Minutes
Wednesday, March 04, 2020
8:15-9:45am Old Main Boardroom


Observers: C. Henderson, R. Miller, A. Romero

Presenters: Brent White, Vice Provost, Global Affairs

Call to Order
Co-Chair Helm called the meeting to order at 8:16 am

Approval of the Minutes of February 19, 2020
The February 19, 2020 minutes were approved.

Presentation: Arizona Online/Global/Distance Recruitment Strategies and Market Potential, Brent White, Vice Provost, Global Affairs
White presented to the committee about the current status and strategies of UA Global and Arizona Online. White provided details on micro-campuses, stating there are 10 current locations and three locations pending approval in China (which have been delayed due to the coronavirus). UA Global has received approval from the Chinese Ministry of Education for a joint college in Tianjin including housing for visiting faculty (also delayed due to coronavirus). There are currently 900 students at UA micro-campuses.

White provided details on the process for developing a new micro-campus including:
- Micro-campus partners are usually from existing partnerships with other institutions and individual colleges may initiate the process of exploring a micro-campus.
- UA Global now has a checklist for new micro-campuses covering red flag review, accreditation, reputation, and tax review to decide comfort with new partnerships.
- Once due diligence has completed, financial structure and enrollment needed for micro-campus viability is discussed. Following this, a team visit with departments and deans occurs.
- Micro-campuses cannot move forward without approval and vetting at the department, dean, UA Global, and academic partner levels before going before the Global Locations Committee. The Office of General Counsel conducts a final legal review and then the micro-campus is sent before the President and Provost for final approval.
• All micro-campuses are contingent on successful completion of an articulation plan in which departments develop academic units. This process may take up to a year.

White responded to questions from the committee members regarding involved micro-campus faculty instructional delivery, and enrollment, details included:
  • Micro-campuses are a platform for delivery of UA classes and departments may decide to hire faculty to teach at a specific micro-campus; or send faculty from the main UA campus to teach at a micro-campus; or hire local adjuncts.
  • The most scalable instructional model is the flipped classroom in which two professors (one located at the UA main campus and a co-professor at the micro-campus) produce course materials and students participate in a collaborative class experience.
  • Students at micro-campuses have looked for return on investment but offerings are diverse ranging from some liberal arts degrees to engineering, law, and business.
  • There is flexibility in determining how many students are needed to make a program successful. And micro-campus programs do not have to be revenue positive.

White provided information the committee about issues that have arisen with micro-campuses including:
  • The coronavirus has developed into a problem leading to cancelled events and virtual/remote meetings and orientations.
  • Testing centers have been closed due to coronavirus leading to incomplete applications; students cannot complete the GRE/TOEFL.

Committee members were provided with details of UA Global enrollment including:
  • Average GPA is 3.96 (up from 3.32 in Fall 2018).
  • Average SAT is 1301 (up from 905 in Fall 2017 and 1203 in Fall 2018)
  • New international undergraduate applications are up 2% (2891 total, up 65); Admits up 18% (1748 total, up 270 students).
  • New international graduate applications are up 10% (3347 total, up 324); Admits up 18% (581 total, up 100 students).
  • World Tour registrants up 71% (1300 verses 700).

White informed committee members that non-resident scholarships are mirrored and the discount rate for UA Global students is 16-28% -- less than on-campus students. Members also discussed recruitment and were informed by White that recruiters are paid on net tuition revenue. Committee members discussed support of research and global programs and the tracking of projects.

Study abroad will be addressed by a future meeting of the committee.

**SPBAC Scorecard**
Co-Chair Brummund circulated to committee members a scorecard based on a strategic initiative for UAIR to develop data by organization that is easy to use without having to pull together individual datasets. Co-Chair Brummund informed the committee he is developing a scorecard for SPBAC and requested feedback.

**Updates**

**President Robbins**
Robbins updated the committee on coronavirus including potential impacts on UA events. He also provided details about the new biomedical engineering lab and pharmacy lab opening and the development of the border lab in Nogales, Arizona. Robbins also addressed the committee
regarding fundraising and upcoming naming gifts for the Honors College, College of Nursing, and College of Pharmacy.

**Liesl Folks, Senior Vice President for Academic Affairs and Provost**
Folks updated the committee on impact of the coronavirus on UA sponsored travel. Travel is being reviewed on a case-by-case basis.

**Lisa Rulney, Senior Vice President for Business Affairs and Chief Financial Officer**
Rulney informed the committee about the team headed by Ravneet Chadha which is reviewing the impact on revenue the coronavirus may have. She also provided details on hot-water availability in UA campus buildings.

**Adjournment**
The meeting was adjourned at 9:48 am.