



Preparing Missourians to Succeed

A Blueprint for Higher Education

Public Hearing #4 – Columbia (DRAFT)

Focus: The linkage between university research, entrepreneurship and economic opportunity. Also: Partnerships and collaboration.

February 5, 2015

University of Missouri – Columbia

BACKGROUND

Higher education is quickly evolving in Missouri as the state's colleges and universities prepare students for the future. By 2018, an estimated 60 percent of all jobs in the state will require some form of postsecondary education.

Missouri has set a goal to increase the percentage of working age adults with a two- or four-year degree or professional certificate to 60 percent by the year 2025. Currently, about 49 percent of Missourians have a college degree or certificate.

Knowledgeable and skilled citizens are key to a strong economy, but the benefits of higher education extend far beyond meeting the state's workforce needs. Individuals who earn a postsecondary degree enjoy higher incomes and lower unemployment rates. They make healthier lifestyle choices and live longer lives. They are more likely to vote and volunteer in their communities.

The Missouri Coordinating Board for Higher Education is responsible for designing a coordinated plan to address the state's higher education needs. The last plan was adopted in 2008.

To keep pace with the state's higher education needs, the Missouri Department of Higher Education will spend the next year developing a new coordinated plan: *Preparing Missourians to Succeed: A Blueprint for Higher Education*. The final plan will be presented to the coordinating board for approval in December 2015.

The *Blueprint for Higher Education* will focus on four main areas:

- **Accessibility:** Improve college readiness and make higher education opportunities available to all students across the state.
- **Affordability:** Keep the cost of higher education within reach for Missouri families.
- **Quality:** Ensure students acquire the knowledge and skills they need for a rapidly changing world and workplace and support the need for resources to provide quality educational opportunities.
- **Completion:** Help students stay the course to finish a certificate or degree program.

AGENDA

Welcome – Steering Committee Co-Chair *Deb Hollingsworth*

Introductions

Welcome – MU Chancellor *R. Bowen Loftin*

Presentation: The Linkages among Entrepreneurship, University Research and Economic Opportunity by UM System Executive Vice President and MU Vice Chancellor for Research *Hank Foley*

Panel: Partnerships and Collaboration among Missouri Colleges and Universities – Facilitated by Senior Associate Vice President *Steve Graham* –

Dean Russ Melchert – Pharmacy at UMKC

Dean Helen Reid – Missouri State Health Care

Willie Redman – associate provost at Southeast Missouri State

Lea Brandt – MU professor and coordinator of the MU/Community College Occupational Therapy Assistant program

Jeff Lashley – Moberly Area Community College president and one of the partners with the OTA program with Mizzou.

Discussion with Partnerships and Collaboration among Missouri Colleges and Universities Panel

Presentation: Beth Tankersley-Bankhead, Executive Director, Missouri College Advising Corps

Panel: Entrepreneurship – Facilitated by University of Missouri Associate Vice Chancellor/Vice Provost for Economic Development *Steve Wyatt* –

Lauren Rindquist, LaQuist CEO. Lauren is a senior journalism major.

Ben Seidel, Igniting Business CEO. Ben graduated from Mizzou's business school in May 2013. He has been running his business, which was initially called SARDCO, from the time he was a student in Mizzou.

Zachary Pinnell, GulpCoMO. Zachary is senior majoring in accountancy.

Landon Washam, GulpCoMO. Landon is a junior in the business school.

Discussion Entrepreneurship – Facilitated by University of Missouri Associate Vice Chancellor/Vice Provost for Economic Development Panel

Presentation: The State of Missouri Higher Education –

Rusty Monhollon, Assistant Commissioner of Academic Affairs

Leroy Wade, Deputy Commissioner

Public Comment

Adjourn

STEERING COMMITTEE ATTENDANCE

Dr. Michael Bleich, Missouri Nurses Association, and President and Maxine Clark and Bob Fox Dean and Professor, Goldfarb School of Nursing at Barnes Jewish College, St. Louis

Gena Boling, President, Missouri Association of Student Financial Aid Personnel, Rolla

Dr. Don Claycomb, President, State Technical College of Missouri, Linn

Robin Coffman, Chief of Staff, Missouri Department of Elementary and Secondary Education, Jefferson City

Mike Thompson, State Representative and Teacher (retired), Maryville

Dr. Charles Gooden, Dean of Student Affairs, Harris-Stowe State University (retired), St. Louis

Brian Crouse, Vice President of Education, Missouri Chamber of Commerce and Industry, Jefferson City

Deb Hollingsworth, Vice President of External Affairs, AT&T (retired), St. Louis

Dr. Johndavid Kerr, President, Missouri Association of Faculty Senates and Professor, Harris-Stowe State University, St. Louis

Michael Schwend, President, Preferred Family Healthcare, Kirksville

Dalton Wright, Chair, Missouri Coordinating Board for Higher Education, Lebanon (*Ex-officio member*)

Betty Sims, Vice Chair, Missouri Coordinating Board for Higher Education, St. Louis (*Ex-officio member*)

Dr. David Russell, Commissioner, Missouri Department of Higher Education, Jefferson City (*Ex-officio member*)

Dr. Rusty Monhollon, Assistant Commissioner of Academic Affairs, Missouri Department of Higher Education, Jefferson City (*Ex-officio member*)

Ryan DeBoef, (*Alternate for Council on Public Higher Education*)

Clif Smart, Vice Chair, Council on Public Higher Education, and President, Missouri State University, Springfield

Tom Richmond, Manager of Parts Distribution, Altec Industries, St. Joseph

Marie Carmichael, Owner and President, Affordable Homes Development Corporation, Springfield

Cliff Davis, Chair, Missouri Community College Association, and President, Ozarks Technical Community College – Table Rock Campus, Branson

Dr. John Jasinski, Chair, Council on Public Higher Education, and President, Northwest Missouri State University, Maryville

Bruce Wylie, Executive Director, Missouri Society of Professional Engineers, Jefferson City

Pat Dillon, Community Liaison, Mosaic Life Care, St. Joseph

Dr. Jon Bauer, Vice Chair, Missouri Community College Association, and President, East Central Community College, Union

Mark James, Chancellor, Metropolitan Community College, Kansas City

Ron Slepitz, President, Avila University, Kansas City, and Immediate Past Chair, Independent Colleges and Universities of Missouri

Jean-Paul Chaurand, Chief Operating Officer, Guadalupe Centers, Inc., Kansas City

PUBLIC ATTENDANCE

There were 16 members of the public in attendance.

MEETING SUMMARY

Deb Hollingsworth, Vice President of External Affairs, AT&T (retired), co-chaired the Steering Committee and gave an overview of the agenda and how the hearing would proceed.

PRESENTATIONS

Dr. R Bowen Loftin, MU Chancellor, welcomed the Steering Committee, staff and guests.

- University of Missouri-Columbia celebrating 175 year anniversary.
- We recognize traditional mechanisms that support our universities; state funding, tuition and fees, and philanthropy are truly limited. We cannot rely on these three going forward if we aspire to be great.
- MU is wide-open as far as partnerships. This is a fourth avenue for universities.

The Linkage among Entrepreneurship, University Research and Economic Opportunity by UM System Executive Vice President and MU Vice Chancellor for Research **Hank Foley**

- We need innovation.
- Today's top employers are not paying the majority of its employees enough to be thriving members of the middle class.
- Missouri's top employers are the federal government, then Walmart, then University of Missouri System, Washington University, Boeing and then University Hospital.
- We are not investing in research and innovation the way we have in the past.
- Strategy for Research:
 - Work together for synergy across Missouri
 - Grow our own entrepreneurs and innovators
 - Be shrewd and smart with IP
 - Re-engineer the culture to unleash the power of the willing (faculty, students...)
 - Don't be jealous – consult and borrow from the successful

The Linkage among Entrepreneurship, University Research and Economic Opportunity by UM System Executive Vice President and MU Vice Chancellor for Research **Hank Foley**

- ❖ Partnership with MSU in pharmacy. UMKC broadcasts pharmacy knowledge to MSU and MU students. MU is working with the Danforth Institute in plant sciences.
 - Open to working with private schools and public schools (4-year and 2-year).
- ❖ Working on creating two forms of investment funds.
 - A philanthropic fund
 - State could provide matching funds when going after big federal grants
 - A private fund run by someone outside the university based on innovation and technology coming out of the university
- ❖ Our biggest problem is in growing entrepreneurial management.

Partnerships and Collaboration among Missouri Colleges and Universities Panel Facilitated by Senior Associate Vice President Steve Graham

Willie Redman, Associate Provost at Southeast Missouri State:

- In 2010 Governor Nixon held a summit to see if there was something that could be done to help universities be more efficient. We looked at four issues
 - Attainment:
 - Academic program review
 - Cooperation and collaboration
 - Issues of funding
- Sharing courses with low enrollments between universities has helped universities become more efficient. A student can enroll in a university and pay tuition for a course that is taught through another university. This can form a full class from multiple universities.
- Sharing agricultural programs have received grants to help with costs to increase participation in these shared courses throughout the state.

Russ Melchert, Dean of Pharmacy at University of Missouri Kansas City:

- There is a huge demand for pharmacists in this country. Every dollar spent on pharmacy services saves four dollars on health care.
- Two schools of pharmacy in the state of Missouri:
 - The St. Louis School of Pharmacy (private institution)
 - The School of Pharmacy at University of Missouri Kansas City (only public school of pharmacy)
- We expanded the pharmacy program to MU in Columbia and MSU in Springfield. These students will receive their degree from UMKC.

Lea Brandt, MU Professor and Coordinator of the MU/Community College Occupational Therapy Assistant Program:

- Missouri Health Professions Consortium
 - Combines MU with five community colleges and one technical college using distance learning
- Our major challenges:
 - Academia
 - Student Access
 - Limited Capacity
 - Faculty Shortages
 - Accreditation
 - Trust

Jeff Lashley, President, Moberly Area Community College, and a partner with the OTA program with MU:

- Every community college in the state has Allied Health programs
- MACC could not make OTA work as community college program. Doing this in a collaborative effort made this possible.

Steering Committee discussion with panel members

- ❖ OTA is brilliant in design:
 - A student starts her coursework at a community college, takes a year of pre-OTA coursework.
 - Then she takes another year, still at community college but delivered by MU.
 - This program is layered to transfer well.
- ❖ We are looking for more ways to provide credit for prior learning.
- ❖ Caring for Missourians initiative included all Missouri public institutions.
- ❖ You have to have industry partnerships along with academic partnerships to be successful.
- ❖ Students in teacher education and foreign languages have strict sequence of courses they have to take, yet universities could have only five students ready at this time to take the next needed course. To keep a student from graduating late, you have to offer it. Combining classes through distance learning can pool the students together to create one large class taught by one professor. This program is faculty driven.
- ❖ It is very expensive to get all the accreditations needed. OTA worked and communicated with accreditors to get clarification on guidelines.
- ❖ MSU's has a partnership to teach uncommon languages such as Russia, Chinese, etc...created a special rate for OTC because their tuition is lower than MSU. We do not bill individual students. We now have 380 students within five universities in languages.
- ❖ Start up money is a challenge.
- ❖ We have many assessment measures in place. We have a standardized test available to ensure that students at any of the partner universities are learning at the same level.
- ❖ Education preparation is the next challenge for sharing resources.
- ❖ The coordinating board, MDHE and the steering committee can advocate for these collaborations.

Beth Tankersley-Bankhead, Executive Director, Missouri College Advising Corps presented

- Need to describe program details for committee to tie in the notes.
- Missouri College Advising Corp is the model corps in the United States.
- We want to continue to expand our partner schools across southern Missouri and the boot heel.
- We began with seven schools. We now serve 27 school districts.
- Our ability to expand the program depends on our ability to fund the program.
- We partnered with a Summer Melt program and began last year in Kansas City.
- We want to expand College Application Week (Apply Missouri).

Feedback Session for Steering Committee Members

- We are receiving extraordinary information from the panelists and presenters, but we have been horrible storytellers to the rest of Missouri. We have to do a better job in sharing the stories and data in order to acquire proper funding.
- Environmental scanning on a global scale may help us move forward.
- We need to ask panelists where they see higher education in 5-10 years. Find out what should we be doing next.

- We need to focus on the role of higher education.
- We need to discuss operational infrastructure issues, who are the students that are not choosing higher education, what do they see as obstacles and soft skills.
- Could we look at DESE's strategic plan to see how we can partner? (past plan?) DED's strategic plan also.
- We need data in healthcare and the needs. Is there a gaping hole?
- We should see any funding models that could be considered.
- Are there alternate funding streams with other states as a model? Can we compare states' funding and plans to see where we are similar?
- We need to consider development options, secure greater grants, go after national funding sources. Do we need a state portal to request matching moneys? North Carolina would be good to look at.
- How much goes into 50/50 funding? We have to sell education as a whole.
- Maybe a three-year objective could be to establish a funding source.
- We need to change our vision if we want to change our trajectory.
- CBHE does not want to be constrained by what is impractical at this time such as money.
- DESE has Top 10 by 20. It shows how we are tired of being mediocre. We need to be audacious.
- In the state legislature, one-third of our budget is allowed to change. We are working with five percent of one-third of our budget. The only pots available for them to take from are education and mental health.
- The more we are able to bring businesses into the classroom and research, the better we could do and take it to the legislature.

Entrepreneurship Panel

Ben Seidel, Igniting Business CEO.

- Started company while at University of Missouri
- Web development, Technical services and Marketing for small businesses
- Balancing time is a huge challenge to a student at startup. Prioritization is key.
- The Entrepreneurship Alliance has many programs. You do not have to be a business major to join.
- Definitely need more networking opportunities and support for student entrepreneurs.

Lauren Rindquist, LaQuist CEO

- Started company while at University of Missouri
- Global online boutique for wearable art in hand painted shoes
- Partners with charities
- Biggest challenge is running a business while being a student
- The Entrepreneurship Alliance was extremely helpful to me. Landon Washam, GulpCoMO
- App that allows you to pay your cover charge into nightclubs without cash
- Making the app user friendly is also a challenge

Zachary Pinnell, GulpCoMO

- Partner with Landon Washam. Developed app while student at University of Missouri.
- Marketing is our biggest challenge. Social media is our best marketing tool right now.
- We utilize mentors inside and outside of school

Presentation by Rusty Monhollon, Assistant Commissioner of Academic Affairs , and Leroy Wade, Deputy Commissioner for Missouri Department of Higher Education

- Missouri has Public, Independent and Proprietary sectors
 - 13 four-year public universities; two multi-campus systems (UM and MSU)
 - 12 community colleges; 3 multi-campus systems (MCC, OTCC, SLCC)
 - One public technical college
 - 59 Independent (not-for-profit) institutions
 - 100+ Proprietary (for profit) schools
- Community Colleges have taxing districts and service regions.
- Coordinating Board for Higher Education primary responsibilities:
 - Approve proposed new degree programs
 - Mission review
 - Promote cooperative agreements between IHEs
 - Guidelines for appropriation requests
 - Approve new senior colleges or residence centers
 - Establish admission guidelines
 - Facilitate transfer of students
 - Collect comparable data for all IHEs
 - Administer state financial aid programs
 - Certify proprietary schools
- An institution's mission is defined by:
 - The state, which established the institution
 - IHE's governing board
- Institutions' sources of revenue:
 - Net Tuition and fees
 - State and Local Appropriations
 - Federal Appropriations and Federal, State, and Local Grants and Contracts
 - Private Gifts, Investment Returns, and Endowment Income
 - Auxiliary Enterprises, Hospitals, Independent Operations and Other Sources

Steering Committee Discussion with panel members

- ❖ Missouri has a very diverse higher education system with a high number of independent colleges and universities. They contribute to the goals we are trying to reach.
- ❖ Full-time students graduate at a much higher rate than part-time students. This is one measure among many.
- ❖ We need to find out how do we link our financial aid programs to our statewide higher education goals?
- ❖ Funding is and always will be a problem. The perception of the value of higher education in the state is a problem.
- ❖ We need to convince the state to invest in higher education. Education has to become a priority.
- ❖ The education of a student starts at pre-K. We cannot look at education as a supplement. Education must be a need.
- ❖ States that have achieved a desirable level in higher education are Massachusetts and Maryland. Indiana is on a good path.

PUBLIC COMMENT

- ❖ Dr. Susan Harkness, new Vice President for Academic Affairs for Stephens College wants to build sustainable partnerships with other institutions and wants to add to the thinking in the state.
- ❖ Destiny Johnson, student at Stephens College is asking for increases in Access Missouri. Please prioritize state financial aid. Make aid awards based on needs.
- ❖ Tish Jackson, parent and sole provider of two students says Access Missouri is critical. All students despite social economic status should have access to higher education.
- ❖ Joyce He, student in St. Louis asking for need-based aid to be a priority to the state. Without financial aid, many students would not be able to obtain a degree. Please fully fund Access Missouri.

ADJOURN

Note: The comments provided in this document do not represent a verbatim transcription of the comments received verbally and may incorporate some close paraphrasing by the record-keeper.