from the pantry. Student Life recently set up a locker system for students who cannot come to the pantry during regular business hours. They receive a bar code and can pick up their order at their convenience. Up to this point during this academic year, 78 people accessed Campus Corner and 198 orders have been filled. Operation feed will take place through the month of March which will be another big push for people to donate items to the pantry. Financial donations go to the Licking County food pantry and the network provides items for the campus. The Newark Campus Corner website is:

<https://newark.osu.edu/students/student-life/campus-corner-student-food-pantry.html> .

At the bottom of the page is the link for the Food Pantry Network of Licking County which is where financial donations can be made and designated to our campus. That URL is <https://www.foodpantrynetwork.net/ways-to-give/> . John summarized by stating that over the 5 years the Campus Corner has been active, there has been an increase in need and the goal is to be in the position to meet that need and give students every chance for success. There was a question as to whether there is an online resource to see what are the needs. The answer is no, but John and his team are currently working on online real-time inventory tracking using bar coding. John will prepare an inventory list for board members. Board members also asked about cooking supplies (pots, pans, utensils) and whether those items would make it onto the list of requested items. John stated that there are some personal care items that are distributed through Campus Corner, but not cooking supplies. Students do have the capacity to cook at the on-campus housing. Board members suggested including cooking supplies to the Campus Corner needs list. Bill suggested that Shantrice Bradley, Newark campus' Housing Coordinator, would be a helpful resource for coordinating with on-campus students for cooking and cooking supplies.

- 7. *Dean/Director's report.*** Bill distributed a handout with graphics to show the trend of declining enrollment among Ohio students. The source of the handout is EAB, which is a consulting company for higher education and is the same company that provides services for administering the ACT. It showed that Ohio State campuses are impacted by declines in the college age population in Ohio as well as an increase in the number of students choosing not to enroll in college at all. These demographic and choice trends will continue to impact Ohio State for the foreseeable future and will require an agile strategic response. The market share for campuses is staying mostly stable, but the market itself is shrinking due to those trends. James Orr is working on hiring a consultant to help the university with strategic enrollment planning. There is a decline in enrollment due to birth rate, but the steeper decline is in the percentage of high school graduates who actually go to college. James Orr and EAB believe those are the prospective students that we can do something to attract. EAB's preliminary research suggests that those students have some hurdles, such as financial or familial. The obstacles that make it harder to recruit those students is the job market for high school graduates, and prospective students may continue to be lost due to those jobs.

The chart on the handout showed a 12% decline in Ohio 12th grade students and a 33% decline in the number of Ohio students enrolling in college anywhere. Preliminary research

indicates that the students who are not enrolling are facing obstacles that prevent them from starting a college career. These might be financial barriers or family obligations. Added to that is the fact that the job market is good right now, so prospective students may be lost to high-paying jobs that do not require higher education. The committee will be putting together 5-year projections some time in February. James has asked the regional deans to provide numbers, based on their knowledge of their regions, of what they project will happen in enrollment. The planning consultants will use their formula to come up with their own projections. Those numbers will be compared to one another, and the differences will inform the conversations going forward. For example, if the model predicts a decline and the regional dean predicts growth, there will need to be a conversation about why they do not match.

There is much more to come regarding strategic enrollment planning for the regional campuses. Bill stated that, in his opinion, this is the best he has seen the university operate with respect to planning for enrollment for the regional campuses, and Diane agreed. It is unprecedented and very much welcomed by the deans. Bill is very optimistic that Newark campus will optimize enrollment. This does not equate to a rebound. Optimizing might mean declining over time but getting the biggest yield possible. The other chart on the handout shows an increase in market share since 2008, even though there was an enrollment decline.

The conversations around enrollment planning and optimization lead to discussions about potential changes in programming. Newark campus has degree completion pathways in nine different majors including History, English, Psychology, Business Management, Social Work, and Early Childhood Education, and a few others. Technically, none of these pathways are “our” programs because the campus itself does not award degrees. The students can complete all their course requirements at Newark, but their degrees are OSU degrees and not designated as Newark specific. Some of those enrollment numbers have gotten very low, especially in upper-level courses in English, History and Middle Childhood Education. Discussions across the regional campuses suggest different directions and the question is whether the effort should still be made offer all the courses at this location. The alternative would be to make it known to the students that they would have to take some of their courses online or finish in Columbus.

There is no rationale on record for History or English to continue on the current pathway, as there were only 5 History majors who started at Newark this fall. There were over 70 Biology majors. It begs the question as to why have History and not Biology, or at least look at offering second-year courses in Biology. Bill summarized by saying that there are many difficult questions that will present challenges. Just a few years ago, no one would have predicted that enrollment would decline so substantially. In fact, it was the rapid decline in enrollment that caused Bill to look at the data and ask what is going on with some of the upper-level courses. Bill and Diane have learned through recruitment and Buckeye Visit Days that many Newark students want to get to Columbus. The messaging has been about starting at Newark and having an amazing experience and then having *another* amazing

experience at the Columbus campus. Students are not as place-bound in the area as they were in the past due to improvements in roadways and faster commute times. Many more students at Newark are from Franklin County than ever before. Even though it is not a very large market, some speculate that there could be an influx of as many as a million people due to the Intel project.

Over the long run there could still be change, and Bill still thinks it would be in the best interest of the campus to have additional residence halls. This may be a challenge during a time of declining enrollment. The argument can be made that, although the number of high school graduates is declining, other Ohio universities are competing for the same students that we are. The university is currently conducting another study for housing at Marion and Newark which will provide insight on how the university's academic leadership feels about additional residence halls. There are two arguments to support the idea. One is that there is demand. It is not as great as it was but there is still a waiting list. The second argument is that factual data proves that living on campus enhances student success.

Lastly, Bill reported that the Ohio Department of Higher Education contacted him to see how they could help increase the number of students in the BSET program specifically at Newark, due to proximity to Intel, and to help shorten the amount of time to degree completion. They asked Bill what resources would be needed to accomplish these things if funding were not an issue. Bill expressed that a new facility and equipment would be needed the most. The plan for the startup of the program has been to lease space and equipment at CTEC, which is what the other regional campuses have done with their local institutions. Although this is practical, it makes it very difficult to recruit students when they are brought to campus and there is nothing to show them. Also, using space at CTEC means working around CTEC's schedule because they are offering courses there too, which puts a limit on the number of OSU BSET students who can be taught there. Having a facility on the Newark campus would enable offering more courses on site and help recruitment, but equipment is also needed to redress what would have been used at CTEC. Bill is going to ask ODHE for enough state money to build a facility and purchase equipment and ask ODHE to promote BSET for all four campuses.

Kathy Lloyd asked if EAB's research will include interviewing high school graduates who decide not to go to college to find out what they end up doing or interview their guidance counselors. Bill said that he is not sure how EAB will collect their data, but that OSU needs to conduct their own research and he believes James Orr is willing to do that. In addition to prospective students who are not attending, Bill thinks it would also be beneficial to study why students leave after starting college. Tara Houdeshell added that in her experience at Newark City Schools, the financial and familial hurdles mentioned earlier are correct. The financial piece is by far the biggest obstacle for the high school students in her district. She stated anecdotally that there are students who miss classes because they work a night shift and then walk to school afterward.

There was a discussion about certificate programs that could give students the skills they

need to be eligible for hire in less time and apply the certificate credits toward a degree. Certificate programs do not provide the same scope of knowledge as the first few years of the Ohio State BSET degree, for example, in mathematics, so it would not be directly transferrable. Ohio State is working to bridge that gap, but it would require additional course work versus completing all four years of the BSET degree at Ohio State. Higher level management courses are also unique to the BSET which would accelerate the career path for its graduates.

8. New Business

Alexa proffered to skip ahead to the second new business item on the agenda because the discussion about student access and optimization was a logical segue.

- ***Summit about partnership opportunities with A Call to College, Ohio State Newark, and Newark City Schools.*** Alexa, Bill, and Tara met earlier in January to discuss optimizing the enrollment process and addressing student obstacles by partnering with A Call to College, Newark City Schools, and other local organizations. With students at Newark City Schools having a lower-than-average college attendance rate and the financial hurdles they face, helping them have a better opportunity to access a college education would also help optimize enrollment at Ohio State Newark. The outcome of Bill, Alexa, and Tara's meeting was the idea to put together an exploratory summit to find opportunities to work together and put specific interventions in place that support Newark students. With all in agreement, Alexa said that the next step is for Bill, Alexa and Tara to follow up with more details, a timeline, and a plan.

Bill continued by stating that within the past few days he received an announcement from the university's Office of Academic Affairs about a funding opportunity called the Regional Partnership Pilot Funding Program. Each of the four regional campuses is eligible for \$13,000 to be used for building relationships, partnerships, and collaborations. The community summit would be a perfect match for this grant. Bill's leadership team will submit a proposal requesting money to host the event, either at the Newark campus or offsite, and to provide food and supplies.

- ***Dining Services.*** On-campus dining has often been criticized for the limited choices and for the quality of the dining experience. Alexa said that as a nutritionist, she believes it could be better for students, and for faculty, staff, and the community. The opportunity for change is restricted by the lack of alternative options. University Dining Services is the vendor for The Table of Contents, which is the cafeteria located in the Warner Center. The Cyber Café, located in Reese, became inactive at the beginning of the pandemic and never reopened. Bill gave some background and stated that the last time the contract expired and it was put up for bid, University Dining was the only bidder. The reason for this is that it does not make money and not worth it for outside vendors. It has been very difficult for University Dining to sustain itself, and it became even more so because of the pandemic. OSU has had to significantly lower their rent just to keep them operational.

Even though University Dining manages the Table of Contents, the food service at Newark is not as good as Columbus and compares unfavorably with other institutions. One opportunity for change that can be controlled on this campus is the kiosks and traffic flow. All orders are placed through GrubHub at kiosks and picked up by the consumer at a designated location. There is a walk-in area for “build your own” foods like the salad bar and a separate area for grab and go. The kiosks are not very user friendly, the flow of traffic is confusing, and the process for placing an order is not obvious. Visitors often find themselves at the grill in a restricted area because that was the process pre-pandemic or just because it looks like that is what they should do. The design was meant for a different purpose. Bill stated that the physical structure could be changed and the idea of a tasting committee, including board members and/or members of the community, would help.

A brief discussion about the house on Londondale followed just prior to adjournment. It was noted that the house is now torn down and the landscape is leveled and ready for the next phase of development.

9. The Next Board meeting May 18 from 9:00 a.m.-10:30 a.m.

2023-2024 upcoming meetings:

- March 16, 2023
- May 18, 2023
- October 19, 2023
- January 18, 2024
- March 21, 2024
- May 16, 2024
- October 17, 2024

10. Adjournment

There being no further business, the meeting adjourned at 10:30 a.m.

Respectfully submitted by

Nichole Lenglé

Executive Assistant to the Dean and Director

The Ohio State University at Newark