

## **Iowa Coordinating Council for Post-High School Education (ICCPHSE) ICCPHSE Executive Committee Meeting Minutes – July 12, 2012**

### **1. Welcome and Call to Order**

The ICCPHSE Executive Committee of the Iowa Coordinating Council for Post-High School Education met via teleconference on Thursday, July 12, 2012, at 10:00 a.m. Chairperson John Sellars called the meeting to order. The following Executive Committee members present were as follows:

- John Sellars, Chair
- Dan Kinney, Vice-Chair
- Diana Gonzalez, Permanent Secretary
- Colleen Hunt, Interim Recording Secretary
- Sally Mason, Immediate Past Chair

#### Members Absent

- Gary Steinke, Treasurer

### **2. Approval of Minutes**

Chair Sellars asked for a motion to approve the minutes of the April 19, 2012, meeting of ICCPHSE.

**Action:** Motion made by Sally Mason and seconded by John Kinney to approve the minutes. Motion passed.

### **3. Treasurer's Report**

Treasurer Gary Steinke was not available for the conference call. Gonzalez indicated there are still some questions on the status of the Way-Up contribution. This topic also was discussed at the April 19, 2012, ICCPHSE meeting. Diana indicated that Gary proposed that we wait until he had all of the April bills paid because he was not sure if there would be sufficient funds to pay bills and to make the \$500 contribution to Way-Up.

**Action:** John Sellars made a motion to expend the Way-Up balance until it is depleted, and to approve the July 1, 2011 – June 30, 2012, budget. Colleen Hunt seconded. Motion passed. Diana will notify the Way-Up Committee of this action.

**Note:** Treasurer's report was available for the conference call, but was not approved since the treasurer was not available to present.

#### 4. Programs Without Concerns for Ratification

Gonzalez presented the following programs, without concerns, for ratification:

##### **Loras College, Dubuque**

Neuroscience

B.S. or B. A.

CIP # 26.15

On-campus

##### **University of Northern Iowa, Cedar Falls**

Graphic Design

Bachelor of Arts

CIP # 50.0409

On-campus

Interactive Digital Studies (IDS)

BA, major and minor

CIP # 09.0799

On-campus

Teaching English in Secondary Schools

MA

CIP # 13.1205

On-campus

Master of Business Administration (existing program)

Masters

CIP # 52.0201

Pella (new location)

Professional Development for Teachers MAE (existing program)

Masters

CIP # 13.1299

Waterloo (UNI's Center for Urban Education) new location

##### **Iowa State University, Ames**

Engineering Management

Masters

CIP # 15.1501

On-campus

Urban Design

Masters

CIP #04.0301; 04.0401

On-campus

Sustainable Environments  
Master of Design  
CIP # 30.9999  
On-campus

**University of Iowa, Iowa City**

Strategic Communication  
Master of Arts (MA)  
CIP # 09.0999  
On-campus

**Action:** Motion made by Sally Mason and seconded by Dan Kinney to approve the ratification of programs without concerns. Motion passed.

## **5. Programs With Concerns**

Gonzalez presented the following program that has concerns. Background: The primary approach is to have institutions dialogue and resolve the concerns or withdraw the concerns. Gary Steinke has facilitated this discussion with the private institutions. Institutions that have programs with concerns are directed to present their case at an ICCPHSE meeting. Because the program listed below from Loras College was still under discussion, they did not attend the April 19, 2012, ICCHPSE meeting.

**Loras College, Dubuque**

Business Administration  
M.B.A.  
CIP #52.0200  
On-campus

**Action:** Dan Kinney moved that this program be deferred to the October 17, 2012, meeting, and if the issues have not been resolved, then we should have Loras College present at the ICCPHSE meeting. Colleen Hunt seconded. Motion passed.

## **6. Meeting Schedule for 2012-2013**

Gonzalez stated the following meeting dates and locations were proposed for 2012-2013:

- Wednesday, October 17, 2012
- Wednesday, January 23, 2013 (via conference call)
- Wednesday, April 17, 2013

Gonzalez stated that the first approach would be to schedule two face-to-face meetings and a third meeting has been identified as a conference call and would be on an as-needed basis. She also stated that we did not have the January 2012 conference call as it was not necessary to meet as we did not have any outstanding issues to resolve. We have a blackout date around the holidays. The January 23, 2013, date falls before the next 20-day review period.

Gonzalez indicated that attendance at the ICCPHSE meetings has been extremely poor. The April meeting had no more than 20 percent of the membership in attendance. Meeting dates are posted at the beginning of the academic year, and Ilene Tuttle sends reminders. Colleen Hunt asked if meeting participants indicated why they were unable to attend the meetings. Diana said they only receive RSVPs from half of the membership, and the voting delegates do not always send their alternate.

Dan Kinney suggested moving the meeting dates to avoid the Higher Learning Commission meeting and the Association of Community Colleges meeting. It was proposed to leave the October 17, 2012, meeting intact, but look for an April 2013 meeting that doesn't conflict with other association meetings.

**Action:** Kinney recommended selecting October 17, 2012, and January 23, 2013, and then have Diana propose a date for April 2013. The April 2013 date will be determined electronically, as it is allowed in the bylaws. Dan Kinney added this to the motion and Sally Mason seconded. Motion passed.

**Note:** Meeting locations were also discussed. The October 17, 2012, meeting will be held at Graceland University, and the April 2013 meeting could be held at DMACC or Iowa State. Diana Gonzalez indicated she would check with DMACC to see if they would be willing to host the April meeting.

## **7. Topics and Speakers for 2012-2013 Meetings**

John Sellars indicated that the private colleges are discussing the direction of what is happening with online schools and how we could partner and work with online schools. Clayton Christensen talks about disruptive technology. Clayton M. Christensen is the architect of and the world's foremost authority on disruptive innovation, a framework which describes the process by which a product or service takes root initially in simple applications at the bottom of a market and then relentlessly moves 'up market', eventually displacing established competitors. Consistently acknowledged in rankings and surveys as one of the world's leading thinkers on innovation, Christensen is widely sought after as a speaker, advisor and board member. His research has been applied to national economies, start-up and *Fortune 50* companies, as well as to early and late stage investing.

Another suggested topic would be reframing the business model. Mason asked if this topic this would be of interest to everyone. Mason asked the Executive Committee what they envisioned the online presentation would entail. How is online learning transforming the learning experience? Blended and hybrid experiences change the learning environment—the whole modularization of the curriculum.

Another topic that was suggested was how higher education serves some of the state goals when our business models are changing. It may be more difficult to be active with economic development.

There was consensus that online learning and education and where we are headed would be a good topic. Kinney suggested the Lieutenant Governor's initiative with STEM education would be a good topic. The discussion could focus on how improve STEM in the state of Iowa. All members agreed with this suggestion.

**Action:** It was decided that at the October 17, 2012, meeting the topic would online learning and disruptive technology; and a STEM presentation will be made at the April 2013 meeting. Gonzalez asked the members to let her know of any contacts/presenters for these topics.

#### **8. Letter from Incoming Chair John Sellars to the ICCPHSE**

Chair Sellars suggested that the letter be sent out as Diana suggested. Diana will prepare a draft letter on the ICCPHSE letterhead and will send to Sellars to review before being sent out.

#### **9. Importance of Using the ICCPHSE Listserv**

Diana Gonzalez reminded the Executive Committee that it is important to keep the listserv current as it is a useful tool, and we need to stress this to all ICCPHSE members. Communication about programs needs to be posted to the listserv rather than sending it to the Board of Regents' office. Please remind all member institutions to keep the listserv updated.

#### **10. Membership for 2012-13**

Gonzalez will send out the membership to each sector in order to get updates on both the members and the alternates. Please ensure it gets circulated through sector and let Diana or Ilene know of any revisions. We also need to continue to encourage students to attend the meetings.

## **11. Fall 2012 Enrollment Report**

Diana indicated the yearly fall enrollment report and the data has been collected by the University of Iowa. A couple of years ago went from a paper copy to an electronic copy, which made submission easier. When the report is completed, some institutions don't have data identified for them. Normally information goes in September and data is collected in October. At the April 19, 2012, ICCPHSE meeting, one of the legislative questions considered was language that would have the Iowa College Student Aid Commission (ICSAC) prepare the fall enrollment report. The law did not pass. Question: Should ICCPHSE continue with this based on what almost happened through legislation or should Diana contact the ICSAC to ask them to assume responsibility? Chair Sellars recommended having the ICCPHSE be responsible this. Sally concurred. Not vote is needed. Because there is no change, this will be continued and information will be sent out in September 2012 so that the survey will be available in October.

## **12. For the Good of the Order**

Chair Sellars asked if there were any additional topics or issues which needed to be addressed before the Executive Committee adjourned. None were presented.

The meeting was adjourned at 10:34 a.m.

Respectfully submitted by:

Colleen Hunt  
ICCPHSE Interim Recording Secretary