

# THE UNIVERSITY OF AKRON



**LUIS M. PROENZA**  
**OFFICE OF THE PRESIDENT**

July 23, 2012

Members of the University Community

I am pleased, Dear Colleagues . . .

. . . to forward for your information a summary of actions approved by The University of Akron's Board of Trustees at its regular meeting on June 13, 2012.

## **Presentation to the Board**

Provost Mike Sherman and Summit College Dean Stan Silverman presented ideas about Summit College that would strengthen its appeal to prospective students and local employers. Before any formal recommendations are presented to the Board, all proposed changes will—be discussed with faculty and staff within the college, follow the Faculty Senate governance process and involve other campus constituencies as necessary.

The following ideas were discussed:

- Modify the name of the college to something like UA–Summit College of Technology and Applied (or Professional) Studies; and
- Examine the benefits of changing the college's status to that of a branch campus.

The proposed name change would strengthen the college's identity to critical audiences, especially prospective students and local employers. A new name would better recognize the attributes of its programs, and it would differentiate the college through a better alignment with technical workforce needs. Further, a new name would emphasize the college's focus on work-sector degrees.

The proposed status change to a branch campus would carry those attributes, plus it would:

- align the University better with the University System of Ohio's reporting structure; and
- strengthen the University's ability to serve students who need remedial work, at a lower cost.

**Finance & Administration Committee**

1. Personnel Actions

The personnel transactions approved by Trustees as amended are posted online at <http://www.uakron.edu/bot/docs/personnel-reports/Personnel-transactions-June2012.pdf>.

2. Cumulative Gift and Grant Income Report for July 2011-February 2012

For July 2011–April 2012, giving totaled of \$46.4 million, 74 percent more than the \$26.7 million received for July 2010–April 2011 and 48 percent more than the five-year average of \$31 million. The number of gifts increased from 18,175 for July 2010–April 2011 to 19,077 for this fiscal year to date.

3. Honorary Degrees

Trustees approved the awarding of honorary Doctor of Humane Letters degrees to Mrs. Cornelia S. “Neal” Chima and alumnus Cornelius “C.P.” Chima in recognition of their “noteworthy achievements, valued leadership and outstanding service to his community and the University.” The Chimas are life-long advocates of education and major benefactors of the University.

4. Purchases for More Than \$350,000

- a contract to ASI Campus Laundry Solutions to provide washers and dryers for resident-student use at \$11.30 per student per semester for unlimited use with ASI providing all necessary maintenance—The initial contract will be for five years with the option to renew for five additional one-year periods. The total cost, which will fluctuate based on resident student enrollment, is estimated at \$65,386 yearly.
- an award to Oracle Corporation for \$1,640,539 for annual support and license fees for PeopleSoft, the enterprise resource software

5. FY2013 Budget Proposal

The budget document approved by the Board is online at <http://www.uakron.edu/finance-administration/docs/Fiscal-year-2013-budget-recommendations.pdf>. [A memo to campus](#) from Provost Mike Sherman and Vice President for Finance and Administration David Cummins described the budget priorities for FY2013.

6. FY2013 Course and Miscellaneous Fees

The Board approved adjustments to a variety of course and miscellaneous fees, effective July 1.

7. FY2013 Tuition and General Service Fees for MCUC

The continuation of the Medina County Resident Rate in the FY2013 Tuition and General Service Fees for Medina County University Center was approved.

8. Wayne College Facilities Use Agreements

For a number of years, the University has granted permission for the external use and occupancy of certain real property located on the campus of Wayne College in Orrville. Glenn Burkholder and

Davel Farms, Inc., through separate agreements, currently use and occupy that property for the sole purpose of farming the land. The arrangement is beneficial to the University in that the property is well maintained at no cost to it. Although there is no charge to those individuals for the use of the property, each is required to provide to the University proof of general liability insurance in the amount of \$1 million and Worker's Compensation as required by state law. Wayne College has asked that it be authorized to exercise the renewal option in the current Facilities Use Agreement to renew the arrangements with Burkholder and Davel Farms, Inc. for an additional year.

9. Olson Hall Roof Replacement

A contract for \$475,899 was awarded to low-bidder Cardinal Maintenance for the Olson Hall roof replacement. The project requires a complete tear off of the existing roof membrane, insulation and associated components. The new roof system will be a 60-mil thermoplastic polyolefin system with an extensive built-up "green roof."

**Academic Issues & Student Success Committee**

1. Research Grants and Sponsored Programs Reports, July 2011- April 2012

For July 2011-April 2012, funding for externally funded research and other sponsored programs totaled \$51,791,704 for 388 projects. For July 2010-April 2011, funding was \$29,404,614 for 378 projects. For July 2011-April 2012, 13 new patents were issued, 30 patent applications were filed, and 53 disclosures were submitted—compared to 6, 26 and 62, respectively, for July 2010-April 2011.

**Strategic Issues Committee**

1. Board Statement of Mission, Values and Expectations

Trustees approved a [statement of the Board's mission, values and expectations](#), copies of which will be provided by the Board office to every current and new Trustee. Board members began crafting the statement at a January retreat.

**Rules Committee**

All of following rule revisions pertain to the merger of the pre- and post-award services and renaming of the Office of Research Services:

1. 3359-2-04, University Research Council

The revision to this rule reflects the office name change.

2. 3359-2-05, University Research, Copyright, and Patent Policy

The revisions to this rule consist of correcting capitalization in several places for rule-filing purposes, deleting incorrect references to a University Rule, and renaming the Office of Research Services.

3. 3359-2-10, Vice President for Research and Dean of the Graduate School

The revision to this rule reflects the office name change.

4. 3359-3-01, Officers of Finance and Administration

The only revision to this rule is on page 3, paragraph (D)(2) – adding the fiscal operation of the Office of Research Administration.

5. 3359-11-17, Conflict of Interest, Conflict of Commitment, Scholarly Misconduct, and Ethical Conduct – Policies and Procedures

The revisions to this rule include updating language pertaining to laws and regulations on pages 2-3 and 21, as well as the office name change reflected on pages 7, 8, and 13.

6. 3359-47-11, Protection of Human Subjects

The revision to this rule on page 3 reflects the office name change.

**New Business**

1. Appreciation to the 2012 Zips Women's Tennis Team

The Board formally honored the 2012 Zips Women's Tennis Team, which won its second consecutive and second-ever Mid-American Conference tournament.

2. Appreciation to the 2012 Zips Men's Track and Field Team

Trustees recognized the 2012 Zips Men's Track and Field Team for sweeping the indoor and outdoor Mid-American Conference track and field titles for the second time in school history and winning its fourth MAC Outdoor Championship in five seasons.

3. Appreciation to the 2012 Zips Women's Golf Team

Board members congratulated the Zips 2012 Women's Golf Team, which completed its fourth season and already has earned three tournament victories, six individual tournament medalists, four All-MAC selections and 21 top-five finishes in the team's first four years. The team also has posted nine National Golf Coaches' Association All-America Scholar selections, five Academic All-MAC honorees and one College Sports Information Directors of America Academic All-District selection since its creation in 2008.

4. Acknowledgement of Zips Men's Golfer Charlie Bull

Student-athlete Charlie Bull, a sophomore member of the 2011-12 Zips Men's Golf Team, was honored by a Board resolution for "his history-making achievements ." Bull is the first golfer in University of Akron history to compete in the Division I NCAA Regional Tournament and the first UA golfer to earn a spot on the Division I PING All-Region Team, as announced by the Golf Coaches Association of America.

5. Updated Campus Development Guide Plan

In September 1999, Sasaki Associates completed the Campus Development Guide Plan for the University. Since that time, the University has relied on that document to guide capital improvements through the New Landscape for Learning. Recognizing the dramatic changes in academic programs, campus life and physical environment that have occurred in the past 13 years, the University engaged Sasaki Associates in March 2011 to update the plan for the future development of campus. The Board accepted the [update as presented by Sasaki](#).

6. Kathleen L. Duff

The members of the Board expressed their deepest gratitude to outgoing Student Trustee Kathleen A. Duff “for the leadership, dedication and thoughtfulness she has demonstrated consistently in fulfilling her duties to the Board.” Her term expires July 1.

7. Ann Amer Brennan

In acknowledgement of the conclusion of her nine years of Board service on July 1, Trustees formally thanked Mrs. Ann Amer Brennan and directed “that the title of Chair Emeritus and an Honorary Doctor of Laws degree be awarded to her in recognition of her noteworthy achievements, selfless dedication and valuable service.”

**Notes**

1. President's Report

I began my remarks by thanking Mrs. Brennan for her nine years of service on the Board of Trustees, during which she has demonstrated great leadership and stamina. I also extended my appreciation to Student Trustee Katie Duff for her service, noting that her demonstrated leadership on state-wide matters brought increased recognition to the University.

I then noted that I was revisiting a topic that I had discussed last fall, a wave of news stories and books that were critical of higher education. I had offered at that time some often-unnoticed statistical information, which I thought helped put some of those issues in context.

Approximately six months have passed, and it appears there is a new wave of criticism that is growing louder, and it has added several new factors to the discussion, such as whether there is even a need for higher education for all, and the issue of student indebtedness. I referred to a Wall Street Journal article published earlier in the week. It cited a study by the National Bureau of Economic Research that questioned whether federal student-aid programs support higher education or actually drive up the cost of higher education. One person in the article said that such aid is necessary for millions of Americans to access higher education, which is the purpose of that program. The other person in the story said such aid is, in reality, a burden and not a benefit for students, as evidenced by their resulting indebtedness. The study that prompted the discussion offered little guidance as to how to proceed. The Journal reported that the authors, quite simply, concluded that the results are mixed. With complex issues, of course, there always will be different sides to the question, and it is well that we examine in more detail the complexity as well as the diversity of higher education.

I said that we should debate how to fund higher education, how to contain cost and how to improve effectiveness, but I hope we are beyond needing to question the value of higher education. There is simply too high a mountain of evidence that demonstrates the absurdity of thinking otherwise. I offered some examples.

On May 27, the Washington Post published an opinion piece by Robert J. Samuelson titled, Ditch College-for-all Policies. Ten days later, the New York Times ran a story titled, More Young Americans Out of High School Are Also Out of Work. Samuelson launched his piece with these words: “The college-for-all crusade has outlived its usefulness. Time to ditch it.”

I noted that there never has been such a policy, and, while I concur with some points that Samuelson makes, there is much more to the question. I disputed Samuelson’s main theme that this nation promotes college for everyone, noting that the latest OECD data puts the U.S college attainment rate for young adults at 41 percent overall. It is a bit mystifying to understand how there would be a college-for-all policy that accounts for less than half of the target population.

While our country debates the very value of a college degree, other nations are passing us by in the production of knowledge workers. Again citing the OECD report, I told Trustees that the United States has dropped from 12<sup>th</sup> to 16<sup>th</sup> place in the share of adults holding degrees, though once we were first. How much further do we have to fall before we realize that our priorities are out of alignment?

More telling by far is the information in the New York Times article, which states quite plainly, “Whatever the sob stories about recent college graduates spinning their wheels as baristas or clerks, the situation for their less-educated peers is far worse.” The article cited a study by John J. Heldrich at the Center for Workforce Development at Rutgers University. Its findings were based on a nationally representative sample of high school graduates from the classes of 2006 through 2011. That study found that, for those students who graduated in the recessionary years from 2009 to 2011, the unemployment rate is 54 percent. The percentage of those sampled who have full-time employment is only 16 percent. The remaining respondents worked part time, were self-employed, served in the military or did volunteer work.

I said that, if you want to appreciate the value of a college education, talk to someone who does not have one, or as Derek Bok, the former president of Harvard once quipped, “If you think education is expensive, try ignorance.” Fully 73 percent of all high school graduates sampled by the Heldrich study, those who were employed as well as those who were not, said they believe that more education is needed to find a successful career. Sadly, only half of those also suggested that they would definitely enroll for further education.

So, the college-for-all notion is a myth. It never has existed, although it perhaps should exist in some fashion. We are a long way from meeting the higher education needs of our citizens who have the ability and ambition to benefit from it. The changes in our society going into the 21<sup>st</sup> century, as we enter what people call either a “knowledge” or “conceptual” economy, are such that what many call college today is what people in the beginning of the 20<sup>th</sup> century called high school. Therefore, today’s college is equivalent to yesterday’s high school, and the questions that should be asked are—“How can we accomplish that better and more effectively and more cheaply?” and “What is the next generation of higher education if the equivalent of today’s college is tantamount to what yesterday was high school?”.

I reported that, during the previous month, the University received a \$2.8 million gift from the estate of Howard Haberkost, who passed away last summer. The gift is intended to promote student internships through the Ray C. Bliss Institute of Applied Politics. Students can take part-time internships in Northeast Ohio while attending classes or apply for full-time experiences in Columbus or Washington, D.C. I reminded Trustees that Haberkost previously had endowed an internship program in the Bliss Institute in the names of his uncle and aunt, Judge Claude Emmons, a 1921 graduate of the University, and his wife, Thelma.

I also reported that The University of Akron was one of only two Ohio universities to receive a prestigious national professional development grant from the U.S. Department of Education in May. The College of Education, together with the Buchtel College of Arts and Sciences, received a five-year grant for almost \$2 million, with the funds intended to improve the quality of instruction for K-12 English language learners. The University is partnering with six school systems, including Akron, Cleveland and Youngstown, for this grant.

I said that, as part of the UArts Initiative, students, alumni, faculty and staff are being encouraged to participate in a number of cultural events downtown. The Summer in the City program runs through early September and includes concerts at Lock 3, street festivals and exhibitions at the Akron Art Museum. Members of the campus community can attend most events for free by presenting their Zip Cards. UArts is a component of the Cultural Passport initiative as well as Vision 2020 goals of partnerships with the community and for community enhancement and engagement. I thanked Candace Campbell Jackson and her colleagues for moving that effort forward successfully.

After thanking Trustees for recognizing the University's athletics teams, I said I wanted to report on some other team successes:

- The University of Akron Steel Bridge team placed fifth out of 46 in the 2012 American Society of Civil Engineers/American Institute of Steel Construction Steel Bridge Competition at Clemson University in South Carolina. The other teams in the top five represented the University of California Berkeley, Massachusetts Institute of Technology, Cal Poly San Luis Obispo and Michigan Technical University. Our young men and women demonstrated that University of Akron students can compete with anyone in the world. I congratulated them and their faculty adviser, Dr. Stephen Duirk, assistant professor of civil engineering.
- Vice President Ted Curtis received a special award from the Summit County Sheriff's Office at its annual awards and recognition dinner on May 18. Civilian as well as law enforcement personnel were honored, and Curtis was presented with a bronze eagle in recognition of his "support of programs of the Summit County Sheriff's Office and... efforts to strengthen collaborations with The University of Akron."

I think he probably is prouder of something that he personally did not do. On May 5, the Brophy College Preparatory School in Phoenix clinched the Arizona State Division I boys' team tennis championship when Ted's grandson, Alex Curtis, defeated an opponent in three sets.

2. Provost's Report

Dr. Sherman reported that the University's leadership agenda for the next year is focused on achieving the Aspirational Goals of Vision 2020. He said that, to be effective change agents for this region, we have to be nimble and forward thinking.

He said that evening and weekend programs are a significant opportunity to grow our adult- student population. As the number of graduating high school students dwindles, we have a great opportunity to better serve the adult market, he said, and a strong foundation is in place to do just that:

- The Bernard Osher Scholarship fund of \$1 million, in combination with other scholarships, increases the funding opportunities for that population.
- Our Adult Focus Center provides specialized support, from advising and study skills to family-friendly opportunities, and a dedicated computer lab and study lounge.
- The Military Services Center is widely recognized for its comprehensive support for our student-veterans. Our student-veteran cohorts grew from 760 in fall 2010 to 900 in fall 2011, with an expected increase again this coming fall.

Dr. Sherman noted several University programs that can be completed by taking only evening and/or weekend courses:

- Accounting, Finance and Management baccalaureate degrees in the College of Business Administration;
- RN-to-BSN program in Nursing;
- BA and BASW degrees in Social Work;
- All coursework for licensing majors in Education and the completion of BS and MS in Postsecondary Technical Education; and
- Associate of Arts and Associate of Science degrees at the Wayne campus.

Dr. Sherman said there are approximately 4,000 students in those programs, which are offered at different times of the day and days of the week. He added that an evaluation is underway for a possible Saturday school to help remedial students get the help they need to stay on track and persist at the University. He also pointed out that all general education requirements are available in evenings and on weekends.

Dr. Sherman said that eLearning continues to be an important component of the University's strategy. The College of Education has been a leader in this area, with both its bachelor's and master's programs in Postsecondary Technical Education already being offered online. He said that the University will vigorously pursue a strategy that positions it in that market with distinctive academic programs, certifications and licenses.

Dr. Sherman said that accountability for student success is the foundation of the University's enrollment strategy. This year, he said, we have set the stage for academic success through our Pathways strategy, and there are indications that it is working.

- The average ACT score for the fall 2012 incoming class is 22.1, up from 20.9 in 2011 and the highest ACT score for an incoming class;
- New college-ready student credit hours are up 4 percent;
- New adult student credit hours are up 54 percent; and
- New transfer student credit hours are up 19 percent.

While we are planning for flat enrollment, Dr. Sherman said, our intention is to beat those projections with the help of our faculty, staff and alumni. He said that we all will and must work to increase our enrollment, which is a responsibility of each and every one of us. Dr. Sherman said that he looks forward to working with Vice Presidents Fey and Tressel to assure the success of our enrollment and persistence strategies by implementing the distinctive and distinguishing Akron Experience.

Dr. Sherman reported that the call for proposals for the inaugural Achieving Distinction strategic investment programs closed on May 18. There were 26 proposals submitted from the faculty in the four areas of strategic investment: Human Condition, Innovative Technologies, Health Care and Medicine, and Regional Solutions. He said that faculty from each college and most all academic programs participated in that submission, and it clearly will be very hard to make decisions about funding those proposals. He said he expects to announce those outcomes in late summer.

Dr. Sherman said that we have challenges and opportunities ahead, but the academic units and academic support units will continue to work together and place a priority on student success and institutional effectiveness. He said that we will stay the course and will succeed in ensuring and enhancing productivity, relevance, connectivity to the community and the reputation of The University of Akron.

3. 2012-13 Board Officers

The Board approved the recommendation of its Nominating Committee to elect the following slate of officers for 2012-13: Richard W. Pogue, chair; Ralph J. Palmisano and Jonathan T. Pavloff, vice chairs; Ted A. Mallo, secretary; and Paul A. Herold, assistant secretary.

4. Next Regular Meeting

The Board's next regularly scheduled meeting will occur on Wednesday, August 8, 2012 in the Student Union, Board Room 339, with an executive session to begin at 7:30 or 8 a.m. and the public session to begin no earlier than 10 a.m. Committee meetings will take place on Monday, July 30.

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