

LGC Academic Affairs Committee Meeting Minutes
Tuesday, February 2, 2016
Executive Conference Room: MUSC Colcock Hall

The Lowcountry Graduate Center (LGC) Academic Affairs Committee Meeting was called to order at 2:05 p.m. by Committee Chairman Mark Sothman. In attendance were college provosts Connie Book and Brian McGee, director Nancy Muller (ex-officio, non-voting), and invited guest Sue Sommer-Kresse, consultant to the College of Charleston. Sothman duly noted that advanced public notice had been given of the meeting and its agenda in accordance with the state's FOIA.

Distribution of minutes from the Committee's previous meeting September 15, 2015 was noted. McGee moved approval, seconded by Book, and approval was agreed.

Sothman then turned to Muller for her report on LGC programs. Muller pointed out the increase in enrollment Spring 2016 over Fall 2015 in Education Programs from the College, explaining the reason for Computer Science students without Sections due to the College's move to Harborview downtown, leaving its students to attend classes taught by Citadel faculty at the LGC in its 3 sections/courses shown in the table provided. Enrollment in The Citadel's popular Project Management is down from Fall 2015 by 9% and by 18% from prior year. Enrollment in USC's MSW program jumped 27% over Fall 2015 and increased 51% over prior year. From recent meetings with USC dean Scheyett and associate dean Farber, USC's undergraduate degree program in social work is said to be also experiencing robust growth.

Muller noted the addition of two graduate electrical engineering courses, each taught by faculty members doing research at CURI to stream to students enrolled on the main Clemson campus. These and other classes in the Spring Semester had experienced several communications problems, largely attributed to IT staff turnover at the LGC in early December. The position has since been posted. Book expressed concern over Clemson's presence to offer its Certificate in Advanced Power Systems, one of the 13 new certificates approved by CHE in October alongside its approval of three new graduate (non-thesis) engineering degrees by The Citadel.

Muller turned to new program announcements and the status of those in the pipeline, sharing that she had met in early January with USC's new dean of engineering and computing, Hossein Haj Hariri. Investigating the status of USC's MS in Software Engineering and certificate in Cybersecurity, she had learned in October that neither was ever put online as promised and has since removed them from the LGC's program list. McGee commented these distance learning programs had been suspended in the wake of the former dean's departure. Book questioned why the LGC would list any online program on its program list. Muller explained remaining is USC's MS in System Design, which is offered online, awaiting a minimum of five students for F2F instruction in Charleston, as promised by the former dean. It is hard to attract students if there is no visibility to a program. All three new MS engineering degrees and 13 graduate

certificates from The Citadel are listed among “future offerings.” The LGC is assisting with the marketing launch, with a news release and other promotion, of one of them, Public Health and Built Environments, with classes from The Citadel being offered in Summer 2016. This is an interdisciplinary, intercollegiate program involving participation from Clemson and MUSC. Book asked how many newly recreated courses are included. Muller responded that only Clemson was creating a new course, but it had already been planned by Parks & Recreation for development. Book asked about demand, and Muller replied that John Vena, head of MUSC’s public health division and MPH program, had recently shared that five of his 23 MPH students have expressed interest in possibly enrolling to obtain the certificate in parallel to their MPH degree. A brief discussion among the provosts followed regarding minimum student enrollments for a new course/program to be added by their respective institutions.

A successful Open House was held in January to promote enrollment in the College of Charleston’s M.A.T. in Special Education program being brought to the LGC in Fall 2016 and The Citadel’s new cohort in Literacy Education with classes beginning Summer 2016. A news release was issued and the event was promoted by the LGC with outdoor and radio advertising, along with social media and e-invites to all area principals and superintendents. Muller said Greenville University Center has approached SCSU to resume offering its EdD in Educational Leadership & Administration, triggering a call to the LGC in recent weeks to resurrect effort to bring it to the LGC as well. Muller said that in her recent meeting with new provost Joan Gabel at USC, interest was expressed in giving priority to resuming USC’s offer of its PhD in Education in Charleston, expecting to fill the vacate dean’s position by summer. Book said that The Citadel is in the process of signing a TIGE agreement with Clemson, to teach in its PhD in Education so that it can be offered in Charleston.

Muller expressed pleasure in the members on the LGC’s newly created Advisory Board in Healthcare Management and Community Wellness, pointing out how diverse the group is with representation among providers, care facilities, retailers, and device manufacturers. Most are heads of HR or in general management over operations. Book expressed concern about South Carolina State bringing its MBA into the Charleston market, fearing more erosion in The Citadel’s MBA program following entrance into the market of USC’s Darla Moore School of Business. Sothmann said that the MBA is not going to address the management requirements of nurses needing to maintain their clinical credentials. Muller commented that the SCSU concentration in healthcare management is not targeted to clinicians wishing to remain providers. There is demand, however, for those wishing to work in the healthcare sector in non-clinical management positions and needing knowledge of the healthcare industry. Book said that SCSU hasn’t secured CHE approval to bring its program to a new site. McGee said that he questions whether SCSU has the IT infrastructure to support a hybrid program but added that CHE’s biggest concern with duplication of offerings in the state is largely driven by “bricks and mortar” investments. McGee added that the breadth and complexity of the healthcare sector lends itself to different types of graduate programs of study.

Muller said she remains hopeful that another new graduate certificate – also a collaboration between MUSC and The Citadel – in Child & Adolescent Wellness and Obesity Prevention would soon get program director attention. Book asked if there is known demand, and Muller answered that an initial community-wide task force, including Dr. Janet Key at MUSC, responded enthusiastically to the concept particularly for those working as teachers and coaches, in criminal justice, and in parks & recreation. She asked Book to inquire if The Citadel is still interested in hosting the program, as recent discussions at MUSC indicated possible interest in MUSC resuming its lead in launching the program.

Attention was directed to the LGC's web site analytics report covering the six months since the new site's launch. Traffic is affected, as expected, by promotional events and advertising messages, e-newsletter, and publicity. Testimonials by video and in text are being added to content, relying on freelance writers and videographers. The contract with BlueKey for the new site is being "closed" although the 5-year RFP remains open for ongoing web site support and traffic-building social media. Noting the numerous activities and events since September, Muller said a third Open House in six months is scheduled for March 15th for the Healthcare Management and Community Wellness sector. MUSC has asked to have a table for its graduate college, especially to publicize its still new MPH program.

Operationally, the service level agreement with institutions is finally ready for signature, having been reviewed by USC's chief counsel. Muller expressed pleasure in finalizing a single, common document for all institutions working with the LGC that frames service expectations and deliverables in both directions.

Also approaching finalization by the College of Charleston is creation of a new policy aimed at protecting minors on campus. The Citadel has such a policy and requires an enforced policy for any satellite location used for instruction, especially those involving children. Book said that all LGC staff should undergo "Darkness to Light" training, required by all students, faculty, and staff at The Citadel. Muller agreed it is a great program, having completed it herself in years past. Book offered to make this available through their credentialed instructor in the School of Education.

Attention was turned to a single table of financial statements. Muller explained how expenses for FY 2015-2016 have been estimated based on the first six months actual, noting the expectation expenses will be trimmed by \$101,000, or 9%. This comes largely from trimming \$37,000 from personnel costs and \$57,000 from marketing and other, non-occupancy expenses. Sothmann asked if the projection for FY 2016-2017, showing a surplus of \$52,000 is attainable and sustainable. Muller responded it depends on the necessity of assessing 5% against all tuitions, not just on those of new programs and new growth. McGee and Book said this would be unacceptable to them. McGee, however, said that the College is considering accepting a lower lease payment allocation to the LGC next year. He said that the College feels every expectation that recurrent funding will be approved and not cut for FY 2017. Muller said that without higher fees, the best

the LGC could expect is to breakeven. Sothmann advised adjusting next year's budget accordingly.

Muller noted the printed brief "Employer Demand Trends in the Charleston Area" supplied late Friday representing completion of EAB's Phase One commitment, adding that the identified demand for Health Services Management and Software Development reinforced the LGC's focus in two major sectors. Seeing its strong recommendations to offer an MS in Accountancy, she had turned to the College of Charleston to inquire about its interest in teaching evening or weekend classes for working professionals. She has not received a response from its Program Director.

Sothmann asked about next steps with EAB, and Muller said her understanding is that EAB is proceeding with Phase Two focusing more on structure and future strategy, unless the Committee has questions or objections. Book asked Muller to distribute the report to the full Board because it will be expected to dive into all of the EAB's recommendations at the LGC's upcoming meeting in early March. McGee said that the board needs to make some decisions this spring because the end of the fiscal year and the expiration of the agreement are approaching. Book said she is going to urge the EAB to examine the Greenville University Center as it completes its next phase of work.

There being no further business, the meeting was adjourned by Sothmann at 3:50 p.m.

NJM/SSK
2/05/2016