

11:00 a.m. CST 7/13/18

Janet Parker

Bill Colvin

Neal McCrillis

Susan Poser

Kevin Browne

Kali Heifetz

Donald Wink

Jim Sheehan- conference

Dan Grace- conference

Previous Business

- KH called for review and approval of meeting minutes for previous two committee meetings. All attendees approved.

1. Updates

- Slide 1: confirmations of enrollments to date, projections for NSE Y-O-Y from FA17. KH mentioned Latin America enrollments have increased, along with US onshore. Latin American market has grown, US onshore has grown. Marketing initiatives are also having an impact.
- SE Asia up from last year, as we look at projections for Fall 2018. New projections due to cut off of Net 12 for India and Pakistan was originally a different number, now looking at 370. Current enrollment report at 416 with one week left for app deadline. Anticipating 20-25 Onshore sponsored students.
- BC added that a number of students coming from Qatar and Kuwait (BC) because of flexibility of OIS. Financial guarantees are coming late which is why flexibility is needed. KB added Kuwaiti sponsorship doesn't announce their letters so UIC is usually locked out of this enrollment population. BC added that the cooperation of partnership is one of the key points driving these numbers. KH reported expectation is 470 NSE with 21 percent melt, anticipated to total 370 after melt.
- BC summarized that we can look and discuss integration of Tableau reporting systems so that stakeholders at UIC can view and integrate information on projections, enrollments with new reporting systems.
- BC stated we are projecting some pretty conservative melt rates. KB asked of 370 what percentage for TIE? 10-15 typically for PSE. BC said across portfolio standard is 20+ percent for PSE. Outcome of PSE numbers at UIC driven by direct entry requirements, India and Pakistan typically do not produce high PSE enrollments.

2. Pipeline for Fall volume and nationality

- Applications 65% up from grand total as of last year, confirmations 54 percent up from last year total. I-20s issued as of July 10 are 350 with more being issued over the next week and onward.
- BC stated everyone might find it helpful to know increases you see region by region are up for UIC but also up across Shorelight portfolio. Increase in non-SE Asia regions at UIC are similar across partnership which is 142% increase for markets such as Latin America. Positive point is that there is no reason to believe this is a blip and expectation is that it should continue.
- KB asked about looking at midterm start. Fall 2019 there will be part B course offerings for second start post midterm at UIC. This has been approved for College of Dentistry, it's up to colleges to offer courses that are compressable, add to future AQAC and MESC to get conversation started. For those students who can't make a traditional start deadline they could use this as an option. Spring 2019 is open now, Fall 2019 opens in 14 days (admissions).

3. UIC Global marketing update:

- KH reported UIC Global recently brought on marketing coordinator in March, hits we have seen and engagement have been a result of this. KH detailed webinars, blogs, she is working with NM's office to partner on OGE website. BC brought up that this is a piece of giant marketing portion with Shorelight marketing, new position added at all partnerships. KB asked if she has been networked with Rob Morannis and Pam Levy.

4. Grad Direct

- KH: Thank you to Janet Parker, College of Business now on board. Working to start GAP implementation process as quickly as possible. Going forward always have Neal McCrillis or Jim Hammerschmidt included as UIC representative.
- Part of reason JP brought up why she will not be participating at this juncture is because it will all be academic and admission not financial but if she is needed for financial discussion bring her in to discussions.
- KH brought up JP's earlier point to make sure that students will not receive graduate assistantship or tuition assistance. BC added that is the general policy that started early on and got tied on because of financials but he really prefers not to highlight this. Recommends really digging in and looking at financial impact. JP brought up that one thing discussed is that Indian students come here typically as full paying and then shop around for graduate assistantship.
- Recognition is that revenue goes from 60 to 0. SP asked why it would be a challenge to track SL sourced graduate program students, referenced attribute coding for SL students. JP brought up that it will be challenging overall. JP added that UIC has already foregone tuition reimbursement in first semester. BC added the issue generally comes up after first

- semester, not directly about Shorelight and revenue. SP added they must be notified and communicated from admission point, need to communicate to colleges that if they are going to hire someone they need to be aware and look for. JP brought up that 70 percent of graduate tuition at UIC is done through tuition assistance.
- JP reported that a contract amendment will be needed for graduate programs. Currently there are no scholarship programs attached to Grad Direct. There is Net 6 for Grad Accelerator but not for Grad Direct. BC agreed it can be confusing, spirit of agreement is that Grad Direct is enhancement on integrated graduate accelerator. Grad Direct was a modification to address concern with traditional set up of accelerator programs and objective review, replaces something that's included in contract with scholarship tied to it.
 - JP brought up part of what got colleges to opt in is that firm on no graduate assistantship and no scholarships. BC added that because of changes we should revisit. JP asked if possible to look at number of students expected to get without scholarships and then look at projections. NM, SP and JP all agreed this was a key point for colleges, particularly COE and CBA.
 - BC agreed would not have had opt in at original terms. SP asked about an addendum to make it clear that graduate assistantships are not allowed. NM suggested Steering Committee will review at future time.
 - KB added for graduate assistantships can do MOUs about GA ships on depts if they hire.
 - BC referred that part of contract about waiver of student rights to apply for graduate assistantship is embedded in terms and conditions of program. NM asked if it is possible to see template of terms and conditions outlining this but BC added UIC is the only school.
 - In original contract it is stated that graduate is an international accelerator program but with enhancement of direct master's he understands that this may not be seen as encompassed.
 - JP added that policy of refund issues already has to be part of amendment. BC clarified that he would like to be clear on language of amendment.
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- BC, NM had discussion about whether to plan only direct with current I-17, BC and KB recommended starting process of updating I-17 for accelerator versions for those colleges that want to opt in to that.
 - NM added that original conversation has been solely about starting with Grad direct. NM said happy to start working on the update with UIC Global but understand adjudication will likely take 6-9 months, last time it took 12 months. BC said once we have accelerators attached to it the market grows, being able to attract just for Grad Direct is a limited market.
 - BC brought up we are not entirely sure why some are opting out so knowing may help address any questions and understanding why colleges may be opting out is important so we can help clarify if any misunderstanding, etc. Recommended spending time digging in and making sure we understand reasons.

Malcolm X update

Fall Back:

- KH spoke with Philip Beverly, left off on financial process.
- KB brought up contact person at Malcolm X just got appointed elsewhere so need to reach out to new contact. JP brought up the arrangement can't use UIC as 3rd party biller.
- KB brought up question of whether Dragon can be 3rd party biller, JP said doesn't see why not but financial piece must be worked out, what fees will go to where.
- Will continue working with them next week on who new point person is for Malcolm X, but assured they are still excited about the prospect of arrangements being discussed.

Medical Accelerator:

- KH said this is still something we need to do deep dive on, what will it look like, how we will market it, etc.
- KB added still doesn't know why LAS doesn't want to do it. NM brought up that LAS feels it is a bait and switch and the advising burden. Feels that its promising entry to med school.
- KB brought up that College of Medicine does admit international students.
- NM brought up that LAS does not have an interest in it.

Fall FAM dates

- Review of dates and region, who each group will be. KB requested a save the date.

TIE coordinator for UIC Global: assessment of position

- NM explained reasoning behind official position and objectives from OGE and UIC side. Very beneficial, would like support of funding to be continued. KH added funding comes out of curriculum development budget. BC agreed and supports the position.
- KH asked for official vote to continue the funding to support the position with \$10,000 coming from UIC Global.
- Renewal will be for fiscal year, continue on pro-rated basis of share of \$10,000 until end of June from effective date so effective from January of this year through end of June 2019. Aligned with fiscal year of UIC, pro-rated. Committee voted: BC SP, JP, NM.

TIE Director:

- Jason Romano starting as new TIE director.
- KH asked NM to share about start of Jason Romano. NM gave background of J. Romano, highlighted some of his strengths and why chosen for position in terms of vision, leadership, etc.
- Will look at structure of Tutorium, may need to be revised for fit, what kind of new programs that can be developed that may be more attractive than traditional ESL. Everyone asked about changing the name.
- He will also be working on efforts to help faculty teaching closed sections with international students, doing some student focus groups addressing whether need to teach differently and pedagogy of teaching approach.

- BC gave overview of general attrition rates for comparison look at Adelphi and American, 8 percent and 3 percent for general attrition rates. Looking to dive into data with attrition rates and matriculation rates of TIE. BC brought up that all recruitment for PSE is solely for accelerator not PSE only, so would recommend not increasing tuition rates until we address attrition rates.

Financial Review:

- First two slides of material (PPT) P&L overview.
 - Last two slides are focus on how partnership impacts the university.
 - Slide 1 is P and L of inception to date, JP had a few questions. Unit profit was discussed and division.
 - Point was projection of profitability of partnership. What is relationship of 50/50 unit partnership profit split that comes from partnership, 90/10 is progression versus accelerator years.
 - Group review of structure. For years 2 through 4 of student, 90 percent of revenue goes to university, 10 percent Shorelight but reverse prior to that.
 - JP asked about profitability. BC reiterated fiscal year 2019 is the earliest will see profitability. JP asked for excel sheet of budget. JS reviewed what is projected. SP asked whether 6 million debt (cumulative loss that was initial investment in partnership, LLC is paying for it) is sitting out there.
 - 100 anticipated progression does their 90-10 help toward that? Answer was no, has to be paid in pre-progression for example Fall 2018 Shorelight revenue.
 - Review of last 2 slides, the impact on university (revenue opportunity for progressed cohort).
 - BC walked through breakdown of payments to university. Fall 2017 cohort the potential revenue of this group
 - JP recommended comparing notes for next SC to compare both sides of tracking data , show how much some of the colleges have already received for reimbursement, etc.
 - A few highlights of the revenue of 12 million for FY18, expected profitability of FY19, Fall 2018 intake is going to drive 2019 revenue.
 - Fall EAP will be lower because of India impact
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- Budget timeline: Reviewed by KH, approved budget from board received October 1. MD review of FY19 budget with Steering Committee.

