

**UNIVERSITY SYSTEM OF MARYLAND  
BOARD OF REGENTS  
COMMITTEE ON EDUCATION POLICY  
MINUTES OF THE MEETING OF MARCH 28, 2012**

**PUBLIC SESSION**

The Committee on Education Policy of the University System of Maryland Board of Regents met in public session on Wednesday, March 28, 2012 in Room 210 of the Talon Center on the campus of Coppin State University, 2500 West North Avenue, Baltimore, Maryland, beginning at 9:30 a.m. Present were Ms. Gonzales, Chair; Dr. Florestano, Mr. Kinkopf, Chancellor Kirwan, Rev. Reid, Mr. Slater, Mr. Wojciechowski, and Dr. Young. Also attending were Dr. Allen, Dr. Avery, Dr. Beise, Ms. Bell, Mr. Brown, Dr. Collins, Ms. Doyle, Dr. Fitzgibbons, Dr. Flinn, Dr. Gartner, Dr. Gibson, Dr. Goldstein, Dr. Gor, Mr. Grabill, Dr. Gregory, Ms. Hollander, Ms. Jamison, Dr. Kivlighan, Dr. Loizeaux, Ms. Lurie, Ms. Marionni, Ms. Moultrie, Mr. Muntz, Dr. Passmore, Dr. Richards, Dr. Rinard, Dr. Rous, Dr. Shapiro, Dr. Shirazi, Dr. Ward, Dr. Watson, Dr. Welsh, Dr. Wiseman, Dr. Wolfe, Dr. Wood, Dr. Wylie, members of the press, and other observers.

Ms. Gonzales called the meeting to order. She welcomed newly appointed Chairperson of the Board of Regents Dr. Patricia Florestano. After brief welcoming remarks from Coppin State University President Dr. Reginald Avery, Ms. Gonzales noted that the order in which the new program proposals will be discussed has been modified from the printed agenda in order to accommodate some colleagues who have schedule conflicts. The agenda items were discussed in the order reported in the minutes; copies of materials distributed at the meeting are on file with the official minutes of the meeting.

**1. New Academic Program Proposals.**

**a. UB: Bachelor of Arts in Digital Communication.**

UB Provost Dr. Joseph Wood presented the proposal, noting that it evolved from the University's Corporate Communication Program that has been in existence since 1989; the new program will provide more relevant education for students interested in this area and is consistent with UB's mission and focus. He noted that there are currently 121 students in the University's Corporate Communication Program; if approved the Digital Communication program will replace Corporate Communication. Dr. Wood then introduced Dr. Stephanie Gibson, chair of the School of Communications Design.

Dr. Gibson noted that the change from the existing program to the proposed Bachelor of Arts in Digital Communication is a direct response to program review recommendations from two years ago. While the existing program focuses on production, the new program will allow students to choose one of three career-oriented tracks in which to specialize: Digital Theory & Culture, Media Design & Production, or Public Relations. The 1980's model was designed to produce generalists, while the proposed program will produce specialists who will be prepared for entry and mid-level positions in communications departments, for work as freelance communication specialists and consultants, and for graduate study. Dr. Gibson noted that there will be a three-year transition to the new program; she added that enrollment in the Corporate Communications Program has grown by 42% since 2005, and it is anticipated that there will be continued growth with the shift in degree programs.

Following discussion, Dr. Young moved, Mr. Kinkopf seconded, and the Committee on Education Policy unanimously recommended that the Board of Regents approve the proposal from the University of Baltimore to offer the Bachelor of Arts in Digital Communication.

**b. UMCP: Master of Arts, Master of Education and Ph.D. in Higher Education, Student Affairs and International Education Policy.**

UMCP Provost Dr. Ann Wylie introduced the program, noting that this proposal does not entail any changes to current specific curricula nor does it introduce new instruction; instead it is a reorganization of existing educational tracks that will facilitate the process of curriculum review. The new proposed degree program will be constructed by combining two areas of concentration, one from each of two programs – higher education and student affairs – with a track in International Education (IEP). The IEP curriculum has been in place for many years, and it will be formalized as an Area of Concentration in the new graduate program. This is part of an overall restructuring of the graduate programs in the College of Education that stems from the reorganization of the college over the past two years that combined seven departments into three. The new structure will enhance synergy, she said.

Dr. Wylie introduced Dr. Donna Wiseman, Dean of the College of Education, and Dr. Dennis Kivlighan, Chair of the Department of Counseling, Higher Education and Special Education. Dr. Kivlighan added that all concentrations within the proposed program are well established and have been offered for around 25 years; this reconfiguration better reflects current trends in student affairs and higher education, he said.

Following discussion, Dr. Young moved, Mr. Kinkopf seconded, and the Committee on Education Policy unanimously recommended that the Board of Regents approve the proposal from the University of Maryland, College Park to offer the Master of Arts, Master of Education and Ph.D. in Higher Education, Student Affairs and International Education Policy.

**c. UMCP: Master of Arts and Post-baccalaureate Certificate in Second Language Acquisition.**

Provost Wylie reported that the proposed program in second language acquisition will provide students with rigorous, comprehensive training in the theory and research of second language learning, teaching and testing; she noted that it is a highly interdisciplinary program that is essentially a part of applied linguistics. Dr. Wylie reported that the Ph.D. program, which the Board approved about six years ago, is among the top two or three such programs in the United States. Dr. Wylie then introduced Dr. Beth Loizeaux, Associate Dean of the College of Arts and Humanities, and Dr. Kira Gor, Professor and Director of the graduate program in Second Language Acquisition.

In response to a question from Mr. Slater, Dr. Gor explained that the program draws on fundamental research on the cognitive methods that facilitate the teaching and learning of a second language. Chancellor Kirwan observed that the students in this program would not themselves be acquiring a second language; Dr. Gor indicated that there are no courses in language *per se* in this program, but that this program helps students understand *how* to learn a second language. Dr. Kirwan asked if there are different cognitive strategies or processes involved in learning different languages. Dr. Gor said that in fact there are properties peculiar to certain languages that require different approaches; for example speakers of English may need new strategies to master a tonal language like Chinese.

Dr. Young asked if there will be a negative impact on enrollments in the Ph.D. program. Dr. Gor said that the proposed M.A. in Second Language Acquisition and corresponding Post-baccalaureate Certificate will not negatively impact the Ph.D. program; in fact, she said, the courses in the new

program will be open to Ph.D. students and the additional work at the master's level might be beneficial in rounding out their experience.

Following discussion, Rev. Reid moved, Mr. Kinkopf seconded, and the Committee on Education Policy unanimously recommended that the Board of Regents approve the proposal from the University of Maryland, College Park to offer the Master of Arts and Post-baccalaureate Certificate in Second Language Acquisition.

**d. CSU: Bachelor of Science in Accounting**

and

**e. CSU: Bachelor of Science in Management.**

Acting Provost Mr. Ronald Collins introduced Dr. Sadie R. Gregory, Dean of the Management Science and Economics department, who presented the two CSU proposals.

Both the proposed Bachelor of Science in Accounting and the Bachelor of Science in Management are expansions of existing tracks within the Management Science program, Dr. Gregory said. She indicated that the reconfiguration and consolidation of the program's existing tracks will make better use of existing resources. There are currently eleven tracks in the Management Science program, she said, and the plan is to move to four majors, of which Accounting and Management are two. She emphasized that the curriculum revision has an assessment component built in, and she added that while the program is not actively seeking accreditation at this time, the changes being made are consistent with AACSB and other accrediting bodies.

Dr. Gregory noted that the major is preferred over the specialized track, providing employers with practitioners with degrees in the respective disciplines. The major places graduates in a competitive position in the job market, which is consistent with Coppin's mission of empowering students and strengthening relationships with local, national, and global partners.

In response to a question from Mr. Slater, Dr. Gregory said that the two additional major programs that will result from the reconfiguration will be coming forward to the Committee in the near future.

Following discussion, Rev. Reid moved, Mr. Wojciechowski seconded, and the Committee on Education Policy unanimously recommended that the Board of Regents approve the proposals from Coppin State University to offer the Bachelor of Science in Accounting and the Bachelor of Science in Management.

**f. FSU: Bachelor of Science in Secure Computing and Information Assurance.**

FSU Associate Provost Dr. Mary Gartner introduced Dr. Brad Rinard, Professor and Chair of the Department of Computer Science and Information Technologies at Frostburg State University, and Dr. Michael Flinn, Assistant Professor of Computer Science and Information Technologies.

Dr. Rinard said the proposed Bachelor of Science in Secure Computing and Information Assurance will augment current STEM programs and serve the economic needs of the region and of the state of Maryland. This degree will help attract government agencies and businesses to Western Maryland, he said, noting that IBM has already moved to the region and the Department of the Navy is being encouraged by the Governors of Maryland and West Virginia to consolidate its information technology

centers at Allegany Ballistics Laboratory (ABL) in the Eastern Panhandle of West Virginia, five minutes from Allegany County, Maryland.

Dr. Florestano asked what the difference is between cybersecurity and secure computing. Dr. Rinard said that there is no difference; he said that “cybersecurity” is a buzzword and that the term “secure computing” will be less likely to go out of fashion. In response to a question from Chancellor Kirwan about new course offerings, Dr. Rinard said that there were a number of new courses developed to focus on the security aspect of computing. Mr. Slater asked if the new program will satisfy the needs of the Navy; Dr. Rinard responded that it will. Dr. Gartner observed that the correspondence from the Governors to the Navy just came out earlier this month; the Navy owns ABL and maintains a significant presence there already, and employee costs are lower than in the major metropolitan areas.

Dr. Florestano commented that she did not see anywhere in the proposal a description of the general education requirements. Dr. Gartner said that they do not differ from the overall campus general education requirements that total 40 credits. Dr. Florestano said she would still like to see them referenced in the proposal; Rev. Reid agreed that a listing of the general education requirements would be valuable.

Following discussion, Mr. Slate moved, Dr. Young seconded and the Committee on Education Policy unanimously recommended that the Board of Regents approve the proposal from Frostburg State University to offer the Bachelor of Science in Secure Computing and Information Assurance with the addition to the proposal of a section outlining general education requirements.

**g. UMBC: Bachelor of Fine Arts in Design.**

UMBC’s Provost, Dr. Philip Rous, introduced Mr. Vin Grabill, associate professor and chair of the Department of Visual Arts. Dr. Rous said that the B.F.A. proposal grows out of the existing B.A. with Graphic Design emphasis. The department will continue to offer the Graphic Design concentration, as it now exists within the B.A. program in Visual Arts, as an alternative for students not wishing to complete the additional coursework required for the new degree.

Dr. Florestano asked about the market and career opportunities for program graduates. Mr. Grabill said that there is a robust job market in the design field and that the B.F.A. is a professionally recognized degree that will provide a better credential than the B.A. for students seeking employment in the field. He added that graduate schools favor the B.F.A. as well.

Following discussion, Mr. Wojciechowski moved, Mr. Slater seconded, and the Committee on Education Policy unanimously recommended that the Board of Regents approve the proposal from the University of Maryland, Baltimore County to offer the Bachelor of Fine Arts in Design.

**h. UMBC: Post-Baccalaureate Certificate in Music Entrepreneurship**

Dr. Rous introduced Dr. Michael Richards, professor and chairman of the Department of Fine Arts, who introduced the PBC proposal. Dr. Richards said that the target audience for the proposed certificate program includes musicians who desire to expand their portfolios beyond performance. The employment landscape for musicians has changed over the past several years, he noted; while in the past young musicians focused on performance only and sought positions with orchestras, now more

young musicians put together portfolios comprising performance, teaching, and other sorts of entrepreneurial ventures. The internship experience with the BSO's Orchkids will be an invaluable part of the program, he said.

Dr. Florestano asked for a bit more information about the El Sistema program mentioned in the proposal. Dr. Richards responded that El Sistema was begun in the mid 1970s in Venezuela and has served a million children, primarily from disadvantaged backgrounds, over the past 35 years. El Sistema provides an "immersion" experience through intensive ensemble participation beginning with pre-school aged children. Organizations in 25 countries throughout Asia, Europe, South, Central and North America have implemented El Sistema-inspired programs; among these is the BSO's Orchkids, which is the second largest program in the U.S.

Rev. Reid commented that this is one of the most creative proposals he has seen in his tenure on the Committee, and he commended UMBC.

There was a brief discussion of the expenditure tables, during which it was discovered that the printed proposal was missing a page that was included in the on-line proposal. The supplemental information will be added to the printed proposal that is sent forward to the full Board. Following discussion, Mr. Kinkopf moved, Mr. Slater seconded, and the Committee on Education Policy unanimously recommended that the Board of Regents approve the proposal from the University of Maryland, Baltimore County to offer the Post-Baccalaureate Certificate in Music Entrepreneurship.

**i. UMUC: Master of Science in Digital Forensics and Cyber Investigation.**

Dr. Marcia Watson, Assistant Provost for Academic Affairs at UMUC, conveyed Provost Dr. Greg von Lehmen's apologies for being unable to attend today's meeting. She said that the proposed program responds to a pressing need on a national level, identified by the Department of Defense Cyber Crime Center, for expert practitioners in digital forensics. She introduced Dr. Patrick Fitzgibbons, Collegiate Professor, Department of Cybersecurity, who was instrumental in developing the proposal.

Dr. Fitzgibbons said that this program complements other programs in UMUC's suite of degree and certificate programs in cybersecurity. The existing programs are the centerpiece of a range of activities that UMUC has undertaken to foster awareness of cybersecurity issues and establish itself as a national leader in cybersecurity education. Students in the proposed program will take six six-credit courses, he said.

Chancellor Kirwan asked about possible overlap between this proposed program and the existing M.S. in Cybersecurity. Dr. Fitzgibbons responded that only one course in the existing cybersecurity curriculum touches on forensic investigation. This proposed program is directly responsive to the national need for expanded education in digital forensics. UMUC has been invited by the Department of Defense Cyber Crime Center to "pre-load" its programs for consideration of certification as a National Center of Digital Forensics Academic Excellence (CDFAE), he added.

Following discussion, Mr. Wojciechowski moved, Dr. Florestano seconded, and the Committee on Education Policy unanimously recommended that the Board of Regents approve the proposal from the

University of Maryland University College to offer the Master of Science in Digital Forensics and Cyber Investigation.

**2. Proposed Change to USM Policy on Appointment, Rank, and Tenure of Faculty (II-1.00)**

Dr. Goldstein commented that the proposed policy change is both “important and complicated,” and he thanked the provosts and the CUSF for their participation and “great camaraderie” during the review and modification process. The proposed revision broadens the second category in the criteria for promotion and tenure without changing the other categories; essentially, he said, this change allows persons who take part in activities leading to the generation, patenting, and licensing of intellectual property to include those activities in their portfolio for promotion and tenure without requiring that such activities be a part of a faculty member’s portfolio. Dr. Goldstein mentioned that language is also being proposed for addition to the policy on sabbatical leave, which will be presented as the next agenda item. In the case of both policies, the degree to which activities related to commercializing intellectual property are considered is dependent upon the mission of the institution, and that is made clear in the policy language.

Ms. Gonzales noted that the recognition of “creative activities” is already in the ART policy and that creative activities may or may not involve intellectual property. She suggested that deletion of the word “other” in the proposed change might clarify that creative activities do not always yield intellectual property, although some might. Chancellor Kirwan agreed that Ms. Gonzales’s language suggestion makes sense; he observed that arriving at the fifteen-word modification to the policy was a “monumental task,” and he commended Dr. Goldstein on shepherding the policy language through the various constituent groups. He added that the Board of Regents’ Committee on Economic Development and Technology Commercialization is very pleased with the language.

Rev. Reid moved, Mr. Kinkopf seconded, and the Committee on Education Policy unanimously voted to amend the proposed policy language to delete the word “other” so that criteria (2) in Section II.B.1 of the ART policy will now read: “research, scholarship, and in appropriate areas creative activities or activities that result in the generation and application of intellectual property through technology transfer.”

Mr. Slater asked about the ownership by the System of rights if a faculty member publishes a best seller. Chancellor Kirwan noted that the USM has a Policy on Intellectual Property (IV - 3.20) that clearly outlines circumstances in which the ownership of intellectual property resides with the institution or with the individual faculty member. Ms. Gonzales noted that in her first tenure on the Board of Regents, she served as chairperson of the Committee on Education Policy when the intellectual property policy went through development and review; it was a long, complex process, she said, and all issues related to intellectual property were considered in depth.

Mr. Wojciechowski asked if one particular criterion would be weighted more favorably than others in the tenure review process. Dr. Goldstein responded that the criteria have different weights depending upon their relevance to the institutional mission and to the faculty member’s discipline. Tenure review committees look at faculty portfolios based on what defines quality in a particular discipline, he said. There is no across-the-board standard.

Following discussion, Dr. Florestano moved, Rev. Reid seconded, and the Committee on Education Policy unanimously recommended that the Board of Regents approve the proposed modification to Section II.B.1. of the USM Policy on Appointment, Rank, and Tenure of Faculty (II-1.00), as amended by the Committee.

**3. Proposed Change to USM Policy on Sabbatical Leave for Faculty (II-2.00).**

Following discussion, Dr. Florestano moved, Rev. Reid seconded, and the Committee on Education Policy unanimously recommended that the Board of Regents approve the proposed modification to the USM Policy on Sabbatical Leave for Faculty (II-2.00).

**4. Proposed Changes to USM Policy on University System Student Council (I-3.00) and Policy on Constitution of the University System Student Council (I-3.01).**

Mr. Emmanuel Welsh, chair of the University System of Maryland Student Council, presented to the Committee proposed changes to the USM Policy on University System Student Council (I-3.00) and Policy on Constitution of the University System Student Council (I-3.01). The changes are being recommended to better recognize the unique and important role of the USM's regional higher education centers (RHECs) at Shady Grove and Hagerstown by extending full membership to RHEC representatives, with the exception that they will not be entitled to a separate vote for the Student Regent position since that decisions on Student Regent candidates are made on a one-vote-per-institution basis.

Following discussion, Mr. Wojciechowski moved, Rev. Reid seconded, and the Committee on Education Policy unanimously recommended that the Board of Regents approve the proposed changes to USM Policy on University System Student Council (I-3.00) and Policy on Constitution of the University System Student Council (I-3.01) as recommended by the student council.

Dr. Florestano asked Chancellor Kirwan to comment on the legislative session and the RHECs. There was a brief discussion of the budget cut proposals and of Delegate Bohanan's continuing interest in achieving parity in funding between the USM's RHECs and other such centers in the state. Mr. Slater reported that he has been approached by individuals from the USM Hagerstown with a concern that there is no way for the center to get credit for what they do in supporting other USM institutions, e.g. for serving as a testing center for students enrolled in on-line courses. He suggested that discussion at the next meeting of the Committee might be beneficial. Chancellor Kirwan noted that this is an issue to raise with MHEC and DBM. Mr. Muntz reported that the counting of students at the RHECs includes the registrations at the RHEC, including the number of students and the credits that they take at the center. If students are not registered in a course offered at the RHEC, there is not currently a way to count them even if the RHEC is providing some other sort of support services. Ms. Gonzales asked that the System office take a look at this issue.

**5. Report on USM Institutional SAT Profile.**

Mr. Chad Muntz, Director of Institutional Research in the USM Office, introduced analyst Ms. Becky Bell, who recently joined his office and who was involved heavily in the preparation of the SAT report. He noted that this report looks only at the "traditional" students, i.e. the first-time, full-time degree-seeking freshmen. The SAT report takes into account two scores, the mathematics and the verbal scores; the average score on each test section is 500 and the standard deviation is 100 points. The report provides

an overview of the 25th and 75th percentile combined fall 2011 SAT scores of entering freshmen. Generally, USM SAT scores were stable or improved over last fall for this entering class, Mr. Muntz said, and CSU, UMES and TU all had score increases.

Ms. Gonzales asked about ACT scores. Mr. Muntz noted that there are regional differences in testing patterns; the ACT is most prevalent in the Midwest, while the SAT is more prevalent on the East and West coasts. Of almost 12,000 freshmen this past year throughout the System, only about 700 submitted ACT only. There was a brief discussion of the differences between the two standardized tests. Dr. Florestano suggested that the report would be strengthened if it included the total number of freshmen and the number of those who took the ACT. She added that it is seldom that the Board members see peer comparisons and that she found those comparisons instructive.

#### **6. Report on Retention and Graduation Rates.**

Mr. Chad Muntz, Director of Institutional Research in the USM Office, presented an on-screen presentation showing an overview of retention and graduation patterns of first-time, full-time, degree-seeking students system-wide and at the individual institutions. Retention and graduation rates for all students and for African-American students were provided for the USM as well as for each individual institution, while retention and graduation rates for Hispanic students and Pell Grant first-time, full-time, degree-seeking students were provided at the System level only.

Mr. Muntz also provided copies of a response by MHEC to a follow-up question from a Senate budget hearing showing a breakout of the graduation rates by SAT quintile data for different minority groups.

Dr. Avery asked how transfer students are counted in terms of retention and graduation. Mr. Muntz reported that he does a separate transfer graduation report that breaks transfer students down by full-time and part-time status. Chancellor Kirwan noted that the IPEDS data are increasingly inadequate in that they reflect only first-time, full-time, degree-seeking students, who constitute less than 40% of the student body nationally or within the USM.

Dr. Florestano said that she is bothered by the "half data" included in most media reports as a result of our inability to include transfer students in our graduation reports. Chancellor Kirwan said that he thought it might be interesting to create an overall graduation rate by simply dividing the number of FT or FTE students at an institution by the number of graduates in a given year. Dr. Florestano agreed that this would be interesting, as did Ms. Gonzales, who suggested that should Mr. Muntz discover that this is a "200 hour project," he should check back before embarking on such a task.

Mr. Kinkopf asked if there are large numbers of students who start at the USM and then transfer and eventually graduate from elsewhere outside of the System and the State. Mr. Muntz said that MHEC counts those who graduate within the State. Dr. Passmore reported that the Longitudinal Data System has a contract with a national data clearinghouse that will permit better tracking and reconciliation of data. "The solution is on the horizon," he said.

#### **7. USM Enrollment Projections, 2012-2021.**

Dr. Ben Passmore, Assistant Vice Chancellor for Administration and Finance, presented the projections. The institutions update their enrollment projections for a 10-year period each year, he noted. The USM



office works in concert with the institutions to insure the accuracy of these projections by providing them with supporting data and analysis of current and past trends. MHEC also does enrollment projections, although their simpler algorithm does not always take into account all of the factors that the USM considers.

Dr. Passmore reported that overall projected headcount growth for the ten-year period is 20%, an increase from 155,773 to 186,404 students. Undergraduate enrollment is projected to expand 21% over ten years from 111,255 to 134,042; and graduate enrollment is projected to grow by 18% for the ten-year period from 44,518 to 52,361. Even though enrollment is expected to increase, he noted, the rate of growth has slowed, and as a result we are not on track to achieve the 55% degree attainment goal. Dr. Florestano asked if the minimal growth targets of most institutions are a matter of choice. Dr. Passmore said that while the market is robust, providing opportunities to grow by increasing admissions, institutions are cautious in terms of their ability to see admitted students through to their degrees at an appropriate level of quality without additional funding.

Dr. Passmore reminded the Committee that this is an information item only for Education Policy. Approval of the enrollment projections will be based upon the recommendation of the Committee on Finance, which will meet on March 29, 2012.

**8. Other.**

Dr. Florestano noted that the Committee over the past couple of years has had a number of presentations on general education. She asked if there should be additional presentations and if there should be some sort of "summing up" or recommendations from those presentations as there was a few years ago in the case of best practices in academic advising. Ms. Gonzales said that this would be discussed.

**9. Motion to Adjourn Public Session and Reconvene in Closed Executive Session.**

Ms. Gonzales reported that the Open Meetings Act permits public bodies to close their meetings to the public in special circumstances outlined in Subtitle 5, section §10-508(a) of the Act. She asked for a motion to adjourn the open meeting and to reconvene in closed session to discuss issues specifically exempted in the Act from the requirement for public consideration.

Mr. Slater moved, Dr. Florestano seconded, and the Committee on Education Policy voted unanimously to adjourn the open session of the Committee on Education Policy at 11:55 a.m. to reconvene in closed session under article §10-508(a) of the Open Meetings Act.

Respectfully submitted,

Louise Michaux Gonzales  
Chairperson