

UIC Global Steering Committee

Minutes

February 7, 2019

Attendees

UIC Steering Committee Members: Susan Poser (Co-Chair), Neal McCrillis and Janet Parker
UIC guests: Don Wink and Kevin Browne

Shorelight Education Steering Committee Members: Bill Colvin (Co-Chair), Jim Sheehan and Dan Grace
Shorelight guests: Kali Heifetz and Marshall Houserman

Previous Business

McCrillis moved to approve the minutes of the October 22 Steering Committee, and Parker seconded. All voted in favor of approving the minutes.

Guidance Document 2 (G2) Discussions

The UIC Office of Graduate and Professional Admissions, Graduate College and OIS support moving ahead with Version 1.24 of the G2 if their conditions and exclusions are also approved. Houserman noted that the relevant UIC offices have seen a number of versions of the G2. Poser asked if the version of the G2 being presented was from December 2018. Houserman responded that the revisions made by UIC—particularly the Office of Admissions—during December and January have been incorporated into Version 1.24 of the G2.

Version 1.24 of the G2 was approved with the list of exceptions and conditions in a summary provided by McCrillis.

Spring 2019 Enrollment

Heifetz noted that the January 2019 intake from South Asia was down. This was partly due to a lower approval rate in visa applications. It is also possible that the lack of diversity scholarships had reduced enrollment from South Asia.

Heifetz also thanked Jim Hammerschmidt for working with his government contacts to uncover and mitigate visa issuance barriers that may have shored up enrollments from South Asia.

Browne asked which countries in South Asia had had the bigger declines. Houserman indicated that the steepest decline was in Pakistan. He also noted that with Middle East & North Africa Shorelight anticipates a higher yield rate but that that is dependent upon government funding in many of those countries.

Colvin spoke to the increase in Middle East & North Africa recruitment across the partnerships, especially as Shorelight works with the Kuwaiti government and its students. Heifetz noted that a letter for Kuwaiti students is being developed with Jim Hammerschmidt and Malinda Lorkovich.

Marketing Update

Heifetz discussed the expansion of marketing and campus visits. She thanked the UIC partnership stakeholders for their willingness to assist in meetings with students during on-campus visits and for the UIC Office of Recruitment notifying UIC Global whenever their applicants appeared at the UIC Visitors Center. Heifetz added that Familiarization Tours have been very successful, in large part due to stakeholders such as Gerry Smith in the College of Engineering.

Net 12/Diversity Scholarship Update

For the Spring 2019 intake, the total net discount percentage was 6.4 percent while the Fall 2018 discount had been above 12 percent. Parker confirmed that Spring's percentage was the first below 12 percent. Heifetz indicated the lower percentage in spring demonstrates Shorelight's commitment to move below the 12 percent maximum.

Poser asked what is the total amount discounted. Heifetz explained the discount includes the waivers off the first year revenue Shorelight collects. Heifetz highlighted her team's close cooperation with Parker's team on reporting and providing information in a timelier manner.

Heifetz explained that the larger total net discount in SE Asia is partly due to countries such as Myanmar where applications have increased significantly.

Poser asked if the lower spring net discount meant we have evened out after the higher than 12% discount during the Fall semester. Heifetz stated yes. Poser asked if we could set targets on an updated chart and move toward a full reporting system moving forward. Colvin agreed to work with Heifetz and her team to develop a reporting template.

Heifetz also indicated she would provide Fall to Fall comparisons of the total enrollment and enrollment by sending country.

Graduate Direct

Heifetz thanked Parker for her commitment to help reach the finish line of Grad Direct. She also thanked McCrillis for helping to marshal the work on the various documents. She extended her thank you to all the support staff who had enabled them to launch on time.

Heifetz mentioned that the College of Business academic detail sheets are still awaiting signature by the Dean. Parker expressed concern regarding the number of credit hours during in the first semester versus subsequent semesters of the masters programs. The comparatively high number of credits during the first semester changed the tuition revenue calculation for Business. She is working with the college to mitigate this. Heifetz indicated UIC Global is proposing a 10-credit limit for the first semester, which would address the concerns of Business. Parker indicated this needed to be confirmed and included in the Pricebook.

Students Switching from Regular Entry to UIC Global Graduate Direct

UIC Global presented a proposal to allow students who had already applied to UIC but had been recruited by Shorelight or its affiliated agents to opt into UIC Graduate Direct during Fall 2019 only. UIC

representatives indicated they were ok with the proposal as a one-time option for Fall 2019 but with three conditions. The first is that UIC Global and Shorelight commit to not recruiting regularly admitted UIC students. Second, the partnership must develop a practical process for the opt-in. Third students must demonstrate that they are making an informed decision to opt into Grad Direct. The Steering Committee agreed to the opt-in option with the conditions stated. One question remaining is whether a student can decide to reverse their decision and opt out after opting in.

Academic Chair Position

McCrillis shared with the Steering Committee that Professor Don Wink has asked to step down from the position of Academic Chair after three years. Wink is taking on an important position as a journal editor in his discipline. McCrillis asked that the Steering Committee members acknowledge Wink's excellent service, especially given his role in operationalizing the partnership. McCrillis stated that he is working with UIC HR to create a Job Description and will be creating a search committee to screen applicants for the next Academic Chair. Heifetz expressed her thanks to Winks for everything he has done.

Graduate Subcommittee

Based on the support expressed at the last Steering Committee, McCrillis put together a Graduate Subcommittee to deal with issues related to Grad Direct and Grad Accelerator. A handout with the proposed charge and membership of the Graduate Subcommittee was distributed to Steering Committee members. The new subcommittee would be co-chaired by Marshall Houserman and Steve Kragon. McCrillis suggested that the Academic Chair should probably be added to the subcommittee. All agreed. Poser moved in favor of accepting the Graduate Subcommittee as presented. The Steering Committee unanimously approved.

John Marshall School of Law

McCrillis indicated he and the UIC Global leadership have spoken with John Marshall about their interest Graduate Direct once they are integrated into UIC. Parker suggested that the revenue sharing model should be made clear to John Marshall.

The meeting adjourned at 12:35.