

**University of Nebraska – Lincoln
Academic Planning Committee**

**Approved Minutes
December 2, 2009**

Members Present

John Bender	David H. Allen	Shelley Fuller
William J. Nunez	David Manderscheid	Jennifer Mostek
Barbara Couture	Miles Taft Bryant	Megan Collins
Dwayne Ball	Andrew John (Jamie) Radcliffe	Jennifer Brand
Jeffrey F. Keown	Craig J. Eckhardt	

Members Absent

John Owens	Prem Paul
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Others Attending

Meg Lauerman, Director, University Communications
Robert Crisler, Manager, Internet and Interactive Media, University Communications

Bender stated a quorum was present and called the meeting to order at 3:03 P.M.

Approval of October 21, 2009 Minutes

Approval of the Minutes from the October 21, 2009 meeting was moved by Ball and seconded by Radcliffe. The Minutes were approved without dissent.

Approval of November 4, 2009 Minutes

Approval of the Minutes from the November 4, 2009 meeting was moved by Keown and seconded by Ball. The Minutes were approved without dissent.

Presentation of New Web Design and Process

Bender welcomed guests Lauerman and Crisler, who were in attendance to talk to the committee about the revamping of the UNL website.

Lauerman thanked members for their time. She said the thought was to bring everyone up to speed regarding the web evolution and noted that it has been a long journey. She mentioned that about 10 years ago, nothing on our websites matched –no standard navigation and users had tough time finding information. So, we have endeavored to organize and pull things together in a way that serves the campus optimally. We have evolved to the point where navigation exists that is standardized and templates are provided to the campus for consistency. The result is cohesive branding of UNL.

Also, social media has become the expectation of a lot of our users, especially the age groups that we serve the most. So, we are incorporating new web site technologies that allow for incorporation of these elements as well as greater integration of photos and video. [Manderscheid arrived]

Lauerman introduced Crisler to membership and said that he had a lot of detail to bring to APC's attention regarding the evolution of the web site and the increased campus-wide collaboration.

Crisler thanked membership and stated that he had a PowerPoint presentation to present to membership. [attached to permanent record] [Couture arrived] Some of the key points in the presentation are as follows:

- UNL.edu is on the sixth major revision
- Updates and Redesigns - Major redesigns launch every three years; minor updates are continuous
- Process of visual design, research, design survey and final design
- Navigation - The most dramatic usability change is clearly navigation
- Continuing research, evolution, and revolution
- Coming attractions such as UNL.edu mobile site proxy in early 2010 and iPhone app in spring 2010
- Reaction

Crisler shared "the UNL.edu of the future will be more personalized, designed to meet the user where they are, much as other websites do." He credited Chancellor Harvey Perlman for thinking ahead with a directive to update UNL.edu and keep current. Crisler said UNL is "one of the most cohesive higher education websites in the world and has one of the highest rates of Section 508 accessibility compliance of any university."

Lauerman then presented *Planet Red* and *Put Yourself on the Map*, a website and social platform where "all Nebraska students, faculty/staff, alumni, fans and friends are encouraged to join the conversation." She concluded by stating even though the polling from faculty and staff were not the best initially, we have to move forward in communication and we hope to keep growing and accommodating. She asked if there were any questions. [Bryant arrived]

There was a brief question and answer session. Lauerman mentioned, as an informational item, that University Communications is currently working on an on-line undergraduate bulletin. She said this bulletin should launch on June 1, 2010. She noted the graduate bulletin is already online

Bender inquired if there were further discussion or questions and there were none. Bender thanked Lauerman and Crisler. [Lauerman and Crisler left]

[For reference Planet Red is located at the following URL: <http://planetred.unl.edu/>]

[Note: the order of business was changed by Bender per request from Couture]

Matters from Vice Chancellor(s) of Academic Affairs, Institute of Agriculture and Natural Resources, and Research and Economic Development

Couture stated she had two issues she wanted to share with membership regarding what is happening in Academic Affairs. She mentioned Chancellor Perlman will address APC membership tomorrow (he has invoked the UNL Procedures for Significant Budget Reallocations and Reductions and will hold the Phase One budget discussion as described in II.B of the Procedures) and conveyed to membership that a week ago a message from Academic Affairs was sent to the Colleges asking to start

to prepare a budget reduction plan for potential budget reductions as it seems prudent due to the current budget discussions. She shared that each of the Deans had a hiring plan that was approved earlier in the year; however, at this point and time, due to a message all received from Chancellor Perlman which indicated that he wanted all of those hiring plans reauthorized by the appropriate Vice Chancellor, we have asked the Deans to reauthorize any hiring request that was approved earlier and send to either the Vice Chancellor in Academic Affairs or the Vice Chancellor in IANR for approval or reauthorize. She stated this is only a planning tool, not tools that are suggesting exactly where we will be at the end of this budget year in terms of kinds of reduction each College or Unit will take. This is just a way of moving forward in a fiscally responsible way with regard to College hiring.

Couture stated the second issue she wanted to talk about was Online Worldwide. She shared on Monday she attended a four-hour planning retreat for Online Worldwide. She said Online Worldwide is a system-coordinated approach to distance education for all NU campuses. It is an effort by the system to offer a portal to our online education offerings through a single opening which then leads potential students to the separate campuses that are offering the degrees. She said this retreat was attended by all of the Chief Academic Officers of the four campuses and Provost Pratt, as well as the current Directors that coordinate distance education on each of the campuses. Couture continued that Paul Savory is the Director at this campus. She said the committee will be hearing more about Online Worldwide, which is going to be managed through the colleges and the distance education arm at the university.

Couture indicated one of the issues brought to the attention of the committee was, given demographics in this state, all are concerned about what our overall opportunity is for increased enrollment in Nebraska. She said our demographics suggest that our enrollments are not likely to build from our residential population greatly over the next several years. We would need to build our enrollments from nonresidential students. So, this project has challenges but also could create the potential to attract and build new audiences for our educational programs.

But, much work needs to be done. For example, currently, 75% of the undergraduate on-line offerings at UNL are being taken by students who are on-campus students. So, this gives you a sense of how much on-line education has become a part of the lives of the students who are actually here.

Bender inquired if there were any questions. Bryant conveyed that he would like to hear more about this project and its probable impacts. She suggested contacting Paul Savory who is on the steering committee for Online Worldwide to see if he could further discuss the development of this project with the APC. She said Arnold Bateman might also be a person to contact. She also informed that Larry Dugloch and Joan Giesecke were UNL representatives on the overall steering committee that regularly updated the deans.

Nunez inquired when would be a good time for an update on the progress of this project. Couture replied one of the touch points will be in February when the issue of tuition that is going to be charged by each campus for their on-line courses will be up again for next year's programming so perhaps sometime in early Spring would be a good time for an update.

Bender inquired if there were further questions and there were none. Bender said he personally wanted to wish Couture the best of luck in her new position as president of New Mexico State

University. Membership agreed. Couture thanked Bender. She expressed that one of her great pleasures had been working with this Committee. She said that a lot of very important university work comes through this group and it has been very interesting for her to see and hear the many different perspectives that come across from members. She noted the APC is an unusual body in that not all universities have a group like this that combine students, administrators, and faculty leaders. And, it is very admirable that UNL has a group that functions this way on campus in a helpful way when we need to make very difficult decisions on matters such as financial resources and our curriculum. She appreciates the work the group does and the thoughtfulness and seriousness for which it is conducted. [Couture left]

Discussion on Senior Vice Chancellor Position

Bender called for discussion on the position of the Senior Vice Chancellor. Discussion ensued regarding Dr. Susan Poser in the position of the Senior Vice Chancellor for Academic Affairs and that while Dr. Poser was supported as a candidate – or even as an interim - there should be an open national search . [Mostek left] Discussion concluded with membership agreeing to draft a resolution letter to Chancellor Harvey Perlman stating this and a letter was drafted.

Approval of the resolution letter was moved by Ball and seconded by Keown.

Bender asked if there were any questions or further discussion and there were none. Members called for a secret ballot. The motion carried and the resolution letter was approved. [Collins left]

Long-Range Planning Subcommittee Discussion

Bender asked Brand to report on the document from the Long-Range Planning Subcommittee entitled *Guiding Principles and Procedures for Budget Reductions*.

Brand stated this document was in each member's handout packet, [attached to permanent record] and originated from the Long-Range Planning (LPR) subcommittee. She stated the document describes and explains proposed guiding principles and procedures for budget reductions. While the APC is only in an advisory role regarding budget reductions, in order to make more informed decisions on proposed budget cuts, the committee would like to have more background information and context. She noted this information could include material already publically available and posted.

Bender inquired if there were any questions or discussion. Discussion ensued. [Bryant left] Discussion concluded with membership generally agreeing that if information was gathered now, there would be time to formulate questions and, if needed, to obtain any additional documents.

Approval of the document was moved by Eckhardt and seconded by Radcliffe.

Bender asked if there were any questions or discussion. Brief discussion ensued and the following minor changes were to be made: 1) Part 1, Section III. "criteria" would replace "measurements"; 2) Part 1, Section IV, A. "The APC Secretary will coordinate the assembling of relevant information" was added to "from Institutional Planning"; and 3) Part 1, Section IV, B. 1. wording was changed to reflect appropriate strategic plan documents used by the unit were needed, not binders. The Document was approved, as amended, without dissent.

Other Business

Bender noted the APC's 2009 Annual Report to the UNL Faculty Senate was in each member's handout packets as an informational item. [attached to permanent record]

There being no further business, the meeting was adjourned at 5:05 P.M.

Respectfully submitted,

Michelle (Shelly) Green
APC Coordinator