

OUAZ President's Advisory Committee
Meeting Notes (Non Public)
Meeting Date: January 13, 2022, Surprise Arizona

Overview: The President's Advisory Committee is a group established by Kevin Eichner at the inception of OUAZ. The group has been utilized sparingly and there has been no committee meetings in the last 18 months due mostly to COVID. Bob Jamison was named Chairman near the beginning of 2021. He and Todd Simpson have met frequently during the past 18 months.

This meeting was an opportunity to introduce new President and CEO Bill Tsutsui to the group and allow him to share his plans regarding the development of a new strategic plan for the University.

Attendees:

Bob Jamison, Chair
Tony Astroga
Jim Dean
Rufus Glasper
Sharon Grambow
Mike Hoover
Kendra Pettis

Not Present:

Jack Barry
Ed Engel
Gary Mastin

Staff Present:

Bill Tsutsui
Dennis Tyner
Todd Simpson

We had much better than expected attendance at the meeting given the length of time since our last meeting. Astroga, Glasper, Grambow and Hoover attended the meeting virtually via Zoom.

The meeting was called to order by Chairman Jamison at 11:35 am. Jamison welcomed all present.

Jamison and Ottawa University President and CEO Bill Tsutsui then asked the group to provide self-introductions and Tsutsui started. All introduced themselves and told a bit about their background.

Jamison and Tsutsui then asked OUAZ President Dennis Tyner to give an update on OUAZ. Dennis then reported on:

COVID and the impact on OUAZ.

- During Tyner's report on the COVID impact, Astorga asked about the impact on faculty as well as students. Tyner reported that faculty, including adjuncts, would like to work remotely, however, that is not the OUAZ model.
- There were additional questions on enrollment. ~910 in the fall and ~815 at the beginning of spring.
- During Tyner's report on enrollment Glasper asked about the full time to part time ratio. Tyner answered 55% full time.
- Glasper then asked about on-line. Tyner answered that 100% of our students take a least one class on line each year.
- Glasper noted that first generation students, meaning those from traditionally under-served backgrounds, were the hardest hit by online learning. This group has been negatively impacted according to Glasper. Tyner agreed and noted this was true at OUAZ as well.
- Rufus asked about how we deal with needy students. Tyner noted we deal with student food insecurity and housing insecurity on a case by case basis.
- Herf money usage was discussed and Tyner noted that about 85% used the student HERF funds for their school bill and 15% did what they wanted with the money.

Enrolment.

- 15% growth for OUAZ in the fall of 2021.
- 835 UGs in fall.
- Tyner was pleased that they stuck firm to the projected recruitment numbers during the budgeting process. As a result OUAZ was right on target with recruitment.
- Tyner noted that to this point OUAZ's enrollment has been very participatory driven (i.e. sports, clubs, etc.) His intention is to now focus on the academic programs to generate prominence for the institution.

Residential Students.

- Tyner reported that more than 50% of OUAZ total student population were residential students.
- Tyner also reported OUAZ was in need of additional student housing and plans are to build a new, 400 bed residence hall beginning construction in the fall of 2022. The project will be built in two phases.

Phoenix Campus.

- Tyner reported that the teach out plans for the phoenix campus were set and the building is on the market to be sold. Teach out will continue through the end of the academic year.

EMBA.

- Tyner reported that the EMBA program, which had been utilizing the Phoenix campus, had already transitioned to the OUAZ campus. Tyner noted that the most recent EMBA program had been conducted completely online as a result of travel restrictions and COVID concerns.

International Students.

- Tyner reported that OUAZ was also working in other international student markets.
- China MBA. Tyner reported that OUAZ was working with Tracy Zaiss and ZCo Global Partner Solutions to provide an OUAZ MBA program to students on ground in China.
- The China MBA program is slated to begin with 30+ students in the Spring 2 term.

Adawe Mentors.

- Tyner reported that the Adawe mentors served a much more than class advisors.
- The Adawes are about to take on career services at OUAZ and the mentors have been meeting with a number of internship opportunities in the west valley.

OUAZ Advancement.

- Tyner introduced Todd to the group and noted that OUAZ was ramping up advancement efforts particularly in the community relations and business networking areas.
- Tyner asked the committee to support the community relations efforts by helping Todd connect with anyone who may be interested in higher education in the Phoenix metro.

Bill Tsutsui then provided an overview of the strategic planning process and issues which had been brought up by the process to-date.

- Talked about the six working groups associated with the strategic plan.
- Aim is to have the new strategic plan ready to approve by the Board of Directors at the June Board meeting.
- Explained part of his interaction with the group is his Strategic planning “road show” ... an effort to get as much feedback and buy in as possible among all OUAZ stakeholders.

Tsutsui then asked the group what challenges OUAZ was facing and/or what issues OUAZ should be concerned about. All were given the opportunity to respond. Not all did.

Jim Dean responded:

- Same issues that are facing K-12.
- Flexibility is a must.
- OUAZ should re-examine school calendars to better meet the needs of the students.
- Dean noted that Dysart had 2500 students online last year. However, there were questions as to how well the programs were working. Dean also noted Dysart had 2200 students in credit recovery during the summer months.
- Dean continues to be a tremendous advocate for OUAZ’s commuter opportunities.
- Flexibility of programs to each student is coming and OUAZ should be prepared to respond.

Tony Astroga responded:

OUAZ needs to focus on affordability, access, choice and quality. (These are points Tony has made with OUAZ and others in the past.)

Rufus Gasper responded:

- Flexibility in education is a regular point of conversation among community colleges nationwide.
- Innovative ways to include work based learning in the educational program is a must for OUAZ in the future.
- How OUAZ can expose students to various types of work environments at an early age was discussed. Gasper noted that he hoped this exposure would begin before students were in college.
- Gasper noted the need to look into stackable credentials and ways OUAZ could provide professional credentialing (PMI for example) allowing both traditional degree-seeking students, and nontraditional students seeking to bolster their career opportunities, avenues to progress, learn and grow.
- Gasper noted that boundaries which had faced many accrediting bodies, such as the HLC, were now waived and pointed out OUAZ should look into different accrediting bodies.
- Gasper has been part of the HLC leadership for years and still sits on HLC's strategic planning committee.

Bob Jamison responded:

- He feels the committee should meet more often. He was very enthusiastic with the information being generated based on the conversations around the table (and via Zoom.)
- Jamison noted that he felt the committee needed a stronger commitment to OUAZ.
- Jamison noted that his vision for OUAZ was to become the Hillsdale of the west.
- Jamison provided high praise to Sharon Grambow and noted the two had worked professionally together in the past.

Tsutsui then asked how Arizona is going to change in the next five years and how that change will impact higher education and OUAZ specifically. All were given the opportunity to respond. Not all did.

Sharon Grambow responded:

- FYI Sharon is on the executive committee at WESTMARC.
- Workforce development is one of Sun Health's goals. There are opportunities to create workforce development relationships with Sun Health for all educational institutions in the valley.
- Sun Health has \$6 million available in nursing scholarships. These are not being used fully and Grambow would like feedback on how Sun Health might reposition these nursing scholarships.
- She noted she felt especially close to OUAZ!
- Grambow noted specifically that jobs/internships/dollars all can be brought to OUAZ via Sun Health.

Kendra Pettis responded:

- Pettis noted that she was responding both from a city perspective and as a parent.
- Affordability.
- Commuter experience (she would like her kids to go to OUAZ and have a great experience while living at home.)
- Partner-internships between OUAZ and the City as well as with the City and Dysart.
- Encouraged early internships and helping students determine career likes/dislikes early in college career.
- Pettis noted that from her perspective students were sorely lacking soft skills when they entered the workforce.

Jim Dean responded:

- Dean thanked Pettis for her comment on partnerships and noted he was very interested in this concept.

Bob Jamison responded:

- Jamison encouraged OUAZ to deploy Gallup's strengthfinder assessment tools.
- Jamison noted strengthfinder and other tools would help determine a student's best career choice.

Tony Astroga responded:

- Behavioral health counselors were going to be big in demand especially in working with the elderly.
- Astroga noted that he served on two of the largest nursing home Boards, each with 200+ facilities.
- Tele-health training is also an area OUAZ should consider providing support, etc.
- Astroga noted that training "cultural competence" was an important way to strengthen student preparedness for the workplace.
- Astroga asked about OUAZ's DEI position and policies. He would like more information about these areas.

Tsutsui then asked the group who else OUAZ should be partnering with in the community. All were given the opportunity to respond. Not all did.

Bob Jamison responded:

- Jamison noted that he had introduced many people to Todd and planned to continue doing so.
- Jamison encouraged OUAZ to take Sharon Grambow to lunch and pepper her with questions about contacts and collaborations.
- Jamison also noted that Mike Hoover was well connected in the west valley and would be a great connector for OUAZ.

Tony Astroga responded:

- Noted that OUAZ was still challenged with brand awareness. He also wanted to know what was OUAZ's key message to the public.
- Astroga asked what was OUAZ's core competency?

- Astroga asked how we could make OUAZ the University of choice in Arizona.
- Astroga then asked what would be the best way for OUAZ to promote our brand, value proposition and differentiation from other universities in our service area.
- (Tsutsui gave a shoutout regarding branding noting that Ottawa needs to do better with branding.)

Rufus Glasper responded:

- Noted the meeting was very enlightening.
- Glasper shared he was interested and excited in the changing model for OUAZ (from athletes to a more academic recruitment approach.)
- Glasper questioned what that new student might look like at OUAZ.
- Glasper made an insightful comment that education was beginning to move at the speed of business (meaning the decisions and program changes in higher ed today were much more nimble and responsive than in years past.)
- Glasper was very interested in what programs would attract students.
- Glasper then asked what do we want OUAZ to look like in 2040?
- (Tsutsui noted there was a great deal to consider in Dr. Glasper's comments and questions.)

Jim Dean responded:

- Dean suggested all involved should look at the back end, or the student outcomes, to determine what programs and changes should be offered.
- Dean noted that employers are often asking a very important question of “what does a student look like when they leave Dysart?” Same could be asked of OUAZ students. How have we, the OUAZ community, impacted our students overall?

Tsutsui then opened the floor for general thoughts and questions asking the group if they had anything they would like to discuss.

Mike Hoover responded:

- Hoover championed the importance of career services and noted OUAZ's recent relationship with career connectors. That connection helps both the student, and raises awareness of OUAZ in the local business community.
- Hoover also shared that the City of Surprise is getting great traction. He shared that there will be 20 projects bringing in jobs, etc., over the next 20 months being created right here in Surprise.
- Hoover was adamant that OUAZ needed to provide outreach to connect business and industry with education.

Bob Jamison responded:

- Jamison asked about the nature of community connectors. Hoover explained.
- Jamison asked Todd Simpson to gather information about Career Connectors and share it with the group.
- Hoover noted that Career Connectors would be happy to make a virtual presentation to the OUAZ President's Advisory Committee at a later meeting.

Tsutsui noted that we will not wait another year and ½ for a meeting of the President's Advisory Committee. He asked Todd to work with Dennis and Bob on planning the next meeting.

Dennis Tyner then shared his thanks with the entire group for their input and guidance. Tyner noted he was looking forward to continuing the dialogue with the committee and future opportunities.

Chairman Bob Jamison closed the meeting saying the committee will be more active moving forward. (Both Tsutsui and Tyner shared privately this group would be best served to meet twice per year for the next year or so and then see where things go from there.)

There being no further business, the meeting was adjourned by Chairman Jamison at approximately 1:30 pm. Several individuals remained in the room for sidebar discussions after the meeting.