

**MINNESOTA STATE COLLEGES AND UNIVERSITIES
BOARD OF TRUSTEES
ACADEMIC AND STUDENT AFFAIRS COMMITTEE
MARCH 18, 2015**

Academic and Student Affairs Committee Members Present: Chair Margaret Anderson Kelliher, Trustees John Cowles, Dawn Erlandson, Maleah Otterson, Elise Ristau and Louise Sundin.

Other Board Members Present: Trustees Ann Anaya, Duane Benson, Kelly Charpentier-Berg, Robert Hoffman, Philip Krinkie and Michael Vekich. Trustee Alex Cirillo participated on the telephone.

Leadership Council Representatives Present: Chancellor Steven Rosenstone, Senior Vice Chancellor John O'Brien, President Sue Collins.

The Minnesota State Colleges and Universities Academic and Student Affairs Committee held a meeting on March 18, 2015 at Minnesota State Colleges and Universities, 4th Floor, McCormick Room, 30 East 7th Street in St. Paul. Academic and Student Affairs Committee Chair Anderson Kelliher called the session to order at 10:08 am.

1. Minutes of the January 28, 2015 Academic and Student Affairs Committee meetings

Trustee Cowles moved and Trustee Sundin seconded that the minutes from the Jan. 28, 2015 meeting be approved as written. Motion carried.

2. Open Educational Resources

Presenters:

Todd Digby, System Director of Academic Technology
Kim Lynch, Senior System Director of Educational Innovations
Cheryl Neudauer, Instructor of Biology at Minneapolis Community and Technical College

This presentation focused on the use of Open Educational Resources (OERs) and open textbooks at MnSCU's colleges and universities as a way to alleviate students' high textbook costs.

National data shows average textbook costs for students at two-year and four-year public universities during the 2013-2014 academic year were over \$1,200. A student survey done by Florida Virtual Campus in 2012 showed that a high textbook price tag caused 60 percent of students not to purchase that book. Thirty-five percent of students reported taking fewer courses because of high-cost textbooks and 23 percent said they regularly going without textbooks because of cost.

Although MnSCU has various initiatives focused on helping student succeed, these efforts are undermined if students don't have the proper materials for their classes, System Director Digby said.

Open textbooks and OERs may be a way to help resolve this problem, he said. Open textbooks are real, complete textbooks licensed so faculty and students can freely use, adapt and distribute the materials. They can be downloaded for no cost or printed inexpensively.

Open Educational Resources are high-quality, openly licensed, online educational materials that offer an opportunity for people to share, use and resource knowledge.

To help increase faculty awareness and use of open textbooks, MnSCU has launched a multi-year open textbook initiative. Faculty from selected high enrollment/high cost programs were invited to become part of a faculty-learning community that will review appropriate open textbooks and OERs that may be applicable to their current courses. The goal is for faculty to identify opportunities and barriers involved in adopting these types of materials for use in the classes.

More than 50 people responded to the invitation, including 6 faculty from accounting, 20 from biology, 19 from mathematics and 7 from psychology. Participating faculty are being offered a stipend or duty day payment to participate in the project.

To date, the participating faculty have gone through initial training to understand open textbooks and how open licensing works. In April they will be meeting by discipline to discuss and evaluate opportunities and barriers to adopting the textbooks in their own areas.

As part of the project, MnSCU is joining with the University of Minnesota and other institutions from around the nation and Canada in the open textbook network. This network offers information and peer reviews to help faculty to make their open textbook choices.

Some MnSCU students already are realizing savings through the use of OERs and open textbooks, System Director Digby said. For example:

- Evan Bibbee from MSU, Mankato has implemented the use of open textbooks in his first-year French classes. Last year it is estimated his students saved \$24,500 in textbook costs.
- Gary Payne, a sociology instructor from Central Lakes College, has developed his own online textbook for use in his class. His students benefit from not having to purchase an expensive publisher textbook.
- Colleges have started using GPS LifePlan as their main or only textbook for their first year experience/college success courses and career classes, resulting in large savings for students. Estimated textbook savings at Century College is \$56,000 and \$67,000 at Lake Superior College.

Senior System Director Lynch said phase two of the open textbook initiative will offer selected faculty a stipend to facilitate professional learning communities on their home campuses. They will work regularly with their faculty colleagues to expand use

of open textbooks by locating and reviewing open textbooks and sharing those reviews locally and globally through the a library.

Dr. Cheryl Neudauer, a Minneapolis Community and Technical College biology teacher for 11 years, offered her perspective on developing her own classroom textbooks.

She said she started her teaching career by lecturing at a blackboard and making her students follow the curriculum in typical textbooks. She found this type of teaching, which focused heavily on memorization, is not good for long-term retention of knowledge or student success.

Wanting her instruction to be driven by learning and pedagogy rather than textbooks, Dr. Neudauer said she began to develop her own textbook notes and resources. Before this, students who went through a three-course sequence spent about \$700 on textbooks. Now they typically spend \$220.

Another advantage in developing her own course materials is that she can keep the information current. For example, last semester her students analyzed data about the Ebola virus and this semester she has incorporated information and data on head injuries.

She can also add local photos or illustrations, familiar names and common life situations into the curriculum. This helps make learning more relevant and memorable for her students, she said.

One downside for instructors is the time it takes to develop textbooks, she said. That could be alleviated if instructors could more easily share textbook and open education resources they have developed.

Although technology can allow the course material to be more current and interactive, some students are at a disadvantage if they don't have internet access or have outdated technological devices, Dr. Neudauer said.

For her, there is no question that the advantages of open textbooks outweigh the disadvantages. Dr. Neudauer said her students not only save money, but also find the curriculum more relevant and memorable.

When asked how MnSCU could encourage the development and use of open textbooks, Dr. Neudauer said faculty should be offered training on intellectual property rights and fair use of resources so they are not concerned about violating copyrights. Developing templates for the development of open textbooks would be helpful, as well as creating a repository to encourage the sharing of the resources among faculty in the system.

3. Metro Baccalaureate Plan Update

Presenters:

John O'Brien, Senior Vice Chancellor for Academic and Student Affairs

Laura King, Vice Chancellor of Finance and Chief Financial Officer

Todd Harmening, System Director for Planning

This presentation was an update on the Board of Trustees' previous discussion on meeting the growing need for baccalaureate degree completion options in the Twin Cities metro area.

Over the next three decades, the Twin Cities population is projected to grow by one million people and it's estimated that over 400,000 jobs will be created. Of those jobs, it's expected that over 216,000 will need to be filled by people with a baccalaureate degree.

Changes in demographic trends in the Twin Cities area will require new strategies to better serve students, especially in communities which will have the largest population growth, such as immigrants and students of color.

The following possible elements of a metropolitan baccalaureate plan were discussed by trustees at their November meeting:

- Building on existing strategies through growth of Metropolitan State University and expansion of college and university partnerships;
- Deploying new strategies such as comprehensive student services, dual enrollment and improved pathways for students;
- Creating an additional location accessible via public transportation.

System Director Harmening offered an update on activities taken since November:

- Existing capacity is being bolstered by building projects at Metropolitan State University, including a science education center, which will add nine science labs as well as four classrooms in the fall of 2016 to support expanded programming on the main campus of the university.
- Metropolitan State University has continued to grow the programming it offers at various locations in the metropolitan area, particularly at two-year colleges. Long-standing programming, such as accounting, business administration and psychology, is being complimented by program development activities in human services, social work and nursing. There are 452 nursing students dually enrolled at metro colleges and at Metropolitan State University.
- Among emerging program areas at Metropolitan State University are computer applications development, environmental sciences and health systems. The computer applications development programming is being done in collaboration with MSU, Mankato. Metropolitan State University also is working with Southwest Minnesota State University to bring exercise science baccalaureate programming into the metro area.
- Metro college chief academic officers met with university chief academic officers and provosts in mid-February to discuss the metropolitan baccalaureate plan and ways to develop clearer pathways for college students to transfer to universities and complete baccalaureate degrees. Also discussed were ways to enhance comprehensive student services to make these transitions easier.

Vice Chancellor King told trustees that the firm of Cushman & Wakefield has been engaged to conduct a market analysis to help with the understanding of current and potential student markets in the 13-county metropolitan area. The analysis is expected to reveal the primary characteristics and migration patterns of current students, as well as to help identify the preferences of potential students.

Student characteristic data, including age, occupation, income and place of residence, will be used to create a student target profile. Current market penetration in the metro area will be useful when discussing possible locations.

This data analysis work is expected to be done this spring and when it is available it will be shared with chief academic officers, presidents and the board. Vice Chancellor King said the data should be available to trustees for discussion by either the June or September board meeting.

Trustee Anaya said it would be good to share the demographic data with the Board's Diversity Committee since it would be useful in student recruitment and retention planning.

There should be interactions and broad discussions with various urban communities to get their feedback on the metro baccalaureate plan before it planning gets too far down the road, Trustee Sundin said.

Vice Chancellor King said that was a good suggestion.

From this presentation, "growing" Metropolitan State University seems to be the priority and other proposals don't appear to be under serious consideration, Trustee Sundin said. In previous Board discussions, she has voiced support for a plan that would create a new university which would have its own identity and offer urban students amenities such as residence halls.

Senior Vice Chancellor O'Brien said staff has worked with the understanding that it will take a multi-pronged approach to increase metropolitan baccalaureate degree opportunities. One or more of the proposed options, such as a new location, enhancing partnerships between universities and colleges, growing Metropolitan State University or adopting other emerging strategies, may be needed. He said staff would be willing to meet with any trustees to answer questions and address concerns about the plan.

Chair Anderson Kelliher said it would be good to have another plan update at the June meeting.

The meeting adjourned at 11:10 am
Respectfully submitted,
Margie Takash, Recorder