

February 22, 2023, 1:00pm – 2:00pm  
University of North Carolina School of the Arts

<https://uncsa.zoom.us/j/91264062040>

**COMMITTEE MEMBERS:**

Greer Cawood (Chair)\*, Jeffery Bullock\*, Kayli Kimerer\*, Rhoda Griffis\*, Peter Juran\* (Acting Chair), Kyle Petty\*, Graydon Pleasants\*, Mark Land\* (ex officio), Sandi MacDonald

\* denotes voting members

**COMMITTEE STAFF:**

Patrick J. Sims, Executive Vice Chancellor and Provost, Karen Beres, Vice Provost and Dean of Academic Affairs, Tracey Ford, Vice Provost and Dean of Student Affairs, David L. Harrison, General Counsel, Kathryn McMillan, Staff, Amanda Balwah, Staff, Andy Paris, Chair of UNCSA Faculty Council, Viah Streater, Staff Council Representative

**AGENDA**

**OPEN SESSION**

1. Call to Order and Confirm Quorum.....Greer Cawood
2. Approval of Minutes from the December 1, 2022 Meeting ..... Greer Cawood
3. Student Government Association President Report.....Kayli Kimerer
  - a. SGA Team
  - b. Advocacy Campaigns and Committees
  - c. Events
  - d. Association of Student Governments
  - e. Primary Goals
4. Faculty Council Report.....Andy Paris
  - a. Shared Governance and Campus Safety
  - b. Collaborative Scheduling Initiative
5. Academic Affairs Report..... Karen Beres
  - a. Undergraduate Degree Completion Improvement Plan (UDCIP)
  - b. UNC System Institutional Stretch Goals

- 6. Student Affairs Report .....Laurel Donley
  - a. Health and Wellness
  - b. New Student Orientation
  - c. High School Life
- 7. Enrollment Update..... Paul Razza
  - a. Fall 2023 targets and submitted applications with national enrollment context
  - b. Current actions to achieve headcount goals
  - c. Posse Arts Scholars announcement
- 8. Provost's Report..... Patrick J. Sims
- 9. Other Business..... Greer Cawood
- 10. Motion to Move to Closed Session..... Greer Cawood

**OPEN SESSION**

- 11. Adjourn..... Greer Cawood

## AGENDA

### **Student Body President Report.....Kayli D. Kimerer**

Summary: The Student Body President will provide an overview of goals for the 2022-2023 academic year and student government activities to date. She will introduce student government leaders and will briefly outline their goals for the year.

#### **a. SGA Team**

1. Diego Vazquez Gomez (Student Body Vice President, 4th Year Drama, Acting)
2. Rohit Liam (SGA Executive / ASG Liaison, 4th Year Film, Producer)
3. Claire Schiffer (SGA Executive, 3rd Year Dance, Ballet)
4. Omar Sosa (SGA Executive, 3rd Year Design & Production, Stage Management)
5. Jack Sargent (SGA Executive, 2<sup>nd</sup> Year Music, Vocal)

#### **b. Advocacy Campaigns & Committees**

1. First Week of Classes Survey
2. SGA Listening Session
3. Art School Surveys
4. Health and Wellness Survey
5. Collaboration with the International Student Association
6. Participation on Tuition and Fees Committee
7. Campus Police Advisory Board

#### **c. Events**

1. Donuts on Daniels Plaza
2. Town Hall with the SGA Team
3. Campus Safety Walk
4. Voting Informational session
5. Mental Health Goodie Bags (Feb)
6. We Give Here (Feb)
7. SBP Elections (March)
8. SGA Listening Session w. Grad Student Council (Mar)

#### **d. Association of Student Governments**

1. SBP Kayli Kimerer Served as on the Council of SBP Committee
2. School of Music Executive Jack Sargent served on the internal operations and government outreach committees.
3. Attended two in-person and four virtual conferences
4. Completed the fall initiative

#### **e. Primary Goals**

1. Address student mental health concerns on campus.
2. Connect students to available resources regarding health and wellness.
3. Provide a space for students to share their perspective with administration, faculty, and staff.
4. Collaborate with strategic communications on upcoming marketing campaigns and materials.

**AGENDA ITEM**

Faculty Council Update.....Andy Paris

**Summary:** The Faculty Council Chair will report on the following topics:

- a. Shared Governance and Campus Safety—Chief of Campus Police
- b. Collaborative Scheduling Initiative--- Results of December Subcommittee meetings

**Shared Governance and Campus Safety**

- 1. The coming search for a new Chief of Campus Police provides an opportunity to engage the many different stakeholders of the UNCSCA community addressing safety concerns, many of which I touched on in the last meeting.

**Collaborative Scheduling Initiative**

- 1. Faculty Council CSI Subcommittee on the Collaborative Scheduling Initiative meetings were held in December. A wide range of topics were discussed. A discussion of the campus values provided a basis for discussion about how we can go about using the schedule to address Health and Wellness, as well as Workload issues.
- 2. There are faculty responsibilities in curricula review, as well as pressures outside of the faculty's control which all need to be addressed in order to further provide safe and productive spaces.
- 3. The conversations that were sparked by the Subcommittee need to continue and broaden out to more faculty members, so Faculty Council is hosting three events to continue the discussions on a wider scale

**Action:** This report is for informational purposes only.

**AGENDA ITEM**

Academic Affairs Report.....Karen Beres

**Summary:** The Vice Provost and Dean of Academic Affairs will update the committee on the following topics:

- a. Undergraduate Degree Completion Improvement Plan (UDCIP)
- b. UNC System Institutional Stretch Goals

a. Undergraduate Degree Completion Improvement Plan (UDCIP) – final report to System Office

- Overview

- UNCSA exceeded our overall goal to raise 4-year and 5-year graduation rates, surpassing goals by 7% for the 4-year rate to 77.3%, and 8% for the 5-year rate to 79.1%. Substantial progress was made in the targeted subgroups of Dance and Music, while opportunity areas for future growth have been identified. No initial programs were eliminated; instead, additional layers of support have been instituted, from expanded mental health resources to academic student success coaching and deeper scholarship funding. Moving forward, utilizing a more precise instrument to capture withdrawal data will allow for the creation of targeted interventions that will bolster continued progress.

- School of Dance

- UNCSA exceeded our goal to increase the School of Dance graduation rate to 65% with our 2017 cohort, at a final rate of 67.9%.
- In addition, it is important to note that while our 2017 cohort matched our baseline number of 19 degrees earned, previous and subsequent graduating years met and exceeded our goal of 22. In fact, our 2018 Dance cohort achieved a record 38 degrees earned, demonstrating the efficacy of our improved enrollment and retention efforts.

- School of Music

- The School of Music has made marked progress toward its articulated graduation goals. In count of degrees awarded, the initial benchmark of 14 degrees was exceeded each year of the plan and a high of 18 degrees was achieved for the class of 2016. At the final 4-year point in 2021, Music fell

short of the goal of 17 but achieved an increase of one graduate above the initial count.

- In terms of increasing the School of Music's 4-year graduation rate from 51.6% to 65%, we were able to accomplish an 8.2% improvement. With this improvement, Music progressed over halfway to their goal, rising to a graduation rate of 60%.
  
- The School of Music faces the stiffest competition in student recruitment due to the sheer number of collegiate music schools vying for the most talented students and the deep scholarship resources of many of our competitors. Successful continuity plans for pandemic years allowed for progress to continue to be made, albeit during very challenging times. Music retention and graduation numbers continue to be an opportunity area for UNCOSA, with bolstered scholarship resources and academic student success coaching as areas of attention and exploration.

b. UNC System Institutional Stretch Goals

- Established goals:
  - 4-year graduation rate
    - already at 77.3%; stretch goal of 78.91%
  - Undergraduate degree efficiency – defined as an institution's number of undergraduate credentials awarded per 100 Full-Time Equivalent (FTE) undergraduates
    - 22.6 to 24.09
  - Education and related expenses per degree
    - stretch goal to *reduce* by 8.77%
  - Average cumulative debt at completion
    - stretch goal to *reduce* by 13.5%
  - UNCOSA-specific goal: 4-year graduation rate for Pell grant recipients
    - already at 73.17%; stretch goal of 74.7%

**Action:** This report is for informational purposes only.

**AGENDA ITEM**

Student Affairs Report.....Laurel Donley

**Summary:** The Assistant Dean – Student Development, Director High School Life will report on the following topics:

- a. Health and Wellness
- b. New Student Orientation
- c. High School Life

The Division of Student Affairs facilitates the artistic, relational, emotional and personal development of students through co-curricular programs, services, and spaces where students:

- Experience a sense of belonging.
- Prioritize self-care, community health, and well-being.
- Explore their own and others’ identities
- Obtain and utilize transferrable life skills.

Student Affairs is focusing on a culture of care for our students and the staff within Student Affairs who support our students. We are aligning with the institution’s new strategic plan, UNCOSA Forward, with a focus on care.

**a. Health and Wellness**

Student Affairs continues to examine ways we can impact the student experience, especially through co-curricular opportunities and partnerships.

For the university’s upcoming Wellness Day (February 17), Student Affairs is partnering with faculty from the Division of Liberal Arts and the School of Music to sponsor the following wellness activities for students:

- Salem Lake Walking Trip with Division of Liberal Arts faculty members Joe Mills and Mike Wakeford
- Guided Bird Watching Walk at Salem Lake with Music Faculty member, Allison Gagnon
- Kour Mindful Meditation with Division of Liberal Arts faculty, Katherine Wiley
- Outdoor games, music and food

Additional collaborations include our teams working with Academic Affairs and the Kenan Institute to host a Faculty Wellness Institute over the summer. The institute will focus on ways to support the development and implementation of a wellness framework in the academic and arts environments.

**b. New Student Orientation**

The onboarding of new UNCOSA students during the new student orientation process is the focus of the institutional partnership between Admission, Student Affairs, the Office of the Provost, Financial Aid, Registrar, Strategic Communications, UNCOSA’s five art schools, High School Academics, the Division of Liberal Arts, and Campus Services.

Goals for these partnerships include:

- Improving collaboration and coordination between orientation stakeholders

- Improving the effectiveness of UNCSCA's student onboarding process
- Improving the efficiency of the move-in and orientation processes

The changes that will occur for new student orientation this year include:

- Launch of a new student mobile app, *PATHIFY* – This provides a one-stop portal where students and their families can more easily find and complete mandatory checklists prior to arriving at UNCSCA this fall.
- Expansion of the new student orientation leader role – These students will assist first-year college students throughout the fall semester by serving as a consistent and familiar connection for new students as they assimilate into UNCSCA.
- A new virtual orientation for students (July 17-21) – Allowing students and their families a less stressful move-in and hectic first day on campus.
- Returning to a one-day move-in experience (August 15) for new college students and their families – This eases the stress placed on families by feeling the need to remain on campus for multiple days.

The final phase of this plan will be implemented during next year's (fall 2024) new student orientation which will include a more eco-friendly marketing plan for incoming students featuring a conceptual artist guide.

### **c. High School Life**

The additional funding from the state is providing high school life with the much-needed resources to increase the number of live-in professional and administrative staff resulting in additional support for our high school students.

New positions include:

- Two (2) Community Coordinators (live-in professional staff)
- Wellness Counselor
- Administrative Support Specialist
- EDIB (Equity Diversity Inclusion Belonging) Coordinator

In addition to increasing the number of staff, Student Affairs has engaged with an outside consultant, Jackie O'Rourke with Outermost Education. The scope of Ms. O'Rourke's engagement with us:

- Assess the current student life program in high school while identifying pain points and concerns, as well as the strengths of this unique program.
- A revised student handbook featuring boarding school best practices with a focus on greater clarity and forwarding-thinking communication between Student Affairs and our high school students and their families.
- Leading conversations within the university regarding staffing best practices with a focus on work-life balance amidst the particular challenges faced by a high school program on a university campus.

**Action:** This report is for informational purposes only.



**AGENDA ITEM**

Enrollment Update.....Paul C. Razza

**Summary:** The Director of Admissions will report on the following topics:

- a. Fall 2023 targets and submitted applications with national enrollment context
- b. Current actions to achieve headcount goals
- c. Posse Arts Scholars announcement

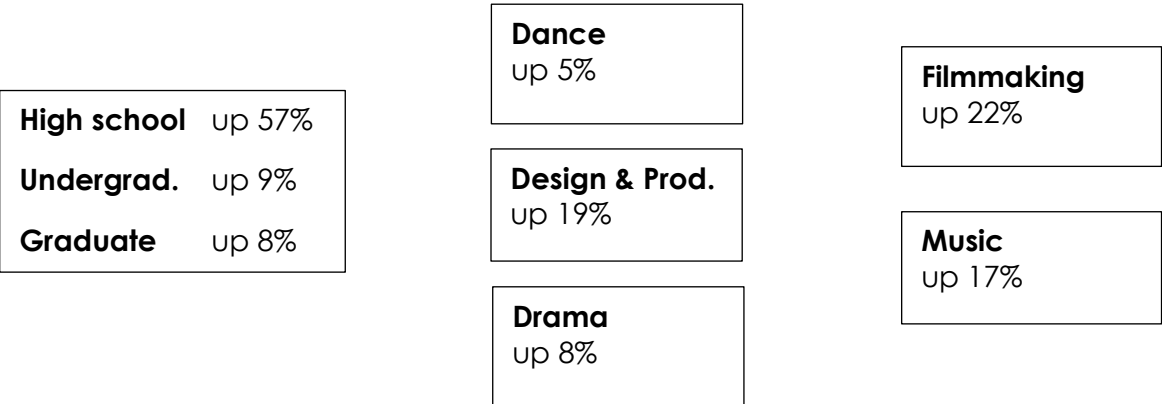
**Action:** This report is for informational purposes only.

The Office of Admissions continues recruitment efforts and cross-campus collaboration to secure the **Fall 2023 total headcount goal of 1,370** students across all degree levels and conservatories. Based on projections, achieving this goal requires bringing in **555 new/incoming students** across all degree levels and conservatories.

National challenges continue to threaten college enrollment throughout public and private universities. According to the National Student Clearinghouse, Fall Term 2022 college enrollment declined by 1.1% compared to Fall Term 2021 enrollment. While the rate of decline has decreased to that of pre-pandemic levels, **national data indicates that since 2019 college enrollment has fallen 7.5%.**

**Fall 2023 submitted applications** *year-to-date comparisons as of 2/2/2023*

Submitted applications for UNCSA are shifting back towards pre-pandemic proportions, with an **overall increase of 14%** compared to this time last year. Recruitment travel, additional funding for marketing, an expanded campus tour schedule and participation in programs such as the NC Countdown to College have all proven to boost submitted applications. Below illustrates how each degree level and conservatory are faring compared to year-to-date submitted application activity.



**Current Goal:** Additional F'23 submitted apps for *programs in need*

While overall submitted applications are trending higher than last year and in some cases higher than the past four years, there are still degree levels and concentrations in need of additional applicants in order to attain their established headcount goals. Undergraduate and graduate programs in Design & Production and Music, as well as graduate programs in Filmmaking all have **an opportunity to continue securing submitted applications through the March 1 application deadline.**

With this in mind, the Office of Admissions and Strategic Communications are working on a **targeted email, social media and search marketing campaign** that promotes the March 1 application deadline. The specific audience of the campaign are those who have started a Fall 2023 application for programs in need but who have not yet submitted that application and prospective students who have filled out an inquiry form indicating Fall 2023 interest in those programs but who have not applied. Based on contact information shared and housed in our CRM system, UNCSA can broadcast a focused marketing message to these prospective students not only via email but while they engage in social media and when they are conducting web searches. In total, **just over 3,000 prospective applicants** currently fall into this category. We expect this marketing action will enable those programs in need to reach their headcount goals.

### **Posse Arts Scholars:**

In our second season with The Posse Foundation, UNCSA collaborated in the recruitment, nomination, and scholarship awarding of our next cohort. As the scholar program continues to grow, our partnership with The Posse Foundation during this second season proved to make great progress in finding right fit emerging artist leaders for UNCSA. While our inaugural 2022 cohort consists of six talented students, **the Fall 2023 cohort will bring in a brilliant nine students to UNCSA.** We expect this partnership to continue to thrive and reach many gifted student leaders. UNCSA is pleased to welcome our next group of Posse Arts Scholars:

#### Design & Production

- Sebastian Gomez, Wig & Makeup Design – Wheat Ridge, CO

#### Drama

- David Hernandez - Miami, FL
- Jolie Cannava – Surfside, FL

#### Filmmaking

- Andrea Estrada – Addison, TX
- Leslie Garcia-Rivera – Charlotte, NC
- Rubee Carter – Philadelphia, PA

#### Music

- Bryson Fink, Double bass – Sumter, SC
- Justice Ratliff, Horn – Olive Branch, MS
- Lali Graciano, Voice – Dallas, TX