

NOTICE OF PUBLIC MEETING

The Academic and Student Affairs Committee of the Board of Trustees of the University of Oregon will hold the following public meeting remotely with a video livestream available for members of the media and the public. Subjects of the meeting will include remarks from the committee Chair and University Provost, as well as informational presentations of the Lundquist College of Business and the Oregon Institute of Marine Biology.

Video livestream information is available at: <https://trustees.uoregon.edu/meetings>. Meeting materials are available at: <https://trustees.uoregon.edu/upcoming-meetings>.

The meeting will occur as follows:

Monday, March 3rd at 11:30 a.m. Pacific Time
Remotely via Zoom

BOARD OF TRUSTEES

6227 University of Oregon, Eugene OR 97403-1266 T (541) 346-3166 trustees.uoregon.edu

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Board of Trustees of the University of Oregon
Academic and Student Affairs Committee | Public Meeting
11:30 a.m. | Monday, March 3, 2025
Virtual Meeting Via Zoom

Convene

- Call to order & Roll Call

- 1. Chair's Report.** Elisa Hornecker, Academic & Student Affairs Committee Chair.
- 2. School/College in Focus: Lundquist College of Business.** Bruce Blonigen, Edward Maletis Dean, Lundquist College of Business.
- 3. Provost's Report.** Chris Long, Senior Vice President and University Provost.
- 4. Informational Presentation on the Oregon Institute of Marine Biology (UO Charleston).** Elliot Berkman, Divisional Associate Dean, Natural Sciences.

Meeting Adjourns.

Agenda Item #1

Committee Chair's Report

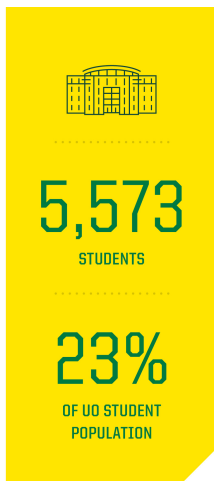
THERE ARE NO MATERIALS FOR THIS AGENDA ITEM

Agenda Item #2

School/College in Focus: Lundquist College of Business

LUNDQUIST COLLEGE OF BUSINESS

Bruce Blonigen, Edward Maletis Dean



JUST THE FACTS

9
DEGREE PROGRAMS

5
DEPARTMENTS

4
CENTERS

145
FACULTY MEMBERS

80
STAFF MEMBERS



PROGRAMS, DEPARTMENTS, AND CENTERS



UNDERGRADUATE ACADEMIC PROGRAMS

MAJORS

Business Pre-Majors
2,500

Bachelors in Accounting
320

Bachelors in Business Administration
2,200

Concentrations: Accounting, Finance, Marketing, OBA, Entrepreneurship, Sports Business

MINORS

Business
470

Entrepreneurship
170

Sports Business
470

Sustainable Business
120

Global Business Certificate
About 10 per year

GRADUATE ACADEMIC PROGRAMS

EUGENE

Oregon MBA
Two-year, 55 per cohort

Masters of Accounting
One-year, 35 per cohort

MS in Finance
One-year, 20 per cohort

PhD
Five-year, 10 per cohort

MS in Management
New! Launching fall 2025

PORTLAND

Oregon Executive MBA
Two-year, 50 per cohort

MS in Sport Product Management
18 months, 45 per cohort in-person, 20 online



The disciplinary
"homes" of all
research faculty at
the college.

DEPARTMENTS AND SCHOOLS

SCHOOL OF ACCOUNTING

Renowned for research in tax accounting and corporate governance.

DEPARTMENT OF FINANCE

CFA-recognized curriculum, one of only 150 in the world.

DEPARTMENT OF MARKETING

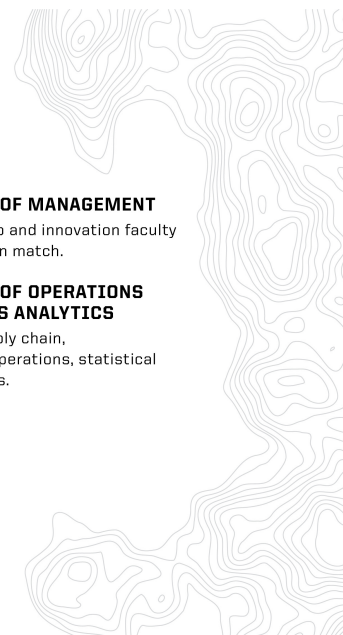
Extremely research active: first in average citations per faculty among 23 leading public universities.

DEPARTMENT OF MANAGEMENT

Entrepreneurship and innovation faculty expertise few can match.

DEPARTMENT OF OPERATIONS AND BUSINESS ANALYTICS

Expertise in supply chain, manufacturing operations, statistical and data analysis.





Interdisciplinary subject areas that cut across traditional business disciplines (and across campus) and for which the UO and college are well-known.

CENTERS OF EXCELLENCE

CAMERON CENTER FOR FINANCE AND SECURITIES ANALYSIS

- Oregon Investment Group
- New! Bloomberg Terminals

CENTER FOR SUSTAINABLE BUSINESS PRACTICES

- #4 Green MBA
- Summit for Sustainable Organizations

LUNDQUIST CENTER FOR ENTREPRENEURSHIP

- Oregon Innovation Challenge, v10 Summit
- Recent large gifts

WARSAW SPORTS BUSINESS CENTER

- Large student interest and strong industry connections
- Projects with Athletics
- New! Olympic Studies Hub



FACULTY AND STAFF

FACULTY COMPOSITION

Tenure-track faculty (TTF) are critical to our reputation and standing as a business school through their research success.

Accreditation standards require a minimum share of courses (40 percent) by TTF.

OPERATIONALLY, TTF ARE EXPENSIVE

- TTF make twice as much as non-tenure-track faculty (NTTF) with half the course load
- Highly competitive market for TTF
 - Start-up packages and summer support
 - Endowed professorships and chairs

CURRENT FACULTY COMPOSITION (ROUGHLY)

- 55 TTF
- 35 Pro Tem
- 45 Career
- 10 Professors of Practice



STAFF

Dedicate staff support students and programs through advising, tutoring, career services, admissions, and more.

55

OFFICERS OF
ADMINISTRATION

25

CLASSIFIED STAFF



STUDENT SUCCESS UNIT AND PROGRAM EXAMPLES

Office of Academic Advising

Mohr Career Services

Braddock Tutoring Center

Business Academic Residential Community
(BizARC)

Professional Edge Program

Oregon Consulting Group

Business Honors Program

More than 20 student clubs

ALIGNMENT WITH OREGON RISING



Key Activities in
Lundquist Around
OREGON RISING

OREGON RISING GOAL 1 TIMELY GRADUATION

FIRST-YEAR PROGRAMS

- Business Academic Residential Community (BizARC)
- Summer Bridge program
- Lundquist Flight School

BRADDOCK TUTORING CENTER

- Regular drop-in tutoring
- Class Encore in intro courses



Key Activities in
Lundquist Around
OREGON RISING

OREGON RISING GOAL 2 CAREER READINESS

LUNDQUIST FUNDAMENTALS

- Career readiness assignments in courses

ALUMNI ENGAGEMENT

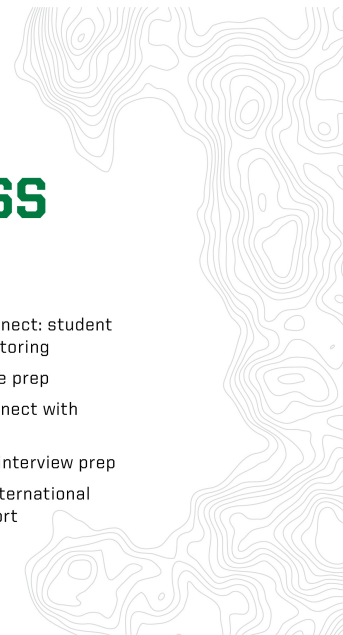
- Two dedicated staff in Lundquist to deepen and broaden networks

PROFESSIONAL EDGE

- Trainings in AI, Sales, Power BI, etc.
- Immersions with training and group projects for sponsoring firms

TECHNOLOGY

- CRM
- Lundquist Connect: student to alumni mentoring
- vMock: resume prep
- uConnect: connect with students
- BigInterview: interview prep
- Interstride: international student support





Key Activities in
Lundquist Around
OREGON RISING

OREGON RISING GOAL 3 FLOURISHING

FIRST-YEAR PROGRAMS

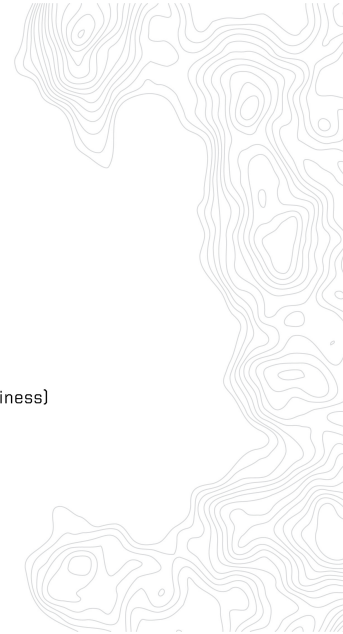
HANDS-ON LEARNING

NEARLY 20 STUDENT CLUBS AND PROGRAMS

- Most clubs are open to students across campus
- Donor interest can target these (e.g., Women in Business)

TOP-NOTCH FACULTY

- World-class faculty make for world-class students
- Critical research on timely topics
- Research collaborations with university partners



Key Activities in
Lundquist Around
OREGON RISING

OREGON RISING GOAL 4A ENVIRONMENTAL RESILIENCE

Top five green MBA

First certified
environmentally
friendly facility

One of the first to
require a sustainability
course

CENTER FOR SUSTAINABLE BUSINESS PRACTICES

- Summit for Sustainable Organizations
- Trips, internships, and student projects





Key Activities in
Lundquist Around
OREGON RISING

Warsaw Sports
Business Center:
one of the **first**

Only IOC Olympic
Studies Center
in the U.S.

First Sports Product
Management program

OREGON RISING GOAL 4B

HUMAN PERFORMANCE AND SPORT

WARSAW SPORTS BUSINESS CENTER

- Trips, internships, and student projects (e.g, sports data analytics)

OLYMPIC STUDIES HUB

SPORTS PRODUCT MANAGEMENT PROGRAM



Key Activities in
Lundquist Around
OREGON RISING

#6 MBA program for
entrepreneurship
in the U.S.

#23 undergraduate
entrepreneurship
program in the U.S.

OREGON RISING GOAL 4C

ACCELERATING SCIENTIFIC IMPACT

LUNDQUIST CENTER FOR ENTREPRENEURSHIP

- Oregon Innovation Challenge
- v10 Summit

PARTNERSHIPS

- Including major gifts with KCASI (more later)



RANKINGS AND FIRSTS

SPORTS BUSINESS



1ST

SPORTS INDUSTRY PROGRAM
HOUSED AT A COLLEGE OF
BUSINESS: WARSAW SPORTS
BUSINESS CENTER

SUSTAINABILITY



1ST

CERTIFIED ENVIRONMENTALLY
FRIENDLY BUSINESS SCHOOL
FACILITY IN THE UNITED STATES:
LILLIS BUSINESS COMPLEX

SPORTS PRODUCTS



1ST

OF ITS KIND MASTER
OF SCIENCE IN SPORTS
PRODUCT MANAGEMENT

RANKINGS AND FIRSTS

SUSTAINABILITY



#4

GREEN MBA PROGRAM
IN THE UNITED STATES
(THE PRINCETON REVIEW, 2024)

ENTREPRENEURSHIP



#6

MBA PROGRAM FOR
ENTREPRENEURSHIP
IN THE U.S.
(POETS & QUANTS, 2024)

ENTREPRENEURSHIP



#23

UNDERGRADUATE
ENTREPRENEURSHIP
PROGRAM IN THE U.S.
(THE PRINCETON REVIEW, 2024)

ACADEMIC EXCELLENCE



#31

UNDERGRADUATE
BUSINESS PROGRAM AT
A PUBLIC UNIVERSITY
(U.S. NEWS, 2025)

Agenda Item #3

Provost's Report

THERE ARE NO MATERIALS FOR THIS AGENDA ITEM

Agenda Item #4

Informational Presentation on the Oregon Institute of Marine Biology (UO Charleston)

Establishment of the “UO Coastal Campus” as a Degree-granting Location

Proposal Summary

The University of Oregon (UO) is seeking to convert an existing “other instructional site” in Charleston, OR to an “additional location” and rename it to the “UO Coastal Campus”. This requires approval from the UO’s accreditors but does not require Board of Trustee approval.

Currently, there are no programs at the location that meet the 50% credit threshold for an “additional location” as defined by the Northwest Commission on Colleges and Universities (NWCCU). Undergraduate students in the Marine Biology major complete 3-4 terms there and the rest of their time in Eugene. The UO plans to partner with the local community college, Southwestern Oregon Community College (SWOCC), to offer more than 50% of the degree at that location such that students could complete the entire degree on the Oregon coast.

SWOCC has indicated it regularly hears from prospective students who are interested in UO’s Marine Biology program but would prefer to complete the entire degree at the coastal location. SWOCC is in a unique position to attract in and out of state students for this program because they have student housing available. As a result of these conversations, UO and SWOCC representatives have collaborated to develop a 2+2 degree plan that would allow these students to achieve their goals on the coast. The UO anticipates 3-5 students per year will follow this path based on SWOCC’s estimates of interest.

Location Summary

UO Charleston is a University of Oregon site located in Charleston, OR that enables university teaching, research and community engagement, and houses the Oregon Institute of Marine Biology (OIMB). The campus consists of 11 acres of occupied property (more unoccupied) with 25 buildings including research labs, five classrooms, housing (for a maximum of 85 people including dormitories, apartments, and cottages), dining facilities, administrative offices, maintenance and shop facilities, and an auditorium. In addition, the UO’s aquarium and museum, the Charleston Marine Life Center, serves the surrounding community and an opportunity for our students to complete internships around marine science education, aquarium science and animal husbandry. Through inter-agency agreements, the campus also accommodates the administrative offices and research laboratories of the South Slough National Estuarine Research Reserve and the Charleston office of the Oregon Department of Fish and Wildlife, both frequent partners that supervise UO students in the OIMB internship program.

UO Charleston is situated with 5-10 miles of coastal and marine habitats (rocky intertidal, kelp forests, beaches, salt marshes, mudflats and dunes recreational areas) including the 5K acre South Slough National Estuarine Research Reserve, all used for field trips for our courses and sites for local research. In addition, OIMB has a small remotely operated vehicle, two offshore research vessels, the R/V Pluteus and brand-new R/V Megalopa as well as small boats for working within Coos Bay and South Slough.

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OIMB has five Tenure Track faculty and two career resident faculty that conduct research (year-round) and teach (primarily in fall and spring terms) at OIMB year-round. During the summer term OIMB has visiting instructors from other institutions (e.g. University of Florida, Western Washington University, Oregon State University) that teach classes. In addition, in the new “People and the Coast Program”, faculty teach interdisciplinary courses along with UO instructors from the main campus in Eugene that stay in residence (or commute) to OIMB.

Approval Process

The decision to make this change is the result of ongoing conversations with SWOCC in which they have demonstrated their student interest in the program if we could offer it in this format. These discussions have included the primary advisor and faculty member for Marine Biology at UO, the associate divisional dean of natural sciences in the College of Arts and Sciences (CAS) at UO, and the associate vice provost for academic affairs at UO, all in consultation with the CAS dean and the Provost, who have both approved the change. On the SWOCC side, the Dean of Instruction and the Vice President of SWOCC have been the key participants. While the increases in enrollment are modest, the partnership with SWOCC is an important outcome of the change.

Timetable for Implementation

The UO intends to allow students to enter SWOCC in Fall of 2025 under this agreement provided proper accreditation approvals can be obtained in time. The UO is also prepared to delay until Fall 2026 if necessary. Given the change in status will not require operational changes or the addition of new resources in Charleston, a long lead time to prepare for the change is unnecessary.

Resources

The site currently has sufficient capacity to absorb the modest additional enrollments expected by this change. Those additional students will join students from the Eugene campus in courses and facilities that already exists and will add no additional operational costs.