

**University Council  
Meeting Minutes  
Winslow Hall Conference Room  
March 4, 2024**

**Members Present:**

Randy Woodson, Warwick Arden, Margaret Baker, Frank Buckless, Boo Corrigan, Tim Danielson, Deanna Dannels, Lisa Marie Ferrell, Stacy Nelson (for Myron Floyd), Garey Fox, Paula Gentius, Charles Hall, Savita Sharma (for Peter Harries), David Hinks, Cecile Hinson, Marc Hoit, Mark Hoversten, Don Hunt, Reshunda Mahone, Charlie Maimone, Herle McGowan, Stephen McGuinness, Kate Meurs, Allison Newhart, Margery Overton, John Blondin (for Lewis Owen), Jim Pfaendtner, Greg Raschke, Sheri Schwab, Doneka Scott, Brian Sischo, Julie Smith, Katharine Stewart, Paola Sztajn.

Chancellor Woodson called the meeting to order at 10:00 a.m.

**Announcements**

Chancellor Woodson opened the University Council meeting by acknowledging members who were attending their last meeting, including Alan Porch, Chair of the Staff Senate, and the Council's student leaders: Timothy Reid, Student Body President; Stephen McGuinness, Student Senate President; and Margaret Baker, Graduate Student Association President. Chancellor Woodson then shared several leadership updates, including the departure of Senior Vice Provost for Faculty and Academic Affairs Katharine Stewart, who will be returning to a faculty role. Chancellor Woodson also welcomed two new members to University Council: Julie Smith, Vice Chancellor for External Affairs, Partnerships and Economic Development; and Lisa Marie Ferrell, Chief Communications and Marketing Officer and Associate Vice Chancellor for University Communications and Marketing.

Chancellor Woodson provided an overview on admissions decisions for the incoming fall class, detailing that the university received over 43,000 early-action applications, and offered admission to around 13,000 of those applicants to date. Chancellor Woodson mentioned that the UNC System's test score policy was discussed at the recent Board of Governors meeting, but emphasized that NC State's preference would be for test score submission to remain optional. Chancellor Woodson also shared recent campus updates, including NC State's designation as a core partner on the North Carolina Textiles Innovation and Sustainability Engine. The textiles engine will be funded by the National Science Foundation in order to advance the nation's textile industry. Chancellor Woodson also mentioned NC State's receipt of the 2024 SEA Change Institutional Bronze Award, awarded to a SEA Change initiative university that demonstrates commitment toward diversity, equity, and inclusion in STEMM fields. Chancellor Woodson then briefly discussed updates on the closing and testing of Poe Hall, sharing that after receiving the first phase of test results, the university reached out to the National Institute for Occupational Safety and Health, who opened a new Health Hazard Evaluation related to Poe Hall. The second phase of testing on the building will begin shortly and could take several months to complete, with the building most likely to remain closed through 2024.

Provost Arden also shared several updates from his office, starting with the opening of the Collaborative on Academic Careers in Higher Education (COACHE) Faculty Satisfaction Survey, performed triennially, in which all eligible faculty are encouraged to participate. If faculty members are eligible to participate, they should receive an email directly. Provost Arden shared NC State's designation as a Top Fulbright Producing Institution, as well as the academic demographics for the newest class of University Faculty Scholars. Provost Arden also announced that Senior Vice Provost for Instructional Programs Helen Chen will lead the search for the new Senior Vice Provost for Faculty Excellence. Provost Arden closed with updating the Council on Vice Provost for Institutional Equity and Diversity Sheri Schwab and Vice Provost for Continuing and Lifelong Education Mark Bernhardt's five-year comprehensive reviews. Sheri Schwab's review survey will be open until March

7, with Mark Bernhardt's presentation planned for March 22. Provost Arden shared that he had completed the review for Frank Buckless, Dean of the Poole College of Management, and would soon complete Greg Raschke's, Senior Vice Provost and Director of Libraries, as well.

### **Information:**

Policies / Regulations / Rules / Programs enacted since the January 8, 2024 University Council Meeting were reviewed. This included 3 PRRs and 1 degree program item:

- RUL 05.68.50 – Department of Management, Innovation, and Entrepreneurship Post Tenure Review Standards and Procedures
- RUL 05.67.802 – Wilson College of Textiles Reappointment, Promotion and Tenure Standards and Procedures
- REG 01.25.07 – Residency Appeals Procedures (Repealed)
- New Undergraduate Certificate – Advanced Critical and Creative Thinking

### **Approvals**

The January 8, 2024 minutes were approved as presented.

### **Presentation**

Assistant Vice Provost for Institutional Analytics and Data Governance McKinney Austin and Research and Analysis Lead Matt Van Jura presented on the UNC System Return on Investment (ROI) Study, which was mandated by the NC General Assembly and performed by external contractor Deloitte in order to evaluate UNC System institutions and their programs. McKinney Austin discussed the background on the evaluation, including an explanation on the ROI Study dashboards which are separated into three different perspectives: Institutional Context, State ROI, and Student ROI.

The Institutional Context Dashboard's key metric is total cost per credit hour produced, calculated from the all-system level to the academic department level. This specific metric is aimed at determining efficiency, but McKinney acknowledged that the metric between credit hours produced and cost does not singularly reflect the quality of the education, and that cost can be determined by drivers outside of the university's control. NC State had a higher cost per credit hour produced, but was not the highest within the UNC System. The State ROI Dashboard's key metric is incremental gain in student lifetime earnings for each state appropriation dollar. This measurement is a ratio of how much additional lifetime earnings a student will get with a degree, divided by how much state appropriation is behind a degree. For each dollar invested by the state of North Carolina, NC State grads see an increase in their lifetime earnings of \$24.31, which is higher than the UNC System average.

The Student ROI Dashboard's key metric is lifetime return on investment for the student, which has been the primary focus of the study so far. Student ROI is calculated using incremental lifetime earnings minus calculated student investment. At the time of the presentation, NC State required the second highest median student investment, but also offered undergraduate students the highest median lifetime ROI in the UNC System. McKinney then discussed that, while ROI is a valid measure of value, its findings cannot be taken definitively as it does not take into account individual needs, subject preferences, and the value of reward, personal enrichment, and several other factors. McKinney then shared how the UNC System plans to utilize the findings of the ROI study: by developing improvement plans for low-ROI programs, modernizing academic program approval and revising policies to include ROI measures, and requiring consistent collection and publication of key ROI metrics. McKinney also noted that, in order to best benefit from the results of the ROI study, NC State will continue to be in conversation with the UNC System office to seek transparency from the dashboard's data.

With no further business, the meeting was adjourned at 11:26 a.m.