

Report to the Senate of the September, 2014 Academic Committee Meeting of the Board of Trustees

Submitted by Cathy Seta and Jay Ford, Faculty Representatives

The BOT met on the Reynolda campus, September 18, 2014. Provost Kersh provided updates on the following topics:

1. Wake Forest continues to develop its strategy for online education. The Master's in Counseling program enters its third year and has proven to be a success in terms of quality. The Semester Online consortium lasted only one year but the faculty involved felt it was very valuable in gaining experience with course development and teaching online. The library's ZSRx series of open, online courses continues to innovate and experiment with the MOOC format in a Wake Forest way.
2. Rankings: Wake Forest fell out of a five-way tie for #23 to a two-way tie for # 27 in the *US News and World Report* rankings. Analysis showed that the biggest reason was a slight drop in the six-year graduation rate as well as underperformance against the *US News* projected graduation rate. The Committee discussed various reasons why students leave and what we could do to get them to persist. Some questioned the wisdom of chasing rankings at all. It is known that some prospective students and their parents look at rankings, particularly the top 25. It remains to be seen if the number of applications, early admits or alumni giving will drop off because of the change in rankings. Most people do not expect that to happen.
3. Transitions: This year has seen an unusual number of transitions at the level of the extended Cabinet.
 - a. *Jennifer Collins, former Vice Provost* → Dean of the Law School at Southern Methodist University. She was replaced by Lynn Sutton, Dean of the Z. Smith Reynolds Library, and a national search is just beginning for her successor in the library.
 - b. *Steve Reinemund, former Dean of the School of Business*, retired last June and was replaced by Charles Iacovou after a rigorous national search.
 - c. *Jacque Fetrow, former Dean of the College* → Provost at the University of Richmond. A national search is underway, with Randy Rogan and Rebecca Thomas acting as interim co-deans.
 - d. *Blake Morant, former Dean of the Law School* → Dean of the Law School at George Washington University. A national search is just beginning in the Law School, where Suzanne Reynolds is serving as Interim Dean.
 - e. A national search is also underway for a Chief Information Officer, due to Rick Matthews stepping back into his faculty role.

The Committee then considered the following agenda items:

1. Provost Kersh informed the Committee that periodic review of the university's mission statement is required for accreditation by SACSCOC. It was last reviewed in cursory fashion in 2002. One option would be to adopt the statement of purpose approved by the Board for the Strategic Plan in 2007. After discussion, the Committee opted to take on a revision of the mission statement. A working group of the Chair, Vice Chair, Provost Kersh, Vice Provost Sutton, and the interim co-deans will draft language for the entire Committee to consider at their next meeting.
2. Todd Johnson and Joanne O'Brien Beam gave a presentation on an innovative new program of high school institutes at the Charlotte Center. This initiative came from a directive by President

Hatch to leverage the strong Wake Forest brand and follows a model from Georgetown University. The plan is to offer five unique programs twice a summer from June – August 2015. Ideas for program topics include medicine, leadership, sports industry management, service and writing, business, and international relations/public affairs. The non-residential institutes are targeted at high school students in the Charlotte area and will cost from \$1500-\$1800, with scholarships available. If the program is successful, it could be extended to the main campus in Winston-Salem. There is a separate program with EY (Ernst & Young) called LAUNCH for Leadership. Financial projections for the high school institutes show positive net income of over \$583,000 by the second year.

The regular meeting was adjourned at 12:10 pm.