

BOARD OF HIGHER EDUCATION MEETING
March 16, 2010

A meeting of the Board of Higher Education (BHE) was held at the in Rooms A and B of the Massasoit Conference Center at 770 Crescent Street, Brockton, Massachusetts.

Dr. Charles Desmond, Chairman
Dr. Mary-Elizabeth Beach
Jeanne-Marie Boylan
James Coyle

C. Bernard Fulp
Michael Mizzoni
J. D. LaRock (designee of Paul Reville)
Louis Ricciardi, Vice Chairman
Henry Thomas, III

Absent: Drs. Nancy Harrington and Nancy Hoffman

CALL TO ORDER

Dr. Charles Desmond, Chairman, called the meeting to order at 10:20 a.m.

ACCEPTANCE OF MINUTES

A motion was made to accept the minutes of the February 2, 2010, Board of Higher Education meeting. The motion was seconded and approved unanimously.

WELCOME

Dr. Charles Wall, President of Massasoit Community College (MCC), welcomed the Board of Higher Education to the Massasoit Conference Center. He thanked MCC staff for their work in arranging the meeting and acknowledged in the audience Jim Barrows, Massasoit Community College Board Chair, and Peter Asiaf and Johanne Rone, MCC trustees.

A comprehensive slide tour was provided of Massasoit Community College, including its Brockton and Canton campuses. Of particular note:

- Massasoit currently enrolls 11,000 students from 98 cities and towns in Massachusetts and from other states and countries.
- To meet the dramatic enrollment increase, classes are now held seven days per week.
- Minority enrollment is now 31 percent of the student population, up from 21 percent in 2001.

Chairman Desmond thanked President Wall for his presentation and for the important role of civic engagement at Massasoit Community College.

CHAIRMAN'S REMARKS

Dr. Charles Desmond, Chairman of the Board of Higher Education, updated the Board:

1. The Massachusetts college and career readiness web portal effort, Your Plan for College, is advancing well. Guidance will be offered to counselors on proper usage for students who need the important information that the portal offers. It is expected that this powerful instrument, which offers students information on preparing for college and careers, will continue to expand its capabilities.
2. The Student Leadership Conference will be held on April 16 at the Federal Reserve Bank of Boston with expected attendance of over 200 student leaders. He thanked Dr. Clantha McCurdy, who is organizing the event, and described it as an opportunity for students to participate at a forum to address issues of importance to campus life and the educational experience. The central theme of year's conference will be advocacy.
3. On May 6 the Student Advisory Council elections will be held. At this meeting, a new BHE Student Member will be nominated from the community college sector. The Governor makes the final decision based upon the Council's recommendation.

- Chairman Desmond announced that, effective immediately, Mr. Louis Ricciardi will serve as Vice Chairman of the Board. The Vice Chairman serves in the absence of the Chairman and also serves as a member of the Executive Committee. Chairman Desmond said that Mr. Ricciardi's reputation at Bridgewater State College is extraordinary and that he looks forward to working with him in his new post.

COMMISSIONER'S REMARKS

Commissioner Richard Freeland thanked President Wall for welcoming the Board of Higher Education to its Conference Center. He said he was pleased to hear of the vitality of the College, and he praised the College's commitment to providing higher education seven days a week during this time of increased enrollment growth.

Commissioner Freeland reported the following:

- The Governor's proposed budget provides level funding for our campuses for FY11. There are many steps remaining in the budget process before the final product is complete, and I will continue to keep you informed throughout the coming months of where we stand with respect to funding.
- There is presently a bill before the Legislature on university status for the nine state colleges.
- Governor Patrick has committed Massachusetts to join Complete College America, a 17-state initiative to prioritize the improvement of college completion rates. These goals are highly compatible with those of The Vision Project.
- An Implementation Steering Committee has been formed, comprising campus representatives, to be responsible for moving campuses forward with the Phase I/II recommendations of the Commissioner's Task Force on Collaboration and Efficiency. Phase III will consider additional means of achieving savings.
- The DHE continues to meet with faculty unions in response to the Administration's request to seek additional cost savings.
- The Student Health Plan Steering Committee convened by the DHE is actively considering bids from health insurance companies to offer a higher quality, affordable health insurance product to state and community college students for the 2010-11 academic year. The University has committed to join the group bid for the following year.
- David McCauley, Deputy Commissioner for Workforce Development, has worked for the state for 17 years and will be retiring at the end of May. The DHE is currently searching for his replacement, who will continue efforts on workforce development and will strengthen development on outreach to businesses.
- Katy Abel was introduced as the DHE's new Associate Commissioner for External Affairs. She most recently worked with the Boston Museum.

CHAIRMAN'S REMARKS

Chairman Charles Desmond introduced J.D. LaRock, Policy Director at the Executive Office of Education, sitting in for Secretary Paul Reville, who was in Washington, DC, representing Massachusetts as one of 17 finalists in the Race to the Top competition seeking a portion of the \$278 million in funding to reform state education. Mr. LaRock told the Board that, if received, monies would be used for K-12 initiatives, higher education support for regional Readiness Centers, establishment of early college STEM high schools, innovation schools, and dual enrollment expansion.

REPORTS FROM PRESIDENTS

Admiral Richard Gurnon, Chairman of the State College Council of Presidents and President of Massachusetts Maritime Academy, congratulated Mr. McCauley on his impending retirement. He praised Mr. McCauley for his work on the STEM and workforce development initiatives and encouraged the DHE to hire someone of Mr. McCauley's caliber as a replacement. Further comments included:

- Value of a state college education: A student can earn a four-year degree at a state college for the same cost of one year's education at a private higher education institution. The current average of a Massachusetts' state college cost of attendance is \$6,815.
- State colleges are committed to improving their graduation rates.
- The state colleges support The Vision Project. Because the vast number of Massachusetts residents who attend public colleges stay in Massachusetts after graduation, it is a wise investment to support public

higher education in the Commonwealth. The state colleges strongly support all efforts to improve K-12 and public higher education.

- The Massachusetts state colleges strongly advocate for university status and urge all to support passage of the bill that will allow Massachusetts to join 44 other states that have instituted a state university system.

Dr. John Sbrega, Chairman of the Executive Committee of Community College Presidents and President of Bristol Community College, announced that:

- The community colleges are excited about and gratified by the Governor's higher education budget proposal. He spoke about the Governor's proposal as a decision to move forward with public higher education. If adopted, the Governor's budget would help the community colleges sustain their enrollment growth and would aid students seeking financial aid.
- On April 9 the community colleges will hold their 11th Annual Massachusetts Community College Conference on Teaching, Learning and Student Development at Bunker Hill Community College. Success and sustainability will be themes of the conference.
- He thanked Commissioner Freeland for creating the Task Force on Collaboration and Efficiency and for the work of the Task Force. He said that it has been his honor to serve on the Task Force.
- Currently, four community colleges participate in the Achieving the Dream program. Those four colleges are sharing their best practices, and it is hoped that more colleges will be able to join the Program soon.
- David McCauley was congratulated on his impending retirement, and Katy Abel was welcomed.

REPORT FROM STUDENT ADVISORY COUNCIL

Mr. Michael Mizzoni, student Board member, reported that the Student Advisory Council meets monthly to discuss campus activities and concerns. Mr. Mizzoni informed the Board on the following:

- A Student Leadership Conference will be held on April 16 in Boston. It is expected that approximately 200 public college and University students from across the state will attend.
- The Student Advisory Council is currently reviewing its bylaws.
- The Council has been instrumental in organizing Haitian relief efforts on community and state college and University campuses, which have raised thousands of dollars to help the victims of the earthquakes.

MOTIONS

Mr. Henry Thomas presented the following motion:

AAC 10-10 UNIVERSITY OF MASSACHUSETTS LOWELL BACHELOR OF SCIENCE IN ENVIRONMENTAL HEALTH

MOVED: The Board of Higher Education hereby approves the expedited application of the University of Massachusetts Lowell to award the Bachelor of Science in Environmental Health.

One year after graduating the program's first class, the University shall submit to the Board a status report addressing the success in reaching program goals as stated in the application and in the areas of enrollment, curriculum, faculty, resources, and program effectiveness.

Authority: Massachusetts General Laws Chapter 15A, Section 9(b)

Contact: Dr. Francesca B. Purcell, Associate Commissioner for Academic and P-16 Policy

This motion was seconded and approved unanimously.

Mr. Henry Thomas brought forth the following motion:

AAC 10-11 MASSACHUSETTS COLLEGE OF ART AND DESIGN PEER INSTITUTIONS

MOVED: The Board of Higher Education hereby accepts the attached list of accredited art and design institutions as the approved peer comparison group for the Massachusetts College of Art and Design.

Authority: Massachusetts General Laws, Chapter 15A, Section 7A

Contact: Jonathan Keller, Associate Commissioner for Research, Planning, and Information Systems

The new MassArt peer group results from the subtraction of a very large art institution in New York (Pratt Institute) and the addition of two smaller institutions (Ringling College of Art and Design in Sarasota, Florida; and The College for Creative Studies in Detroit, Michigan). Below are the existing and proposed lists of MassArt's peer institutions. It is important to note that all of MassArt's peers are private colleges. This is completely unavoidable because of MassArt's unique status as the only public, independent (freestanding) college of art and design.

Original Peer Group:

- Art Center College of Design
- California College of Arts and Crafts
- California Institute of the Arts
- Columbus College of Art and Design
- Maryland Institute College of Art
- **Pratt Institute-Main**
- Rhode Island School of Design
- School of Art Institute of Chicago
- The University of the Arts

Proposed New Peer Group:

- Art Center College of Design
- California College of Arts and Crafts
- California Institute of the Arts
- **College of Creative Studies**
- Columbus College of Art and Design
- Maryland Institute College of Art
- Rhode Island School of Design
- **Ringling School of Art And Design**
- School of Art Institute of Chicago
- The University of the Arts

Subtraction of Pratt Institute

In their documentation to the DHE, MassArt called attention to the fact that Pratt Institute has always had the largest student enrollment within their peer group and has continued to grow at a rapid pace. Currently, Pratt's undergraduate degree-seeking FTE is almost double that of MassArt. The size differential for enrollment in graduate enrollments is even greater. Also, the estimated undergraduate cost of attendance at Pratt is substantially higher than MassArt. With these factors in mind, MassArt believes that Pratt has had significantly diminishing relevance as a peer and should be replaced with a more appropriate and comparable institution.

Addition of College of Creative Studies and Ringling School of Art and Design

MassArt is proposing the two colleges that fall immediately below their current peers in enrollment size: The College for Creative Studies (CCS) and Ringling College of Art and

Design. Both CCS and Ringling offer undergraduate programs that are similar to MassArt and have comparable estimated cost of attendance. However, neither college offers graduate degree programs.

Conclusion

MassArt asserted the following in their submission to the DHE:

“Overall, we believe that dropping Pratt and adding CCS and Ringling will make for a more coherent and appropriate peer group for benchmarking measures in the performance agreement, without dramatically changing average measures for the group as a whole.”

The DHE concurs with MassArt’s assertion but continues to emphasize the value of a periodic review process for peer selection. This is especially important in light of the utilization of peer groups for benchmarking with regard to accountability and fiscal analysis.

This motion was seconded and approved unanimously.

Chairman Desmond brought forth the following motion, stating that the Board’s conversation about the motion will be very important in helping to understand how the Board will plan the future of public higher education.

BHE 10-05 PERFORMANCE MEASUREMENT REPORT

MOVED: The Board of Higher Education hereby accepts the 2009-2010 *Performance Measurement Report*.

Authority: Massachusetts General Laws, Chapter 15A, Section 7A(g)

Contact: Dr. Jonathan Keller, Associate Commissioner for Research, Planning, and Information Systems

Commissioner Freeland told the Board that the annual *Performance Measurement Report* and the Vision Project are interrelated and all about the Board’s setting of high aspirations for our campuses, making progress toward achieving those aspirations, and holding the Board accountable to the public for its progress. He called the report a comprehensive set of measures, while The Vision Project is newer and more focused on the short list of key contributions that our campuses make to the Commonwealth and is intended to draw attention to the public higher education system’s contributions to the well-being of the state. The Board will launch a review of the performance measurement system with the intention of integrating the *Performance Measurement Report* with the Vision Project. The report will be suspended for next year, but data collection will continue while the review takes place.

Dr. Jonathan Keller, Associate Commissioner for Research, Planning, and Information Systems, and Stephen Lenhardt, Deputy Commissioner for Administration and Finance, gave a comprehensive presentation on the seventh annual *Performance Measurement Report* for all community and state colleges with the exception of the Massachusetts Maritime Academy and Massachusetts College of Art and Design, who as special mission colleges produce their own performance reports.

Following the presentation, there was discussion among Board members.

Chairman Desmond called for a vote on motion BHE 10-05. The motion was seconded and approved unanimously.

PRESENTATION

The Vision Project

Chairman Desmond turned the meeting over to Commissioner Freeland, who told the Board that his intent is to bring members up to date on progress of The Vision Project.

Commissioner Freeland recapped the history of The Vision Project and invited his panel—Dr. Jonathan Keller, Associate Commissioner for Research, Planning, and Information Systems; Ms. Aundrea Kelley, Deputy Commissioner for P-16 Policy and Collaborative Initiatives; Dr. Francesca Purcell, Associate Commissioner for Academic and P-16 Policy; Mr. David McCauley, Deputy Commissioner for Workforce Development; and Dr. Patricia Crosson, Senior Academic Advisor—to present to the Board a summary of strategic directions within each of the major components of the Vision Project.

President Jack Sbrega, Chair of the Executive Committee of Community College Presidents; Admiral Richard Gurnon, Chair of the State College Council of Presidents; and Senior Vice President Marcellette Williams of the UMass President's Office expressed the support for The Vision Project on behalf of their respective segments.

Chairman Desmond remarked about the high quality of the presentation, and discussion among the Board members followed. Board members Thomas, Boylan, and Ricciardi expressed strong support for the Vision Project and commended the Commissioner for his leadership on the initiative. Board members Coyle and Beach inquired about parallel goals in the K-12 sector and stressed the importance of coordination with K-12 to undertake these goals most effectively. Board member Fulp asked whether additional funding would be required to address any of the particular outcomes and how partnerships would be leveraged to make the best use of scarce resources. Chairman Desmond thanked Commissioner Freeland and the panelists for their presentation that will help guide the Board going forward.

OTHER BUSINESS

There was no further business.

PUBLIC PARTICIPATION

There was no public comment.

ADJOURNMENT

There being no further business, the meeting adjourned at 1:45 p.m.