



**Board of Trustees of the University of Oregon
Academic and Student Affairs Committee**

March 2, 2017

Committee Membership

Connie Ballmer	Present
Rudy Chapa	Present
Ann Curry	Present
Allyn Ford	Present
Michael Schill	Present
Will Paustian	Present
Mary Wilcox, Chair	Present
Kurt Willcox	Present

The Academic and Student Affairs Committee (ASAC) of the Board of Trustees of the University of Oregon (Board) met at the Ford Alumni Center on the UO’s Eugene campus on March 2, 2017. Below is a summary of committee discussions and actions. An audio recording is maintained on file.

Convening. ASAC Chair Mary Wilcox called the meeting to order at 10:04 a.m. Roll call was taken and a quorum verified.

Approval of Minutes. The committee approved the minutes from the December 2016 meeting without amendment.

Reset the Code Campaign. Four students from Allen Hall Advertising (AHA) provided trustees with an overview of the “Reset the Code” campaign designed and executed by a group from AHA. They talked about the creative and strategic process and planning that led to the development of the campaign, key partners across campus, and what type of change they hope to inspire through the campaign. The students also walked trustees through the many different elements of the campaign, from the symbol and social media to direct student engagement, and capturing progress as it happened. Trustees and the students discussed various topics related to the campaign, including anecdotal examples of impact, next steps, lessons learned, the importance of reaching out to graduate students as well as undergraduates, and efforts to keep the campaign going for the long term.

University Health Center/Counseling and Testing Center. Vice President for Student Services and Enrollment Management Roger Thompson provided trustees with an analysis on a possible renovation necessary to the building housing the University Health Center and the University Counseling and Testing Center. He pointed to enrollment growth and the even higher proportion of growth in overall counseling and health needs on campus. Thompson focused on generalized need, noting that a feasibility study and more thorough planning will take place throughout the spring. Thompson also spoke to national trends in student mental health and the increasing needs that campuses across the country see. Trustees engaged in discussion with Thompson about long-term planning for continued growth in demand and cost management for the university and students. They also talked about the need to engage in an analysis on overall staffing and funding models for health and counseling services. It was clarified that a health center fee increase for this anticipated project is before the board in the overall tuition and fee discussion later in the day, and that the student government and administration agreed on moving forward with that and will come to an agreement on how to adjust or return that fee if for some reason the project does not ultimately go forward.

Accreditation. Chuck Triplett, the UO's Accreditation Liaison Officer, and Ron Bramhall, assistant vice provost, gave trustees an overview of accreditation – what it is, why the university has to participate, and the major components. Triplett noted that accreditation standards are created by the Northwest Commission on Colleges and Universities (NWCCU), the UO's accreditor, and that accreditation is required to maintain certain federal funding. Bramhall talked about a pilot project in which the UO is participating through the NWCCU, aimed at identifying alternatives to standard accreditation reports and methods. Trustees expressed some concern about the costs and time associated with accreditation relative to the outcomes and value. It was noted that there are not huge outlays of cost, but there is quite a bit of time that accrues across the university when factoring in parts of various people's time.

Program Approval. Provost and Senior Vice President Scott Coltrane presented a new degree to the committee for approval. He noted that it is much more of a renaming than the creation of an entirely new degree. Within the Department of Linguistics, this graduate degree is more focused on preparing students for a career in teaching, rather than preparing them for continued study through a doctoral program.

ACTION: The resolution to approve this new degree and forward it to the HECC was moved by Ballmer and seconded by Paustian. The proposal carried by voice vote without dissent.

Adjournment. The meeting adjourned at 11:26 a.m.