

The State Board of Regents met on Friday, July 22, 1988. The following were in attendance:

Members of the State Board of Regents

Mr. Pomerantz, President  
Mr. Duchon  
Mr. Fitzgibbon  
Mr. Greig (excused)  
Dr. Harris  
Mr. Tyler (excused)  
Miss VanEkeren  
Mr. VanGilst (excused)  
Mrs. Williams

Office of the State Board of Regents

Executive Secretary Richey  
Director Barak  
Minutes Secretary Briggie

State University of Iowa

Acting Vice President Vernon

Iowa State University

President Eaton  
Assistant to President Bradley

University of Northern Iowa

President Curris

GENERAL

The following business pertaining to general or miscellaneous business was transacted on Friday, July 22, 1988.

**PROPOSED JOINT STUDY OF IOWA POST-SECONDARY EDUCATION.** The Board Office recommended (1) That the Board approve the joint study of Iowa post-secondary education in conjunction with the State Board of Education, the Iowa College Aid Commission, and the Iowa Association of Independent Colleges and Universities, and authorize the executive secretary to enter into a contract with Peat, Marwick, Main and Co. for that purpose at a total cost for fees and expenses of not more than \$200,000 and, further, that the Board of Regents agrees to pay \$75,000 as its share of the cost of the contract with Peat, Marwick, Main & Co. with the understanding that the Iowa College Aid Commission will pay \$50,000, the merged area schools will pay \$50,000, and the Iowa Association of Independent Colleges and Universities will pay \$25,000.

(2) That the \$75,000 cost of the above study be shared among the Regents' institutions as follows:

State University of Iowa	\$30,000
Iowa State University	30,000
University of Northern Iowa	15,000

(3) That the following Regents be named as members of the steering committee:

Dr. Percy G. Harris	Jacklyn K. Van Ekeren
Marvin A. Pomerantz	Mary C. Williams

(4) That an interinstitutional advisory group be authorized to assist in the study on a regular basis and to work with the consultants and to coordinate issues that may need to be resolved, and further, that the following four representatives of the Regent institutions be named to an advisory group for the steering committee:

Robert J. Barak (Board Office)	Charles E. McCandless (ISU)
David H. Vernon (SUI)	James G. Martin (UNI)

GENERAL  
July 22, 1988

It is understood that the executive secretary together with his counterparts from the other segments of post-secondary education will be involved in the day-to-day oversight of the effort.

The proposed study would address post-secondary education policy issues including the development of a data base of key information. It would provide "a strategic framework for coordinating and establishing policy for post-secondary education in Iowa.

The study should be of significant assistance to Governor Branstad and to the General Assembly in developing post-secondary education policies over the next few years. It should be quite useful to the General Assembly and the study that it has undertaken of post-secondary education.

The Board Office noted that the study should be invaluable to the Board of Regents in the development of its own strategic plan for the Regent institutions. Such a study would facilitate the development of the Regents' role and the delineation of the missions of each of the Regent institutions as well as to establish a framework for institutional long-range planning for the next few years. It is a natural component or extension of the broad scale efforts already underway by the Board of Regents with the organizational audits by Peat, Marwick, Main and Co. and the consideration of many of the priority issues now under study.

It was the Board Office understanding that Drake University agreed to be the fiscal agent or housekeeping agency for the project.

Governor Branstad said this is the first time the three major governing boards of higher education in the state have met jointly to discuss and take action on issues of higher education in our state. He said the Board of Regents has done an excellent job nurturing and building our fine Regent institutions. The Board of Education has helped guide our community college system to one of considerable strength and diversity. And we have an excellent system of private colleges and universities that make a significant contribution to the quality of life and the economy of our state.

Governor Branstad said that one study shows that Iowans rank eighth in the country in per capita commitment of financial support to higher education. He said this meeting was not held to discuss a retrenchment in our historic commitment of quality in higher education. Instead, he wants to maintain it and better focus it to make it of even higher quality in the future. Moreover, a strong system of higher education in our state is an economic imperative.

Governor Branstad stated that although we continue to devote substantial resources to higher education, there is an increasing and legitimate concern about the rising tide of mediocrity in parts of our higher educational system. Those in policy-making roles are facing an increasing demand for

GENERAL  
July 22, 1988

additional commitment of state resources to stem that tide. He said he was not rejecting that call; however, he cautioned that the state has limited resources and already makes a very significant commitment of those available resources to higher education. Therefore, he said we need to review our operations, determine what we have, identify what we want, focus on what we do well, and invest in the future. We need a system of higher education where each part of the whole contributes to the overall excellence of the system. He said that is the only way we can make certain that we continue to provide outstanding educational opportunities.

Governor Branstad said he called this meeting to discuss ways in which the post-secondary sector can assist state policy makers in guiding the future of higher education in our state. He asked that they consider ways in which they can jointly review the current higher education system in our state, identify cross-cutting issues and recommend to policy makers a process that will allow them to make certain that higher education in Iowa is strategically well planned and well positioned for the future of this state.

Governor Branstad said his vision for the future of Iowa is one with a higher education system that is in the top ten of the country in terms of quality. It is one where youngsters in Iowa will have full opportunity to receive a top-quality education here in our state. And it is a vision of higher education playing an active and involved role in the economic development and diversification of our state.

Governor Branstad recognized Karen Goodenow, President, State Board of Education.

Ms. Goodenow stated this was a significant occasion in the history of postsecondary education in Iowa -- to be meeting with the other educational sectors to initiate the first truly comprehensive study of Iowa higher education. She said the State Board of Education is pleased to be a participant and sponsor of this study, and is committed to providing whatever cooperation is required for the successful completion of the study. This cooperative effort on the part of the institutions and boards represented augurs well for the future of postsecondary education in Iowa.

Ms. Goodenow said the Board of Education members appreciated the leadership demonstrated by the Governor in bringing the postsecondary educational community together for this important study.

Governor Branstad recognized Robert Phipps, Chairman, Iowa College Aid Commission.

Mr. Phipps stated that the Iowa College Aid Commission members were pleased, excited and proud to share in this cooperative opportunity to help develop a strategic framework for coordinating and establishing policy for postsecondary education in Iowa. He said the Iowa College Aid Commission has

GENERAL  
July 22, 1988

long been involved in administering programs that serve all of Iowa's higher education system and the students attending our schools. They are especially anxious to have student financing included as a major component of this effort. He believes the time is right to thoroughly review the statewide need our students have for financial support. The time is right for evaluating, in a comprehensive way, the state's student financial aid programs to make sure that these funds are being used in the most cost-effective manner. The time is right for examining the amount of money our young people are having to borrow to complete their higher education programs. He said they are anxious to contribute in every way possible to ensure the best possible higher education system for the state of Iowa.

Mr. Phipps stated that the Iowa College Aid Commission is 100 percent behind this effort. They want to be a full partner in the process and are prepared to meet their share of the financial and staffing resources necessary to carry out this project.

Governor Branstad recognized Kenneth Weller, representing the Iowa Association of Independent Colleges and Universities.

Mr. Weller stated the independent colleges and universities in the state were happy to cooperate in this effort. He said theirs was a unique sector of higher education, and expressed optimism about the outcome of the proposed study.

Governor Branstad recognized President Pomerantz.

President Pomerantz thanked Governor Branstad for the leadership he has displayed in this effort. He said this is one of the most historic days in the history of the state regarding higher education. He was very proud to be a part of the Board of Regents. President Pomerantz introduced David Vernon, Acting Vice President, University of Iowa, President Eaton and President Curris and said he was delighted to have them at the meeting. He said their presence was symbolic of the importance the Regents attach to this occasion.

President Pomerantz said this was an opportunity to provide the state with one of the best higher education systems in the land. At stake here is the quality of our children's education. He said that in western Europe they have broken the code in terms of higher education. The emphasis is very clear and very competitive. If we are to compete we must develop a system of higher education that is among the very best.

President Pomerantz noted that Iowa has three Regent universities, 30 independent colleges and 16 area schools to serve a population of approximately 2,800,000. He said that was an extremely high level of structure for the population. He said that may be the right structure for the state but needed to be validated.

President Pomerantz said there was a question of whether the people of Iowa would support quality higher education. He said the evidence was there of a long tradition of quality. He felt the people were asking whether higher education was efficiently using resources. The people of Iowa deserve an appropriate answer to that question and this activity is an opportunity to find those answers. The Board of Regents embarked on a very similar activity several months ago with the initiation of its organizational audit that is designed to improve efficiency. He said it is a natural extension to go to the other segments and see where we can make the entire state system more efficient. He is committed to making it work. He noted that the Governor had made a public commitment that any efficiency realized will be redeployed at the institution it came from. He said that was an excellent approach. He said the Board of Regents will demonstrate some significant opportunities for improvement. He looked forward to the better educational system.

Governor Branstad recognized James Carney, Principal, Peat Marwick Main and Co.

Mr. Carney said no other state in the country has put together a complete partnership of all three segments of higher education. He said it was a very unique and important step for Iowa and was the breaking of some new ground. Not only are all three sectors participating but they are also committed to it financially.

Mr. Carney discussed the four steps his firm will be undertaking. First, they will develop a profile of what higher education is in Iowa -- how the colleges interact, what programs they offer, what students they serve. Second, they will work to define and collect a common data base of information. Third, they will work with the segments to help identify the over arching issues from a public policy stand point. Fourth, after having layed the foundation by identifying the over arching issues, they will develop a process to help resolve the issues. Mr. Carney said the time frame for completing this project is to have it completed in time for the next legislative session.

Governor Branstad opened the floor for questions and discussion.

Joyce Hanes, trustee of Northern Iowa Community College in Mason City, stated that those of the community college sector particularly appreciate the opportunity to be a part of this study. She said they have some resources which might assist in this effort. They have been involved in a strategic plan called Common Bond which is a plan for higher education in Iowa and where the community colleges fit in. She said they also have some very excellent fact books.

Governor Branstad said he appreciated her offer and asked if she had enough copies to distribute to the group. Ms. Hanes said she will make them available.

GENERAL  
July 22, 1988

Governor Branstad said a steering committee will be organized to oversee the work of Peat Marwick Main. He asked each board to appoint membership to that steering committee.

Kenneth Weller, President of Central College, asked that the Governor be sensitive to how the Iowa Coordinating Council for Post-High School Education might fit into this effort.

Governor Branstad responded that Doug Gross will be meeting with that committee in the near future. He agreed that organization should be and certainly will be included in this process.

Governor Branstad asked for action by each organization.

President Pomerantz asked that the Board of Regents act on the program that was placed before it.

MOTION:

Regent Harris moved (1) That the Board approve the joint study of Iowa post-secondary education in conjunction with the State Board of Education, the Iowa College Aid Commission, and the Iowa Association of Independent Colleges and Universities, and authorized the executive secretary to enter into a contract with Peat, Marwick, Main and Co. for that purpose at a total cost for fees and expenses of not more than \$200,000 and, further, that the Board of Regents agrees to pay \$75,000 as its share of the cost of the contract with Peat, Marwick, Main & Co. with the understanding that the Iowa College Aid Commission will pay \$50,000, the merged area schools will pay \$50,000, and the Independent Colleges and Universities will pay \$25,000; (2) That the \$75,000 cost of the above study be shared among the Regents institutions as presented; (3) That the following Regents be named as members of the steering committee: Dr. Percy G. Harris, Jacklyn K. Van Ekeren, Marvin A. Pomerantz and Mary C. Williams; (4) That an interinstitutional advisory group be authorized to assist in the study on a regular basis and to work with the consultants and to coordinate issues that may need to be resolved, and further, that the following four representatives of the

GENERAL  
July 22, 1988

Regent institutions be named to an advisory group for the steering committee: Robert J. Barak (Board Office), Charles E. McCandless (ISU), David H. Vernon (SUI) and James G. Martin (UNI). It is understood that the executive secretary together with his counterparts from the other segments of post-secondary education will be involved in the day-to-day oversight of the effort. Regent VanEkeren seconded the motion.

Regent Duchen asked if this effort would be accomplished in phases. President Pomerantz said this part will be completed in January and will include a recommendation that deals with the entire statewide system.

VOTE ON THE MOTION: The motion carried unanimously.

Regent Fitzgibbon emphasized that the motion stated that the cost was not to exceed \$200,000.

The State Board of Education and the Iowa College Aid Commission each took similar action.

Mr. Newton expressed concern that the comments made during this meeting referred to students as "young people" and "youngsters". He said they also need to look at the adult community of students.

Governor Branstad said he was pleased that Mr. Newton brought that up. He said education is an ongoing life process and, therefore, the study will be comprehensive.

Governor Branstad introduced Ed Biddle of the legislative task force and Diane Bolender of the legislative service bureau who will be monitoring this effort.

**ADJOURNMENT.** The meeting adjourned at 4:10 p.m.

  
R. Wayne Richey  
Executive Secretary