

Contact: Diana Gonzalez

UPDATE ON PROGRAM OFFERINGS AT THE IOWA CENTER FOR HIGHER EDUCATION

Action Requested: Receive the report.

Executive Summary. The Board of Directors of the AIB College in Des Moines approved the gifting of the AIB Campus to the University of Iowa on July 1, 2016. The gift agreement was approved by the Board of Regents on October 21, 2015 (Property and Facilities Committee Agenda Item 3). During 2015-2016, a higher education needs assessment was conducted in the Des Moines metropolitan area. The site has been named the Iowa Center for Higher Education (ICHE).

Background: During Fall 2016, the University of Iowa will offer four undergraduate programs at the ICHE. The Regent universities currently provide educational programming at the graduate/professional level and limited undergraduate programming in different Des Moines locations. The four programs will provide additional undergraduate degree offerings for students who want the convenience of educational opportunities in the Des Moines area. The four programs are the Bachelor of Science Program in Sport and Recreation Management; Bachelor of Arts Program in Enterprise Leadership; Bachelor of Arts Program in Political Science; and Bachelor of Arts Program in Social Work.¹

Goals

- Provide Regent university educational opportunities to Des Moines community members.
- Be responsive to the educational needs of the Des Moines employment community.
- Strive to minimize cost of education to students.
- Maintain the same quality classroom experience in Des Moines as offered on Regent campuses in Iowa City, Ames and Cedar Falls.
- Combine on-line and in-person offerings to achieve the most flexibility for students.
- For each Regent university program offered in Des Moines, provide to students admission to a Regent university from which they seek a degree.
- Establish a national model of educational efficiencies that involves a cooperative approach among the three Regent universities.
- Cross-list courses to support different Regent university programs and to create efficiencies.

The University of Iowa notified the Higher Learning Commission and the Iowa Coordinating Council for Post-High School Education (September 14, 2015) of the new Des Moines location for the four programs. The program were ratified at the Coordinating Council meeting on October 28, 2015. The University of Iowa is authorized by the HLC to offer programs at the Pappajohn Center in Des Moines, and is part of the HLC's "Notification Program," which allows the SUI to open new locations in the United States and internationally by notifying the HLC of new program locations. The University of Iowa received approval to offer the programs at the new site on November 11, 2015.

¹ The Bachelor of Arts Program in Social Work is currently already offered at the Pappajohn Center in Des Moines by the University of Iowa.

Department of Education Title IV Approval

After HLC approval was obtained, notification was also given to the Department of Education to request their authorization to offer federal financial aid to students enrolled in programs at the new Des Moines location.

The Bachelor of Arts Program in Social Work will offer in-person classes at the ICHE, while the other undergraduate programs will offer classes through a combination of on-line and on-campus (ICHE) courses. All four programs will offer some in-person classes in Des Moines at the Center starting in Fall 2016.

The SUI School of Social Work has been offering its Bachelor of Social Work and Master of Social Work programs at the Pappajohn Center in downtown Des Moines since Fall 2010. The BSW program is “designed for students who have earned their associate degree, or are transferring with two years of completed undergraduate coursework”². Offering the BSW program at the ICHE will be more convenient for students due to the available parking and location of the ICHE.

The Bachelor of Science Program in Sport and Recreation Management³ and the Bachelor of Arts Program in Enterprise Leadership⁴, are two of the fastest growing undergraduate majors on the SUI campus. Both majors offer students scheduling flexibility through a combination of on-line and face-to-face courses. The BS in Sport and Recreation Management and the BA in Enterprise Leadership are well-suited for the Des Moines market because of the significant number of student internship opportunities in the greater Des Moines area.

Faculty teaching courses in the BS in Sport and Recreation Management have existing connections with a variety of professional athletic teams in Des Moines (e.g., Iowa Cubs, Iowa Energy, and Iowa Wild), that provide internship opportunities for students in the major. The BA in Enterprise Leadership is built on a partnership between the SUI College of Liberal Arts and Science and the Tippie College of Business’ John Pappajohn Entrepreneurial Center. The SUI John Pappajohn Entrepreneurial Center employs an associate director for outreach programs who resides in Des Moines, and has developed extensive connections with the Des Moines business community for internships and course-based consulting projects.

The Bachelor of Arts Program in Political Science is currently offered to off-campus students as an on-line program option. Some courses will be offered in a face-to-face format on-campus in Des Moines due to the interest and availability of SUI political science faculty to teach in Des Moines. This program provides an availability of internships and jobs in state and local government in the greater Des Moines area – a fact which led to the development of the Department of Political Sciences’ existing Des Moines Internship Program⁵.

² (<http://clas.SUIowa.edu/socialwork/undergraduate-program/des-moines-ba-program>)

³ (<http://clas.SUIowa.edu/hhp/undergraduate/bs/sport-and-recreation-management>)

⁴ (<http://www.iowajpec.org/enterpriseleadership/>)

⁵ <http://clas.SUIowa.edu/polisci/undergraduate/des-moines-internship-program-dmip>

Faculty: Courses will be staffed by adjunct faculty or lecturers hired from the Des Moines area, Regent university faculty who travel to Des Moines to teach, and by “ICHE Faculty Fellows,” consisting of recent Ph.D. graduates who are interested in teaching and who would live at the Center in the Fenton Residence Hall or in the Des Moines area. For Fall 2016, SUI faculty teaching at the ICHE will be SUI faculty who commute from Iowa City and full-time SUI lecturers who will deliver courses and coordinate internship opportunities for students in the SUI undergraduate programs in Des Moines.

Facilities: The SUI BSW/MSW programs will move from the Pappajohn Center and will use six faculty offices and reception space, as well as office space for support staff (e.g., one IT support staff person, a campus receptionist, a campus administrator/dean, one academic advisor, one career advisor, and facilities staff), the SUI Office of Admissions’ Des Moines representative (as well as Admissions representatives from ISU and UNI), a bookstore, and faculty office space.

Following the transfer of assets from AIB to SUI (anticipated date of June 30, 2016), SUI’s Facilities Management unit will maintain all infrastructure, SUI’s Information Technology Systems unit will operate and maintain all information technology, and SUI’s Finance and Operations will be responsible for all financial transactions (tuition, financial aid, insurance, etc.).

Proposed Class Day: Several of the SUI programs that plan on offering face-to-face courses at the ICHE intend to offer their courses as night classes, or in a condensed format (e.g., Friday/Saturday, or eight-week modules). At least one of the existing ICHE classrooms will be supplied with appropriate technology such that on-campus classes taught in Iowa City can be available in “real time” to students at the ICHE.

Face-to-face courses will be offered during the regular school day to create a campus feel at the ICHE and to make best use of the available classroom space. In order to appeal to students, and to make good daytime use of the existing classrooms, undergraduate classes may be held on Monday, Tuesday, Wednesday, and Thursday, from 8:15 AM – 9:30 AM, 9:45 AM – 11:00 AM, and 11:15 AM – 12:30 PM., with evening class periods between the hours of 4:30 PM and 9:30 PM.

Marketing Plan for SUI Programs in Des Moines

Marketing plans include using SUI admission representatives to inform high school and DMACC advisors about the programs, and inform Des Moines area high school students at college fairs. In addition, SUI is doing mailings, advertising at festivals (including hosting booths), banners on buildings, and radio ads with DCE and DMACC on the Learfield University of Iowa sports broadcasts.