

MINUTES

ACADEMIC AFFAIRS AND ENROLLMENT MANAGEMENT COMMITTEE

UNIVERSITY OF SOUTHERN INDIANA BOARD OF TRUSTEES

March 7, 2024

The Academic Affairs and Enrollment Management Committee of the University of Southern Indiana Board of Trustees met on Thursday, March 7, 2024, in the Griffin Center on campus. Present were Committee Chair Christina M. Ryan, and Trustees W. Harold Calloway, and Jeffrey L. Knight. Also in attendance were Interim Provost Shelly Blunt, Vice President for Strategic Enrollment Management Troy A. Miller, Vice President for Student Affairs Khalilah Doss, and Vice President for Marketing and Communication Kindra L. Strupp M'22.

Trustee Ryan called the meeting to order at 9:34 a.m.

1. APPROVAL OF NEW CERTIFICATE: FINANCIAL INSTITUTIONS CERTIFICATE

Trustee Ryan called on Interim Provost Blunt to discuss a new certificate program. The Romain College of Business proposes to offer a Financial Institutions Certificate. A complete abstract describing the program is in Attachment A. The proposed implementation date is fall 2024. Dr. Blunt introduced Dean Sudesh Mujumdar and Associate Dean Brian McGuire to provide details of the program.

On a motion by Mr. Knight, seconded by Mr. Calloway, the committee approved the recommendation to the Board of Trustees to approve the certificate program in Attachment A.

2. APPROVAL OF NEW GRADUATE CERTIFICATE: GRADUATE CERTIFICATE IN LEADERSHIP

Trustee Ryan called on Interim Provost Blunt to discuss a new certificate program. The School of Graduate Studies proposes to offer a Graduate Certificate in Leadership. A complete abstract describing the program is in Attachment B. The proposed implementation date is fall 2024. Dr. Blunt introduced Dean Michael Dixon to provide details of the program.

On a motion by Mr. Calloway, seconded by Mr. Knight, the committee approved the recommendation to the Board of Trustees to approve the certificate program in Attachment B.

3. POTT COLLEGE OF SCIENCE, ENGINEERING, AND EDUCATION ACADEMIC PARTNERSHIPS: BUILDING AN ENROLLMENT PIPELINE

Trustee Ryan called on Interim Provost Blunt to introduce the Pott College of Science, Engineering, and Education Academic Partnerships report: Building an Enrollment Pipeline. Dr. Blunt provided a brief history of how the Pott College established the partnerships to get students interested in STEM engaged in the programs offered by the college today. Dr. Blunt introduced Dr. William Elliott, Interim Dean of Pott College of Science, Engineering and Education for a presentation.

Interim Dean Elliott began by speaking about the events held to promote interactions between elementary, middle school, and high school students. Science fairs and events like "Be a Teacher Day", "Medical Professions Day", and "STEM Professional Day" bring high school students to USI's campus.

Pott College's partnerships with the Evansville-Vanderburgh School Corporation include the Academy of Science and Medicine at Central High School, the Southwest Indiana Career and Technical Center Pathway to Exercise Science at USI, and the Academy of Future Educators at F.J. Reitz High School. Dr. Elliott explained how these partnerships move from engaging with the students in the high school environment to having them take some college-level credit courses, and then transitioning to USI. Dr. Elliott concluded because of this work, other school districts in the region have approached USI seeking similar programs for their students.

There being no further business, the meeting adjourned at 10:13 a.m.

ABSTRACT

Undergraduate Certificate: Financial Institutions Certificate To be offered through in-person and online formats By the University of Southern Indiana, Evansville, Indiana

- 1. Characteristics of the Program:** The University of Southern Indiana Provost's Office proposes to offer a new certificate, entitled Financial Institutions Certificate. The certificate will be offered through in-person and online formats.

The certificate will offer students the requisite background for careers with banks, credit unions, and agencies responsible for regulatory oversights. Currently, USI offers the individual courses needed for a certificate but does not package the courses in a meaningful way. This certificate will allow students to highlight the skills and knowledge they have gained while studying at USI.

- 2. Rationale for the Program:** In recent years, both area banks and credit unions have hired USI graduates. FDIC and Credit Union data report 26 financial institutions with operations in the Evansville market. Several of the banks are publicly traded with over \$10 billion in assets. Two of the largest credit unions in Indiana have headquarters in the Evansville market. Area bankers have requested that USI develop a Banking & Credit Union Certificate to help fulfill labor needs in the market.

On March 29, 2023, the premier source for labor markets in Indiana reported 14 thousand job openings in Business and Financial Operations. [Employment Outlook Projections: Hoosiers by The Numbers \(in.gov\)](#).

The Indiana State government shows openings for both bank and credit union examiners. <https://www.workforindiana.in.gov/>. The federal government shows openings for both Credit Union and Bank Examiners at the national level [USAJOBS - The Federal Government's official employment site](#).

- 3. Cost of and Support for the Program:** No additional faculty or staff, facilities, capital, or equipment are needed for initial start-up.
- 4. Similar and Related Programs:** Ball State University and Purdue University-Northwest offer 15-hour banking minors but do not require a tax course or allow internships. Purdue University-Fort Wayne offers a banking certificate but also does not require a tax course or allow the internship option.
- 5. Quality and Other Aspects of the Program:** This is a 12-hour (4-course) certificate.

FIN 361 Financial Institutions - The institutional structure of the financial systems. Surveys both the public and private sectors of our money and credit economy. Emphasis is placed on understanding the impact of the commercial banking system, financial intermediaries, and public finance needs upon the conduct of business finance.

ECON 361 Money and Banking - The nature and function of credit in the American economy; operation of commercial banks; purposes and functions of the Federal Reserve System, and the introduction to monetary theory. The course emphasizes the impacts of recent developments in the U.S. monetary system on both individuals and the overall economy.

*ACCT 311: Introduction to Federal Income Taxes ** - An introduction to federal tax theory and practice as applied to individuals. The emphasis is on the examination of the role of taxation in society (legal, social, economic), procedural rules and their application, and tax planning techniques.

*This course is required because small business owners file a Schedule C with their individual income tax return. Lenders often make small business lending decisions based on Schedule C information along with adequate collateral.

Directed Elective (3 hours) (One of the following courses)

- *MKTG 344 Personal Selling*
- *ACCT 422 Financial Report and Analysis* (This course will be getting a new course description and pre-req. change).
- *BUAD 499 Internship (Must be with a bank or credit union)*

The program's learning outcome is to ensure students become familiar with the functions of banks, credit unions, and the regulatory agencies that provide oversight to these industries. The learning outcomes will be assessed by exams, assignments, and projects related to each course. The program is in the Romain College of Business which is AACSB Accredited.
Projected Headcount and FTE enrollment - Year 1: 8, Year 2: 12, Year 3: 15

ABSTRACT

**Graduate Certificate: Graduate Certificate in Leadership
To be offered in an online format
By the University of Southern Indiana, Evansville, Indiana**

- 1. Characteristics of the Program:** The Graduate Certificate in Leadership is designed to provide individuals with the essential skills needed to assume positions of leadership and to excel in these roles. Those currently in the workforce, who seek advancement or new positions, will find that the Graduate Certificate in Leadership offers a balanced and multi-disciplinary curriculum that will create effective leaders who communicate and innovate. The program is offered 100% online, with asynchronous delivery, and in an accelerated format that provides working professionals with the convenience and flexibility they need to complete this program on their schedules.

The Graduate Certificate in Leadership is a nine-credit hour certificate focusing on leadership communication and leadership context.

- 2. Rationale for the Program:** For several years, members of the University of Southern Indiana community have been engaged with community stakeholders through a number of partnerships, including Talent EVV (formerly Talent 2025). This specific partnership has led to a number of collaborative efforts, many of which have been made possible through a Lilly Charting the Future Grant (2020). Collaborations with Talent EVV include Talent Development through Educational Opportunities – Preparing the Future Workforce (April 2, 2021) and the follow-up Curriculum Mapping Workshop (September 23, 2021). Both events brought together regional employers, business leaders, and representatives from regional institutions of higher education to discuss collaborative approaches to solving regional problems. Throughout both events, one concern was expressed regularly by regional business leaders. Their mid-level employees currently have a skills gap that will prevent them from advancing to positions of leadership when current leaders retire. Employers and business leaders reported this gap needs to be addressed, as the ability to recruit individuals from outside their companies into positions of leadership is limited. This skills gap and their concerns for the near-term future led to discussions at the University of Southern Indiana to construct a graduate certificate that will address these concerns and will help current employees attain the critical skills they need to advance their careers by promotions to leadership positions.
- 3. Cost of and Support for the Program:** No additional faculty or staff, facilities, capital, or equipment are needed for initial start-up.
- 4. Similar and Related Programs:** Indiana University, Indiana Wesleyan University, Oakland City University, Purdue University, and the University of Evansville all offer Leadership Certificates at the graduate or post-baccalaureate level with various focuses.
- 5. Quality and Other Aspects of the Program:** The Graduate Certificate in Leadership at USI is comprised of courses currently offered in existing graduate programs (Master of Business Administration, Master of Arts in Communication, Master of Arts in English, Master of Public Administration). The Graduate Certificate in Leadership, therefore, will complement any of these degrees and can be earned easily by students enrolled in those master's degree programs. The certificate will also complement any of our graduate offerings in healthcare, and education.