



Minutes
Advisory Board Meeting
The Ohio State University at Newark

Thursday, November 19, 2020 – 9:00 a.m. – 10:30 a.m.

Zoom Meeting

1. Call to Order

Board Chair Matt Miller called the meeting to order at 9:00 a.m. The meeting was conducted by way of Zoom videoconferencing.

2. Approval of Minutes of September 17, 2020 Board Meeting

The minutes of the September 17, 2020 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. COTC Board Report

Rob Montagnese, Chair of the Board for Central Ohio Technical College, provided a report on current programs and events at COTC. He reported that COTC has been awarded a \$99,000 grant from Facebook. It will be used to create a one-button digital studio and smart classroom on the Newark campus and complementary smart classrooms at its three extended campus locations. This will help bridge the technology gaps that currently exist as a barrier for some students, especially as most classes are being conducted remotely due to the COVID-19 pandemic. COTC will continue offering most classes remotely during spring semester. There will also be some hybrid courses which are primarily for classes requiring a hands-on experience that cannot be replicated in a virtual environment, such as clinicals for students in healthcare. Rob also reported that, thanks to the Thomas J. Evans Foundation, COTC has found a much-needed future home for the Institute for Public Safety. The Foundation recently purchased the former JBA building on Sharon Valley Road and have agreed to lease the building to the college. The 6,500 square foot building will be named Thomas J. Evans Hall and will provide COTC the physical space to offer interactive training and simulation components for the next generation and continuing professional development of local first responders.

Rob provided a general report about COVID-19, stating that Licking Memorial has seen an increase in cases, much worse than in the spring. The numbers are higher and the spread is greater, but more testing is available locally, which is good for the community. He said that

if people need testing, it is available at Licking Memorial urgent care centers. He suggested that it is best to avoid the emergency room (ER) unless it is very serious. Some of the physician practices are also offering testing. Overall, it appears that the cases they are seeing are less serious with fewer patients on ventilators. His biggest cautionary comment is that, heading into the holiday season, it is best to avoid big gatherings to help slow the spread of the virus. Talya Greathouse added that her practice is seeing higher numbers. It is important to not overrun the ER and urgent care, and her practice is doing drive-by rapid testing to help take some of the strain away from those providers. The ER and urgent care should be reserved for people who need other care. Talya reported that her practice is seeing more advanced disease because people are afraid to go to the ER. She asked that everyone do their part by getting the word out and avoiding large holiday gatherings. There is no reason to put family members at risk.

6. Board Committee Reports

Matt Miller announced that Kathy Lloyd has agreed to chair the Academic Affairs and Student Life Committee. Matt expressed gratitude for Kathy's willingness to serve. Kathy thanked the board and said she looks forward to engaging in this capacity. Kathy turned it over to Stephanie Brown to give the Academic Affairs report. Holly Mason will give a Student Life report at a future meeting.

- ***Academic Affairs and Student Life Committee Report.*** Stephanie Brown reported that scheduling courses for the spring has gone very well so far. Classes will be going fully remote after Thanksgiving, so students will continue to attend classes but not in person. Ohio State recently made the decision to extend the period of online-only instruction in the spring term by one week, so all those students coming back and taking classes will be taking them remotely the week of January 18-22, 2021. This is an extended period for the students to quarantine or do what they need to do before they return to in-person classes. Spring classes will look very similar to the fall offerings in the sense that there will be a mixture of different kinds of delivery modes. Some classes will meet fully in person, some meeting in a hybrid format and some meeting fully online. Enrollment numbers so far indicate that more students this semester are interested in taking fully online classes as opposed to last semester when students were asking advisors for more in-person classes.
- ***Enrollment Committee Update.*** Tara Houdeshell stated that she would turn it over to Diane Kanney for the full report, but first wanted to express gratitude to Diane and her team for all they have done to support Newark students. Tara stated that over the last 10 years, about 40% of Newark High School graduates went to Ohio State Newark or Ohio State Columbus and 25% went to COTC for their first semester after high school graduation. For the past several years A Call to College has been having a major event called "College Application Blitz." This year the event was virtual and not as well attended as in years past, yet Ohio State Newark was the school that had the most applications and the most interest, so Tara wanted to say thank you to Diane for all the hard work to make that happen.

Diane thanked Tara and reported that it was a very different year in terms of the Application Blitz. Normally there are 75-80 students who complete the application, where this year it was under 50. This is not surprising considering the uncertainty students are feeling. Diane reported that last year in December, January, and February, enrollment was continuing to grow, new programs were being developed, and an average of 118 students attended each of the Buckeye Visit Days. At that point, Newark was on track to break enrollment records for the seventh year straight. All of that changed in March when, not only did the pandemic start, but Columbus campus decided to retain or admit a greater number of Ohio residential students. This had a major impact on enrollment at all the regional campuses including Newark. Applications were down by 25%, but enrollment was not down as far as expected. Enrollment for the autumn term was 2,873 which was only 2.5% less than last year. Although this is an enrollment decrease, when looking at the past 5 years combined there is still an overall 13% enrollment growth at the Newark campus. Considering the circumstances, this is an accomplishment to be proud of.

Diane reported that total visitors to campus for Buckeye Visit Days, information sessions or personal visits decreased by 51%. The success of enrollment is because yield of admitted students (students who apply and follow through with enrolling) increased from 29% to 36%. The enrollment team used video messages, weekly communications, phone outreach, recorded interviews with faculty and staff, and enhancements to the website to help encourage those students to attend Ohio State Newark. These efforts made a remarkable impact on the overall enrollment. The Annual Enrollment Report is attached to this document, which has links to resources, videos, and interviews. There is also a link to the new website for admitted students, which contains resources specifically for them all in one place. An infographic showing the high points for Autumn '20 enrollment is displayed below.

Autumn '20 Enrollment Snapshot

- 2,873 Total Enrollment
 - Decline of 2.4% from Autumn '19
 - 71 of Ohio's 88 Counties
 - 37% First Generation College Students
 - 34% Diversity
 - 1,404 New First Year Students



High school visits have not gone very well. Students are Zoom fatigued and are not responding or engaging with colleges. The enrollment team is working on more creative solutions moving forward and are listening to ideas of students and high school counselors. There is every reason to be optimistic because of the creativity and hard work of the enrollment team. Tara added that the problem is not unique, and counselors at the high school level are experiencing the same issues with lack of engagement from students. She asked Diane if students who previously decided to go away to college may be having a change of mind and will potentially stay local for their first one or two semesters. She wondered if any early indicators are showing that trend.

Diane stated that it is not happening yet, but she and her team are prepared to leverage the transfer market and has been for several years. There have not been transfer-specific information sessions for a few years, and they are now on the schedule for spring. Talya mentioned that parents who are paying full tuition are likely to seek something more cost-effective since the students are all at home full time and doing everything virtually, regardless of where they attend. They will have an appetite for transferring their children to local universities to save some money. Matt Miller added that Park National Bank is looking for opportunities to offer internships that are focused on the diverse population of students at Newark that could help Park expand the diversity of its workforce. Diane concluded by showing board members a short video that is being emailed to students on the topic of inclusion.

[Watch “Ohio State Newark Admissions Staff Inclusion Mash-up” on YouTube:](#)



7. Dean's/Director's Report

Dean/Director Bill MacDonald began his report by sharing late-breaking news that he had just received. He stated that a plan was being put into place to continue COVID testing for the faculty, staff, and very small number of students who will still be on campus through the rest of the semester. It is voluntary and is administered with a take-home kit that can be mailed to the Vault lab for analysis. Vault is the name of the company that has been doing the logistics during Autumn semester for in-person testing. Continuing the testing through the break is an important development to help the campus support the health and safety of faculty, staff, and students.

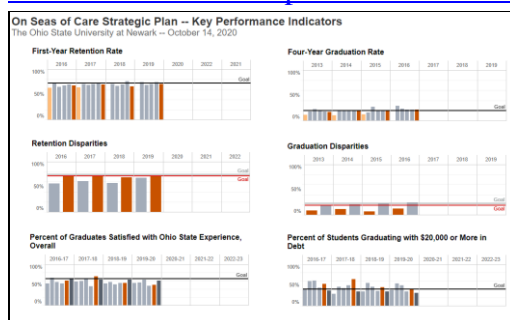
- ***Refreshing the Strategic Plan.*** Bill reported that the Strategic Planning Steering Committee is in the process of refreshing the strategic plan, which was a plan for 2018-2023. The committee, under the recommendation of Jackie Parrill, is working to extend it to 2025. This is very timely, because there is very strong interest in adding another strategic priority, which is strengthening and sustaining our commitment to anti-racism.

Some of the action items to support this priority are providing funding for employee resource groups, creating a Public Safety Advisory Committee, getting representation on the university's Public Safety Advisory Council, providing funding for the Faculty Assembly's Diversity, Equity and Inclusion Committee, overhauling the approach to teaching evaluations, and decolonizing the curriculum. The plan also includes efforts to develop a required anti-racism training program for faculty, staff, and students and hiring a chief diversity, equity and inclusion officer. Ohio State and COTC will work together with other organizations in the community to fight racism and see racial justice and equity. Bill invited board members to offer suggestions for what the campus should consider doing.

Bill updated board members on key performance metrics which include first-year retention rate and four-year graduation rates. Remarkably, first-year retention from fall 2019 to fall 2020 was 71%, which is the highest rate ever at Newark campus. Four-year graduation rates have also climbed steadily. This year's rate for students starting in 2016 is 22%. The 2013 cohort's rate was 17%, 2014 was 19%, and 2015 was 20%.

One of the university's key performance metrics is retention disparities, which reflects our goal to reduce the retention rate gap between underrepresented minorities and all other students. In 2016, the retention rate for underrepresented minorities was 57% versus 71% for all other students and it decreased slightly in 2017 and 2018. The exciting news is that for 2019 the gap decreased dramatically to 68% retention for underrepresented minorities versus 72% for all other students.

[See detailed online report of Newark campus Key Performance Indicators:](#)



- **Framework 2.0 update.** Bill invited board members to review and provide feedback on the updated [Newark Campus Framework 2.0](#) final plan, which can be found using the link provided or through OSU's Planning, Architecture and Real Estate (PARE) website.
- **Alford Center Update.** Construction of the Alford Center is still on schedule. There have been delays in receiving materials due to pandemic-related interruptions in the supply chain. The project is 65% complete and we are still on track to finish and open the building in the summer of 2021 and then have classes in the fall. Construction photos are attached to this document.

8. New Business

Jeff Cox requested a future agenda item for a discussion on internship programs. He suggested talking about what the university is doing with internships and collaboration with industry for career fairs. He would also like to talk about working with local companies to decide what the needs are in terms of employment to match them with students after graduation.

Matt introduced the topic of appointing Mauricio Escobar of Screen Machine to the board of trustees at The Works. Bill explained that this is done as a courtesy to The Works because their appointment process requires an outside organization's approval of board members. There was a motion to approve the appointment, which was seconded and unanimously approved.

9. Next Board meeting – January 21, 2020– 9:00 a.m. – 10:30 a.m.

2020-2021 Academic Year Advisory Board Meeting Dates (9:00 a.m.)

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| - September 17, 2020 | - March 18, 2021 |
| - November 19, 2020 | - May 20, 2021 |
| - January 21, 2021 | - June 17, 2021 |

10. Adjournment

There being no further business, the meeting adjourned at 10:15 a.m.

Respectfully submitted by

Nichole Lenglé

Executive Assistant to the Dean and Director

The Ohio State University at Newark