

**UNC System Faculty Assembly Meeting Summary**  
**November 22, 2019, 8:00am - 2:00pm**  
**UNC System Office, Spangler Boardroom, Chapel Hill, NC**

Attendance: 53 Members, Prepared by Anthony Chow, PhD, FA Secretary

[Chair's Report - David Green, JD, NCCU](#)

There was an agenda change as Interim President Roper was unavailable to meet. The next one-on-one meeting with him is scheduled for 12/11.

Special welcome to new delegate, Clark Maddux from Appalachian State.

The Presidential Search Committee is finishing up their listening sessions by the end of November. On 12/4 they will meet to discuss the job description. The Faculty Assembly (FA) will continue to express our desire to be involved as much as possible. We will have an opportunity to provide input on the draft job description.

We are also having good conversations with new [BOG Chair Randy Ramsey](#). He is amiable and wants to work with the Faculty Assembly. The changes at the BOG continues as Harry Smith has resigned from the BOG effective 11/22/19. [Dwight Stone](#) is a new member of the BOG, [Kellie Blue](#) is the new Chair of P&T and [Carolyn Coward](#) is the new Chair of the Strategic Initiatives committee. One topic brought up at the BOG meeting was regarding faculty who are not being productive - what are we doing about that? Another concern raised was to ensure our curriculum is relevant and meeting the needs of industry.

We will continue building a culture where faculty are more involved. Elizabeth City State University did a wonderful job of hosting the November BOG meeting and it was well attended by FA Executive Committee members. We are grateful for how welcoming and responsive BOG members were to us. We had a lot of great conversations and the BOG members seemed to really appreciate the engagement. We have to continue to be a working body. The Chair recently visited the School of the Arts. The FA needs members who continue to be committed to draft white papers and work on the subcommittees. Leaders tend to like short executive summaries and 2-3 page memos with clear objectives and recommendations.

Student wellness needs to continue to be an ongoing conversation and priority. Do we have enough academic support for our students? Writing centers? What resources are we putting into place? Their skills and preparation coming to college are varied. We also need to make sure the information we send to our respective campuses are accurate. Some emails of concern based on inaccurate information. Factual accuracy is the role of the FA and as an advisory board it is important that staff feel safe to share with us.

[Drew Moretz, Vice President for State Government Relations Update](#)  
[View Slides](#)

The “long” legislative session has gone on for 11 months, 156 days and we are not done yet. Most of our requests - we hit a home run on policy requests while avoiding most cuts – one ask we did not get was for summer funding. This was a big item to expand our summer offerings focused on student success. Survey data suggests that tuition summer funding is more expensive; additional funding will allow tuition to remain the

same as the academic year and will also allow for institutions to offer courses for students to catch up if they were not successful the first time during the traditional semesters.

January 14th the General Assembly will be back in session. Other bills that have passed included eliminating tuition surcharge and they are working very hard to bump up proposed salary increases. Senate Bill 354 asks for a 2% increase each for two years (4%). This is still not equal to other state employees and the hope is to potentially get the additional 1% in the next 2020 budget cycle. Community Colleges are in the same boat with the UNC System and the bill was vetoed by the Governor.

In his opinion, the rationale for the proposed discrepancy (faculty and staff separated from other state employees) is K-12 teacher pay. Because there is a limited pot of money, the Governor wants it to go to them. The Governor needs to hear from university and community college faculty and staff.

Because the budget has not been passed there is no NC Promise funding, which is a real concern for NC Promise UNC institutions. There is also a lot of concern about growth on our campuses that are being discussed - what is the relationship between enrollment growth and campus funding? In terms of the key people in the Senate that faculty and staff should seek to talk to and focus on it would be the [Appropriations Committee Chairs for the Senate](#), Senators Ballard and Tillman.

Prior to the Jan. 14th session a tactfully articulated editorial put together by the FA would be helpful. Members of the Executive Committee, along with seven delegates who volunteered to help, will put together this editorial to be released prior to the January 14, 2020 meeting of the General Assembly.

#### [Kim Van Noort, Senior Vice President for Academic Affairs Update](#)

Due to future demographic projections, the enrollment funding models are being revisited since there are some concerns around enrollment growth and whether this is tenable strategy moving forward. These conversations are happening now with BOG.

The November BOG meeting in Elizabeth was an amazing meeting ([see agenda](#)). ECSU is clearly on the rise. Randy Ramsey noted how much the search committee enjoyed talking with the Senate Chairs. The BOG Educational Planning is energized by projects they are working on. They reopened the minimum academic requirements discussion and taskforce was unable to decide on how to proceed. The peer study at each institution is active. In Academic Affairs, the VP of data analytics is swimming in data - how do we use it most effectively?

Delegate question: *How will the peer study be used? Benchmarks to compare to peers? Is this the best way to compare salaries? What are our inputs?* The HR dashboard will be more comprehensive than the peer study comparison. The analytics group is meeting to discuss. Each institution needs to be active regarding their own peer institutions and seek to play an active role in this process.

Delegate question: *Smaller schools tend to serve students with scores that are lower than other UNC institutions. How are we going to address this?* The minimum admissions requirement (MAR) is comprised of standardized test scores and GPA. There is potential to consider minimum test scores OR GPA to avoid over emphasis regarding test scores.

The System continues to look at a retention plan for faculty. The BOG educational planning committee are looking at what are the preemptive variables that can be identified and addressed.

Delegate question: *In the White Paper prepared by the FA last year, we asked that the retention fund expand to address the inequity of pay (\$70 million). Is that still a topic discussion?* Yes, looking to right size salary inequities.

Delegate question: *In terms of ideology, what is being done to address the view of faculty liberal bias of conservative BOG and GA members?* It definitely impacts decision making a lot. How do you debunk this myth?

A seminal question posed to the entire FA. How do we get more students in 18-24? How do we keep more of them in the state? Hunt library has an innovative exhibit which is a good example of innovative integration of subjects that might prove interesting to this demographic: <https://research.ncsu.edu/ges/arts-work-in-biotech/>

### Strategizing Op Ed Editorial Topics – Faculty Assembly Chair, David Green

This was a brainstorming session with the full delegation.

The impact UNC institutions and higher education has on the economy should be a priority. An ROI study for UNCC was conducted for fiscal year 2012-2013. The study found that for every dollar spent the UNCC community receives \$12. More specifically there was a, “14.8 percent average return on investment for taxpayers, yielding a 5.4 percent benefit-cost ratio – \$5.40 returned to the region for every dollar spent.... For every dollar that UNC Charlotte students spend on their education, they can expect a return of \$3.10.” ([UNCC website](#))

Salary pay increases over the years should also be discussed. One potential avenue would be to introduce the lowest salaries paid to many of the instructors teaching that are teaching the majority of courses. The Governance committee has put together an advocacy agenda with Drew Moretz. One caution is to be careful to not align ourselves against the Governor’s Veto itself since there are many other issues to consider beyond faculty salaries.

Another idea is to create a shared letter written and endorsed by the senate chairs. One common letter for legislators (longer) and one for the press (shorter). It might also be a good idea to look at what the k-12 teachers are doing. Would it be prudent to try and do several things (related to advocacy) all in one day? What mediums do we want to use? Op ed, tv, social media, etc? We have to be strategic about what we do.

We need to not whine but rather be clear and positive. Other areas of society also are likely showing signs of decline - civic engagement, the arts, cultural enrichment, etc. Sharing the positive story is critical and we need to take a Yes and approach. It would be appropriate for senate chairs to remind colleagues to write to our representatives as individuals and a civic responsibility.

Delegates volunteered to help write the Op Ed along with the FA Executive Committee.

Siobhan Norris, U.S. Army Veteran Program Manager, Military and Veteran Education  
[View Slides](#) | [View Video](#)

Her office helps oversee policies and partnership. Siobhan is former military and a 2016 graduate from UNC Wilmington. Military students want higher education. Over half of the members of the military who completed a recent survey indicated they want to pursue higher education. They are a highly diverse group. Military vets make \$17k more per year more with a college diploma. They can help fill job gaps.

The Military and Veteran Education group is missing faculty representation at the UNC System level. They oversee Green Zone training which educates about the value military students bring to campus. Students are doing very well at non-profit and public schools but only have 20% graduation rate at the for-profit institutions. Her group has six priorities:

- 1) Increase military student enrollment
- 2) Improve retention, graduate, and employment success rate
- 3) Grow strategic partnerships
- 4) Academic credit for military education
- 5) Flexibly pathways and programs (older, working, long commutes)
- 6) Military supportive policies

Andrew Kelly, Senior Vice President for Strategic Planning  
[View Slides and Statistics](#)

This is a project his office has been working on internally - long-range look where NC is headed and long-term look and trends in enrollment over 10 years. There are implications that need to be discussed.

The projected labor market provides projections for the job demand of our graduates. Multiple sources indicate an even higher demand for the credentials that UNC System institutions produce. Up to 2026, jobs requiring a bachelor's degree will increase by 11.5% and master's degree by 12.4%. Jobs requiring only a high school diploma will increase by 7.1% and a two-year degree by 9.5% (Slide 3).

Nationally, over the next 20 years the traditional 18-24 demographic is predicted to continue to grow, plateau, and then decline for three primary reasons – declining birth rates, changes in the demographic make-up of high school students, and aging population (Slide 7). There is a 10% growth expected from 2018-2028 and then the decline will begin nationally. For North Carolina, growth will be 9.1% from 2018-2028 and then slow to 0.8% from 2028-2038 (Slide 9). Growth will be concentrated in the 10 largest NC counties while the 50 smallest counties will experience decreases (Slide 11). UNC system institutions will be impacted differently from 2018-2028 (Slide 13) and 2028-2038 (Slide 14).

According to Nathan Grawe's "Higher Education Demand Index" in North Carolina enrollment will peak in 2019 and then the decline will begin (Slide 16). Private institutions are terrified with these projections. There is a concern about increased competition with other states. We need to think as a system how we allocate resources - let's get in front of this.

Near term opportunities include keeping more of North Carolina's high school graduates. Over half of NC high school graduates who meet minimum admissions requirements did not attend a UNC System university -

15% did not enroll, 34% stayed in-state and attended non-UNC institution, and 41% attended UNC System school (Slide 24). Another possibility is an increase in transfer students (Slides 26-27) along with students 25+ - currently, over 1 million North Carolinians have some college credit but no degree (Slide 28).

### Innovation and Technology Committee Presentation – Anthony Chow, Barbara Howard, Co-Chairs

Plans for the creation of an online journal continue. Putting together an editorial board and a business plan. A hands-on demonstration took place. First members were asked to complete a brief technology innovation survey and then all delegations took pictures using a green screen.

Preliminary graphs of responses suggest that learning analytics, online learning, and mobile apps are a priority.

Rate the priority of the following technology for you and your institution.

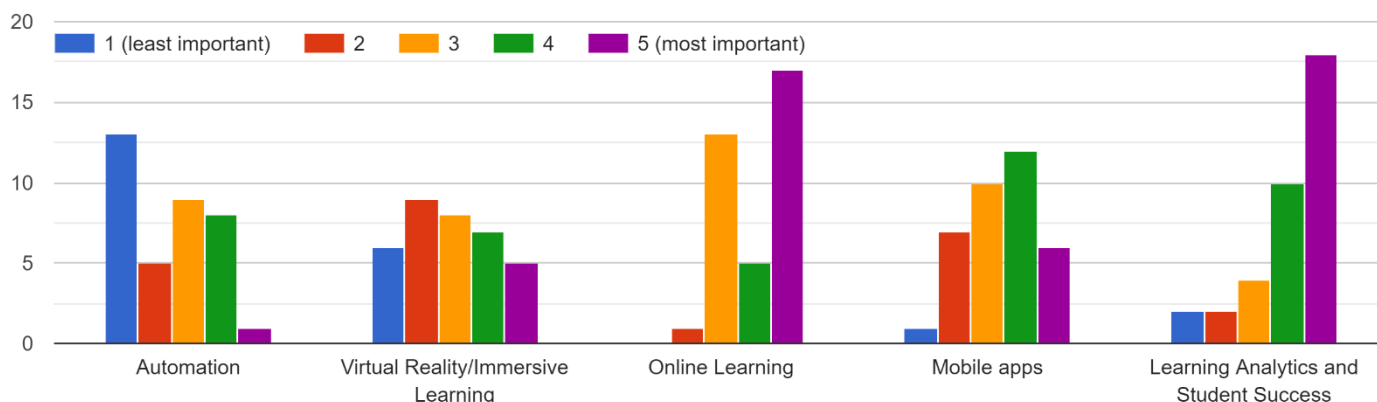


FIGURE 1 - TECHNOLOGY SURVEY RESULTS 1

Additional priorities include accessibility, tech/innovation incubators, and certification/credentialing in technology design and innovation.

Rate the priority of the following technology for you and your institution.

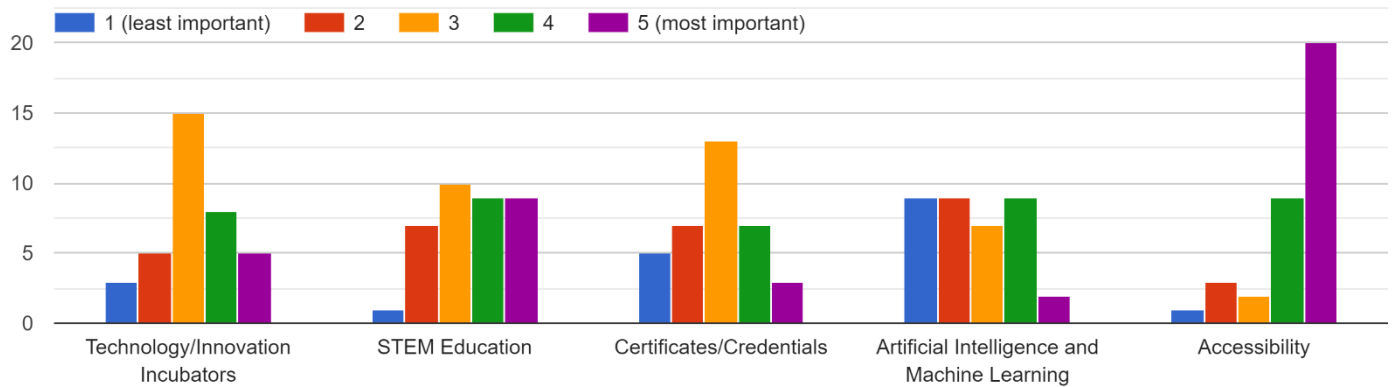


FIGURE 2 - TECHNOLOGY SURVEY RESULTS 2

Finally, three additional priorities include access to digital course materials, the evaluation of online learning, and adaptive learning.

Rate the priority of the following technology for you and your institution.

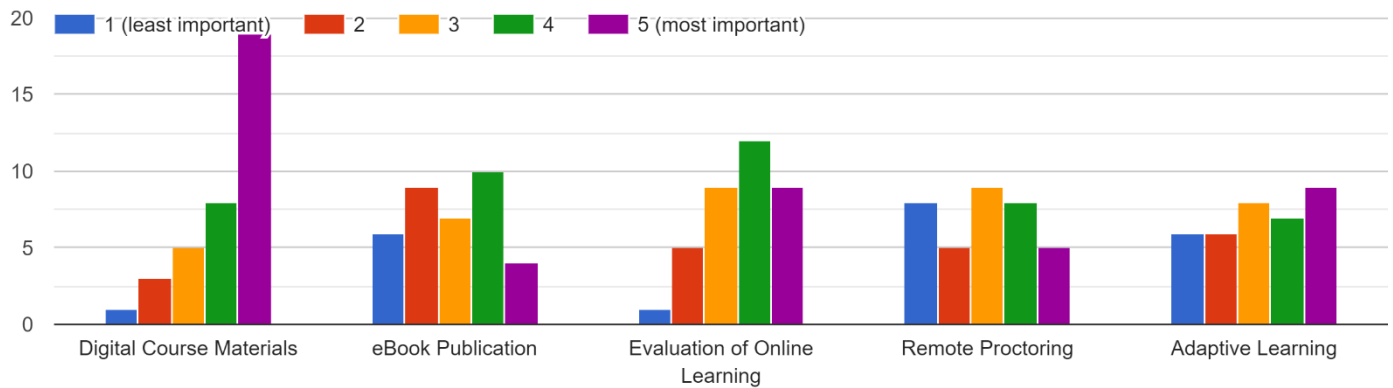


FIGURE 3 - TECHNOLOGY SURVEY RESULTS 3

A more detailed analysis will be provided at the next meeting.

## Actions and Follow-Up

- 1) Op Ed letter to be written and disseminated before January 14 meeting of the General Assembly

## Meeting Attendance (sorted by institution)

Name	Faculty Assembly Role	Institution
Clark Maddux	Delegate	APPALACHIAN STATE UNIVERSITY
Rebecca Turpin	Delegate	APPALACHIAN STATE UNIVERSITY
Anne Ticknor	Alternate	EAST CAROLINA UNIVERSITY
Cynthia Deale	Delegate	EAST CAROLINA UNIVERSITY
George Bailey	Delegate	EAST CAROLINA UNIVERSITY
Ralph scott	Delegate	EAST CAROLINA UNIVERSITY
Kacey DiGiacinto	Delegate	ELIZABETH CITY STATE UNIVERSITY
Margery Coulson- Clark	Delegate	ELIZABETH CITY STATE UNIVERSITY
Scott Bradshaw	Senate Chair	ELIZABETH CITY STATE UNIVERSITY
Chet Dilday	Senate Chair	FAYETTEVILLE STATE UNIVERSITY
Daniel Okunbor	Delegate	FAYETTEVILLE STATE UNIVERSITY
Robert Taber	Alternate	FAYETTEVILLE STATE UNIVERSITY
Anna Lee	Delegate	NORTH CAROLINA A&T STATE UNIVERSITY
Galen Foresman	Delegate	NORTH CAROLINA A&T STATE UNIVERSITY
Nicole Dobbins	Delegate	NORTH CAROLINA A&T STATE UNIVERSITY
Lorna Grant	Delegate	NORTH CAROLINA CENTRAL UNIVERSITY
Russell Robinson	Executive Committee Member, Senate Chair	NORTH CAROLINA CENTRAL UNIVERSITY
Sean Colbert-Lewis	Delegate	NORTH CAROLINA CENTRAL UNIVERSITY
Ashton Powell	Executive Committee Member	NORTH CAROLINA SCHOOL OF SCIENCE AND MATH
Cheryl Gann	Delegate, Executive Committee Member, Senate Chair	NORTH CAROLINA SCHOOL OF SCIENCE AND MATH
Keethan Kleiner	Delegate	NORTH CAROLINA SCHOOL OF SCIENCE AND MATH
alton_banks@ncsu.edu	Executive Committee Member	NORTH CAROLINA STATE UNIVERSITY
Chris Ashwell	Delegate	NORTH CAROLINA STATE UNIVERSITY
Darby Orcutt	Delegate	NORTH CAROLINA STATE UNIVERSITY
Hans Kellner	Delegate, Senate Chair	NORTH CAROLINA STATE UNIVERSITY
Marietta Cameron	Delegate, Senate Chair	UNC ASHEVILLE
Melodie Galloway	Delegate	UNC ASHEVILLE
Carl Stenberg	Alternate	UNC CHAPEL HILL
Chaitra Powell	Delegate	UNC CHAPEL HILL
Eileen Dewitya	Delegate	UNC CHAPEL HILL
Tim Ives	Executive Committee Member	UNC CHAPEL HILL
Benny Andres	Delegate	UNC CHARLOTTE
Debra Smith	Delegate	UNC CHARLOTTE
Joel Avrin	Alternate, Senate Chair	UNC CHARLOTTE
Rosemary Hopcroft	Delegate	UNC CHARLOTTE
Vaughn Schmutz	Delegate	UNC CHARLOTTE
Andrea Hunter	Delegate	UNC GREENSBORO
Anthony Chow	Delegate, Executive Committee Member, Senate Chair	UNC GREENSBORO

Sarah Daynes	Delegate	UNC GREENSBORO
Wade Maki	Delegate	UNC GREENSBORO
Abby Mann	Senate Chair	UNC PEMBROKE
Heather K. D. Sellers	Delegate	UNC PEMBROKE
Jennifer Wells	Alternate	UNC PEMBROKE
Elizabeth Klaimon	Delegate	UNC SCHOOL OF THE ARTS
Ellen Rosenberg	Delegate	UNC SCHOOL OF THE ARTS
Derrick Miller	Delegate	UNC WILMINGTON
Nathaniel Grove	Delegate, Senate Chair	UNC WILMINGTON
Dr. Rebecca Williams Lasher	Delegate	WESTERN CAROLINA UNIVERSITY
Enrique Gomez	Delegate, Senate Chair	WESTERN CAROLINA UNIVERSITY
Vicki Szabo	Delegate	WESTERN CAROLINA UNIVERSITY
Beau Gaitors	Delegate	WINSTON-SALEM STATE UNIVERSITY
Mesia Moore Steed	Delegate, Senate Chair	WINSTON-SALEM STATE UNIVERSITY
Nancy Smith	Delegate	WINSTON-SALEM STATE UNIVERSITY