Keown called the meeting to order at 3:00 p.m.

Minutes
Minutes from the October 13 meeting were approved without dissent.

High Plains Regional Climate Center proposal
Mitchell and Weiss reported on their review of the proposal. There was discussion of the Coordinating Commission’s definition of “center.” Mitchell asked why the center found it necessary to request the status of a center at this time. Couture said the word “center” has been appropriated by some entities that are not really centers. The proposers want the designation to reflect that the entity is an official unit of UNL. The subcommittee recommended approval of the High Plains Regional Climate Center.

National Drought Mitigation Center proposal
Kettler and Hallbeck gave five reasons that they could not support granting center status to the unit. (1) center status is not necessary to the program; (2) there is no provision for the continuation of the center if its director leaves the University or it loses USDA center status; (3) it is not above the level of a department; (4) specific examples of collaboration with other units are not given; and (5) additional costs to UNL resulting from center status were suggested but not detailed.

Couture acknowledged that “center” is a loose designation. She argued that this proposal should not be held up while the definition is being refined. She said it requires more study and thought and will not be a quick process. Kostelnik said there is a political context in Nebraska regarding the water initiative and study of drought. The center is part of a bigger picture of water issues. She suggested that the proposal not be rejected outright but might be returned by APC for revisions or approved provisionally.
Hallbeck said the center is only one person and his research, which is too small to be a center. Kettler said the size of the unit and the fact that it is all in one department led him to conclude that it is not a legitimate center. Hallbeck said she preferred to send it back to the proposers.

Keown said the National Drought Mitigation Center needs UNL center designation because it is internationally recognized. Baquet agreed. He said there has been collaboration and cooperation with other departments, which is reflected in the letters of recommendation attached to the proposal. The program has proved itself and its work is visible and important. Kostelnik asked what message would be sent by rejection of a USDA center. It would be better to have the center under the UNL umbrella, not as a “Lone Ranger” center. She said the proposers are trying to be legal by going through the APC. The unintentional message of APC’s rejection of it as a center may be that small centers are better off without official center status at the University. Even a small center may have a large impact. Couture said it could lend prestige to the university to be identified with the centers.

Keown said he would invite Don Wilhite, the proposer, to the next APC meeting in December. He said the discussion of centers in general should be taken up by the Long-range Planning Subcommittee. Baquet asked Hallbeck and Kettler to write a list of questions they wished to have addressed by Wilhite. The recommendation on center status of the Drought Mitigation Center was postponed.

Motion
The subcommittee’s recommendation for approval of the High Plains Regional Climate Center proposal served as a motion and second. Oliva asked whether budget issues had been clarified. Mitchell said the budget was all soft money from the government, and she agreed to ask for clarification. There was no further discussion. The motion passed without dissent.

Report on activities of the Curriculum Committee
Minter distributed a written report to the committee. The report covered activities of the University Curriculum Committee during the 2003-04 academic year. An on-line course approval system was established to facilitate the work of the committee. During 2003-04, 109 course proposals were approved and 249 consent agenda actions were approved. Scott Fuess, chair of the Curriculum Committee, reported to the Academic Senate that there was an anomaly between the stated responsibilities of the committee and its historical practice. It is supposed to guard against duplication of courses but not to approve new courses. He said the Academic Senate needs to give more power to the Curriculum Committee to reform the general education (ES/IS) system. There is concern that the Academic Senate expects the Curriculum Committee to enforce the general education system. [Cerveny arrived.]

Couture said the Chancellor is aware that there are problems with ES/IS courses. Different colleges interpret the general education requirements differently. Academic Affairs wants the deans to meet and decide what requirements are important. The Academic Senate Executive Committee agreed that the deans should get together and respond to an Academic Senate resolution on General Education. General Education requirements will be scrutinized during the accreditation process. At the present time there is no mechanism to review the ES/IS function of
courses. It is not easy to assess general education outcomes. It would be easier to decide what outcomes the University wants and then to design general education to achieve those outcomes.

Keown said courses should be dropped if they are not offered for several years. Minter said the Curriculum Committee looks at requests to delete courses only at the request of departments. She said there was consternation a few years ago when Registration and Records decided to delete some courses. The Curriculum Committee does not reject courses unless they are clearly duplicative.

Hallbeck said the syllabus of the committee could be referred back to the Academic Senate for revision. Minter said the committee might generate its own mission changes, then go to the Academic Senate for approval. Couture said there is no mechanism for continuous review of general education courses. The Curriculum Committee is not designed for that purpose.

Extension and internet system
Keown noted that Dan Cotton, who was on the agenda next, was not present. Keown moved to the next item of business and introduced Alan Cerveny, Dean of Admissions.

Undergraduate recruitment
Cerveny said Nebraska has a shrinking high school graduate population. To make up for the loss of in-state students Admissions is recruiting more out-of-state and transfer students. Students are going in larger numbers to two-year colleges. There is a perception that the University is too expensive. Cerveny passed around a brochure entitled “Big Red Truths” that emphasizes gift aid is available to most college students. He said out-of-state recruitment is going well. Radio advertising and advertising in movie theatres are garnering responses. Deans are working hard on recruiting. There is computerized tracking of prospective students using the internet, email, and telecounseling teams.

Keown noted that there is a 20 percent increase in Iowa college tuitions for each of the next few years. Cerveny said UNL’s Iowa applications are up. Kettler said Nebraska’s out-of-state tuition is good compared to other states. He asked about recruiting in states with stringent college admission requirements that disqualify many good students. Cerveny said UNL is recruiting heavily in urban areas like Kansas City, Chicago, Dallas-Ft. Worth and Minneapolis. High school counselors from those cities have been brought to Nebraska to see academics as well as school spirit on football game days. Those efforts are starting to snowball. In the past the University of Nebraska didn’t occur to most urban counselors as a possible college destination.

Kettler asked if California students were good prospects. Cerveny said students from California are looking mainly at warm-weather states. Nebraska’s best possibilities are the Midwest, New Jersey and New York. Hallbeck said some high school counselors believe that Nebraska colleges are not as good as Iowa’s. Cerveny said there is ongoing outreach to Nebraska counselors to make them aware of Nebraska’s quality.
Oliva said personal relationships are the most important influences on recruits. For Fine and Performing Arts the most important contacts are band and choral directors. It is important for University faculty to establish connections with high school faculty. Teachers’ judgments of academic quality are influential on students. Cerveny said marketing efforts such as a series of postcards are targeted to parents as well as students. Parents’ greatest concern is cost.

Mitchell asked about minority recruiting. She said it is important to convince younger minority students and their parents that college is an option. Cerveny said recruiting of minorities is largely community-based. The University held a Nebraska Achievement Banquet for students of color in Omaha last year. Four hundred people attended. This year a banquet in Lincoln was added. Guidance counselors are giving UNL new names of outstanding students of color. Eckhardt asked about Native American recruitment. Cerveny said UNL has established links with tribal colleges. Students that may not be ready for a four-year school right out of high school are encouraged to apply after making up deficiencies in the tribal colleges. Scholarships are available to them when they transfer to UNL.

Kettler noted that there are student field trips available at UNL at little or no cost to participants. Those opportunities are not available at other colleges. Keown said he took students to Mexico and they only had to pay for their airfare. Cerveny said when students tell Admissions that they are interested in travel they are told about opportunities. But there is a need to pull the information together to know what is available.

Kostelnik said UNL’s website is more like a magazine than a recruiting tool. It should have more of a student focus. Cerveny said Meg Lauerman, Director of University Communications, is looking at a new face for publications including those on-line. Mitchell said high school students should be asked what they think of our website. Cerveny said there are home movie contests among UNL students that are judged by visitors to the website.

Keown asked if legacy scholarships are attracting students. Cerveny said legacy scholarships are actually losing money for the University because children of alumni were already coming here and paying out-of-state tuition.

Cerveny said for the third year in a row incoming freshmen are better qualified than ever before. Keown thanked him for his presentation. [Cerveny left.]

General Purpose Classroom Advisory Committee
Couture reported on the General Purpose Classroom Advisory Committee. The committee is charged to assist the Senior Vice Chancellor for Academic Affairs (SVCAA) in identifying and resolving issues concerned with the use, design, and equipping of General Purpose classrooms. The committee makes recommendations to the SVCAA, who takes the recommendations to the Academic Deans and the Chancellor’s Senior Administrative Team. The recommendations are incorporated into campus-wide planning strategies and funding proposals for the designation and upkeep of General Purpose Classrooms. The SVCAA reports to the APC at least annually on the work of the General Purpose Classroom Advisory Committee. Members of the committee are Associate Vice Chancellor Gail Latta (chair), the Associate Vice Chancellor for Facilities
Management and Planning, the Director of Institutional Research and Planning, the Campus Planner, the Registrar, a representative of the Instructional Technology Group of Information Services, the Assistant Director of Registration and Records, and Associate Deans of each college. The committee looks at requests to remove or add General Purpose classrooms. Couture invited comments about the committee and its work.

**Academic Program Review process revision**

Couture said she had received a draft of the revised APR process from the committee appointed to work on it. The draft did not relate to the present Academic Affairs or IANR guidelines and so was returned to the committee for further work. The present committee members are Derrel Martin, Darrell Nelson, Richard Hoffmann, Bill Nunez, and Evelyn Jacobson. Couture requested permission to add two members to the committee, Linda Shipley of Advertising and David Hansen of Psychology. APC concurred.

Couture distributed a copy of a letter that is to be sent to Academic Deans, Department Chairs, Heads, and Program Directors outlining new procedures to be followed in conjunction with Academic Program Reviews. The Chancellor requested that departments answer five questions following receipt of the APR team report: (1) response to all specific APR recommendations; (2) timelines for accomplishing agreed-upon changes; (3) identification of those responsible for implementing changes; (4) resources required and departmental contribution to those resources; and (5) indication of how success in accomplishing the changes will be measured.

The deans are to respond to the departments’ reports by indicating what college resources will be devoted to accomplishing the plan. The dean is to forward this response along with the department’s response to the SVCAA. In IANR the procedure will be similar except that the Deans’ Council will meet with the unit administrator and prepare a response to the review team recommendations and the department’s response. It will then be forwarded to the IANR Vice Chancellor for review.

The Senior Vice Chancellor of Academic Affairs or the Vice Chancellor of IANR will meet with the Chancellor to discuss recommendations and a formal response will be given to the academic department with copies to the Dean or Dean’s Council as appropriate. Couture said the handling of an accreditation report would be similar to that of an APR report. The APR revision committee is to clarify how an accreditation review relates to the APR requirements.

Hallbeck asked if APC gets copies of the previous APR response to evaluate how much progress has been made between APRs. Couture said the previous APR reports were made part of the packet for the APR team. Minter asked whether there would be a binding commitment from the dean and the Chancellor for the recommended resources. Baquet and Oliva said currently the deans do make commitments to implement changes recommended as part of the APR process. Couture said formalizing the process would help to assure commitments. Kostelnik said the Quilt Center and the proposed Hospitality Program were examples of deliberate strategic choices at the college level that went against the recommendations of APR teams. Couture said strategic plans will be tied to APRs.
Other Business
Couture said that proposals for Programs of Excellence (PoE) this year were going to be presented to APC in December. In the previous two years proposals were submitted to Academic Affairs by October 1 and then were presented to APC in November. Last year preproposals were submitted first. This year the letters sent requesting proposals for PoE were not clear as to whether preproposals or full proposals were to be submitted, with the result that the proposals that came in to Academic Affairs were widely disparate.

The Chancellor, VCAA and Vice Chancellor for IANR will give their recommendations to APC in December. Proposers will have until January 31 to respond with full proposals, if necessary. APC will be asked to prioritize programs to receive non-recurring funds. Among recommended programs for funding will be two current honors programs and improvements to two General Purpose classrooms for enhancing undergraduate education. Funds must be spent by the end of the fiscal year, June 30, or they will be lost.

The meeting was adjourned at 4:55 p.m.

Respectfully submitted,

Lona Kramer, APC Coordinator