

**MINUTES**  
**UNIVERSITY OF HOUSTON SYSTEM**  
**BOARD OF REGENTS**  
**ACADEMIC AND STUDENT SUCCESS COMMITTEE**

Thursday, November 14, 2019 – The members of the Academic and Student Success Committee of the University of Houston System Board of Regents convened at 11:49 a.m. on Thursday, November 14, 2019, at the Hilton University of Houston Hotel, Conrad Hilton Ballroom, Second Floor, 4450 University Drive, Houston, Texas 77204 with the following members participating:

ATTENDANCE –

Member(s) Present

Beth Madison, Chair  
Jack B. Moore, Vice Chair  
Durga D. Agrawal, Member  
Alonzo Cantu, Member  
John A. McCall, Jr., Member  
John D. Fields, Student Regent, Non-voting  
Tilman J. Fertitta, Ex Officio

Non-Member(s) in Attendance

Steve I. Chazen, Regent  
Gerald W. McElvy, Regent  
Doug H. Brooks, Regent

In accordance with a notice being timely posted with the Secretary of State and there being a quorum in attendance, Regent Beth Madison, Chair of the Committee called the meeting to order at 11:49 a.m. Regent Madison stated the committee would be presented six (6) agenda items: five (5) action items for the committee’s consideration and approval and one (1) information item.

Regent Madison moved to the first approval item, the approval of the minutes from the August 22, 2019, Academic and Student Success Committee meeting.

\*\*\*\*\*

AGENDA ITEMS

**Action Item(s):**

1. Approval of Minutes – Item B

On motion of Regent Agrawal, seconded by Regent Moore, and by unanimous vote of the committee members present, the following minutes from the meeting listed below was approved:

- August 22, 2019, Academic and Student Success Committee Meeting

Following the approval of the minutes, Regent Madison moved to the next item listed on the agenda, Item C, the Approval of a Bachelor of Arts and Master of Science in Serious Games and Simulations – University of Houston-Clear Lake and introduced Dr. Paula Myrick Short, Senior Vice Chancellor for Academic Affairs and Provost, who presented this item.

Dr. Short stated that the University of Houston-Clear Lake was requesting approval to establish a Bachelor of Arts and Master of Science in Serious Games and Simulations. Dr. Short explained that serious games were designed in order to teach and instruct and were very different from the entertainment video gaming industry.

The Bachelor of Arts program was designed for students seeking basic technical skills, such as coding, and art and graphic design, with an emphasis on serious games and simulations. Students graduating from this program would be ready to work in technical roles in companies that build those games.

Dr. Short also stated that the Master of Science program was an advanced degree and would prepare students to lead the team-based development of serious games and simulations, developing the skills needed in the various areas such as coding, arts and graphic design, stage development, sound and video, and project management. Dr. Short mentioned that this was an interdisciplinary degree since every college at UH-Clear Lake played a role in the development of this program, the various disciplines involved truly made it an institution-wide degree.

Dr. Short explained that the serious gaming and simulations industry had really grown. The number of gaming job postings for roles requiring virtual and augmented reality skill sets increased 93% since 2015, with 17% of the growth taking place in the last year. Dr. Short also noted that there were no other programs within Texas specifically providing education in serious games and simulations.

Lastly, Dr. Short mentioned that the Bachelor of Arts expected to produce revenue in its first year while the Master of Science projected to generate revenue in year two.

On motion of Regent Agrawal, seconded by Regent Moore, and by unanimous vote of the committee members present, the Approval of a Bachelor of Arts and Master of Science in Serious Games and Simulations – University of Houston-Clear Lake was approved.

Next on the agenda was Item D, Approval of a Bachelor of Science in Digital Gaming Simulation – University of Houston-Victoria. Regent Madison asked Provost Short to present this item to the committee for their consideration.

Dr. Short stated that the University of Houston-Victoria requested approval to establish a Bachelor of Science in Digital Gaming and Simulation degree, a program focused more on the entertainment side of video gaming. This program had been in existence at UH-Victoria as a concentration under the Bachelor of Science in Computer Science, however, it was decided to develop it into a standalone degree due to the high demand.

Dr. Short noted that the video game industry generated about \$135 billion in revenue in 2018 with a one-year growth of over 10%. She added that the gamification trend fueled the demand for digital gaming designers and developers. In Texas alone there were an estimated 3000 positions for game developers waiting to be filled.

In terms of duplication, Dr. Short stated that Lamar University offered a similar undergraduate degree in Computer Game Development, and the College of Technology at the University of Houston offered a Bachelor of Science in Digital Media that offered a track in Simulation and Gaming, but the focus was on how to use animation software to produce creative works whereas the proposed program would concentrate on designing animation software.

Finally, Dr. Short mentioned that the Bachelor of Science in Digital Gaming Simulation at UH-Victoria expected to generate revenue in its first year.

On motion of Regent Agrawal, seconded by Regent Moore, and by unanimous vote of the committee members present, the Approval of a Bachelor of Science in Digital Gaming Simulation – University of Houston-Victoria was approved.

The next action item on the agenda was Item E, Approval of a University of Houston Law Center Admission Standards Modification – University of Houston. Regent Madison asked Dr. Short to present this item to the Board for their consideration and approval.

Dr. Short explained that in February 2019 the Board approved a request by the UH Law Center to modify their admissions standards in accordance with the American Bar Association. Since then, it was found the University of Houston does not rank its undergraduate students; therefore, this proposal was to remove the phrase “ranked in the top 10% of their undergraduate class”, and change the required GPA from 3.5 to 3.6 from the previously approved admission standards. She noted that students who apply to the UH Law Center would still need to have scored above the 85<sup>th</sup> percentile on the ACT or SAT and achieve the required GPA of 3.6.

On motion of Regent Agrawal, seconded by Regent Moore, and by unanimous vote of the committee members present, the Approval of a University of Houston Law Center Admission Standards Modification – University of Houston was approved.

Next on the agenda was Item F, Approval of University of Houston Honorary Degrees – University of Houston, and Regent Madison asked Dr. Short to present this item.

Dr. Short stated that the University of Houston had two (2) candidates to nominate for an honorary degree, Mr. Marvin E. Odum, III and Mr. Richard G. Rawson, in recognition of their significant contributions to the community and the University.

### **1. Marvin E. Odum, III**

Marvin E. Odum III is a Co-Chair of the University of Houston’s \$1 billion “Here, We Go” Campaign and a Board of Visitors member. He previously served on the Energy Advisory Board and several other university volunteer leadership boards. He is a member

of the Council on Foreign Relations; Board member of the National Urban League; Dean's Council member of the Harvard Kennedy School of Government and Board of Visitors member of the M.D. Anderson Cancer Center University Cancer Foundation.

Mr. Odum served as Chairman and President of Shell Oil Company until April 2016 and concurrently as Executive Committee Director for Royal Dutch Shell plc from July 1, 2009, during a period of unprecedented growth for the company. He joined Shell as an engineer in 1982 and held a variety of management positions in technical and commercial operations across multiple business areas, including Chief Executive Officer at InterGen, Inc; Executive Vice President for Exploration and Productions in the Americas; and Director of Americas Shell Gas and Power. He was Chairman of the Board of Aera Energy from 2005 to 2009 and Chairman of the Board of Shell Canada Ltd from 2009 to 2014. After the devastation of Hurricane Harvey, Mr. Odum was appointed as the Chief Recovery Officer by Sylvester Turner, the Mayor of Houston, serving until November 2018. He is now the Chief Executive Officer of 816 Group, the holding company for Mr. Odum's collection of start-up companies.

Mr. Odum earned a Master of Business Administration from the University of Houston and a B.S. in Mechanical Engineering from the University of Texas.

## **2. Richard G. Rawson**

Richard G. Rawson is a distinguished alumnus of the C.T. Bauer College of Business at the University of Houston, with a bachelor's degree in business administration, majoring in Finance. In his early career, he served as a Senior Financial Officer and Controller for several companies in the manufacturing and seismic data processing industries. In 1989, Mr. Rawson joined Administaff as CFO and led the development of a novel set of accounting standards that enabled Professional Employment Organizations (PEOs) to track and report financial results that are transparent to their stakeholders. This led Administaff to be rebranded as Insperity Inc., the first PEO to issue stock as a publicly-traded company. Shortly afterwards, Mr. Rawson was named President. Due to his efforts, Insperity has been an invaluable partner to Bauer via the Professional Program in Selling and a business skills certification program that is unique in the PEO industry. Among other donations, Insperity has given \$8 million for the naming of the Insperity Center, which houses graduate classrooms, meeting spaces, and program offices.

Mr. Rawson's personal involvement has spanned many areas including athletics, the executive committee for the "Here, We Go" campaign, and the Dean's Advisory Board for the Bauer College. He and his wife Dawn have been generous contributors to student scholarships in the College of Education and a \$1 million endowment to help kick off the Bauer Excellence Scholarship initiative. In addition to being an Ezekiel W. Cullen Society Member, Mr. Rawson is a recipient of the UH Cougar 100 Award for 2014, 2015, 2016 and 2017. He is also a recipient of the UHAA Distinguished Alumni Award for 2013, and received the Bauer Star Flag in May 2005. Mr. Rawson served on the Board of Visitors Power Athletic Task Force from 2016 to 2018, the Campaign Planning Committee from 2014 to 2016, and Board of Visitors from 2013 to 2018.

Chancellor Khator asked Dr. Short to provide a brief summary of the process of selection for Honorary Degrees for the newly appointed Regents. Dr. Short stated that every fall semester her office would send a call for nominations. All nominations were submitted officially to the Provost's Office along with a completed form and material requested. Once all of the nominations have been received then a committee of faculty is formed to review and evaluate all of the candidates. The final report of these evaluations would then be sent to Dr. Short who in turn would present it to the President for the final approval.

A brief discussion followed.

On motion of Regent Moore, seconded by Regent Agrawal, and by unanimous vote of the committee members present, the Approval of University of Houston Honorary Degrees – University of Houston was approved.

Following the approval of the last action item, a motion was called to place all four (4) action items, unanimously approved by the committee, on the Board's Consent Docket Agenda for final Board.

On motion of Regent Agrawal, seconded by Regent Moore, and by unanimous vote of the committee members present, all four (4) action items were placed on the Board of Regents' Consent Docket Agenda for final Board approval at the Board meeting held later that day, November 14, 2019 as follows:

1. Approval of a Bachelor of Arts and Master of Science in Serious Games and Simulations – UH-Clear Lake;
2. Approval of a Bachelor of Science in Digital Gaming Simulation – UH-Victoria;
3. Approval of a University of Houston Law Center Admission Standards Modification – UH; and
4. Approval of University of Houston Honorary Degrees – UH;

The next item would be presented for the committee's reference only, Item G, the Presentation of Low Producing Programs Report – University of Houston System. Regent Madison asked Dr. Short to present this item to the committee.

Dr. Short explained that since 2015 a report had been generated and presented at each November meeting in response to a directive from the committee. She explained the Texas Higher Education Coordinating Board (THECB) has a running list of low producing programs that meet the following criteria:

- Fewer than 25 graduates in five (5) years for undergraduate programs
- Fewer than 15 graduates in five (5) years for master's programs, and
- Fewer than 10 graduates in five (5) years for doctoral programs

Dr. Short noted that these programs are brought to the committee with one of three possible recommendations:

1. Retained (after considering all aspects of this program)
2. Placed on monitoring status for three (3) years (must have a plan in place to increase enrollment and graduation rates)
3. Discontinued or terminated

Dr. Short stated that four (4) programs had been identified as low producing in 2019:

#### **University of Houston**

- Engineering Management (MS)  
This program was placed on monitoring status in 2017, would like to continue monitoring this program throughout the three (3) years since the College was working on various initiatives to help increase their enrollment.
- Space Architecture (MS)  
This program was placed on monitoring status in 2018, would like to continue monitoring the status of this program, the College has also put a plan in place to increase enrollment and graduation numbers.
- Italian Studies (BA)  
This program would be discontinued. The College of Liberal Arts and Social Sciences was in the process of consolidating this program as a specialized concentration in their BA in World Cultures and Literature. The program would stop admitting students by the end of Spring 2020 and a teach-out process would be put in place for students who were in the middle of completing their degree.

#### **University of Houston-Clear Lake**

- Reading (MS)  
This program was requested to be retained since it was considered a very important part of their diagnostic clinic, which had been in operations for over 20 years providing tutoring to elementary and middle school students in the community. The university was working on a number of strategies in order to increase enrollment and graduation rates.

Dr. Short was happy to report that the Aerospace Engineering (MS) program at the University of Houston previously placed on monitoring status in 2018 had now been identified as not-low producing. She stated that since receiving the directive from the committee a total of ten (10) programs were identified as low producing in 2015. Dr. Short considered this number to be high and the university has worked really hard to streamline its academic inventory resulting in the closure or consolidation of a total of 25 programs throughout the UH System. Dr. Short also noted that the UH System had been more strategic in approving new programs that meet the needs of the community, place us on the forefront of workforce training, and prepare graduates to be more competitive.

A brief discussion followed.

This item was presented for information only and no committee action was required.

It was noted that an Executive Session would not be held.

There being no further business to come before the committee, the meeting was adjourned at 12:20 p.m.

All documentation submitted to the Committee in support of the foregoing action items, including but not limited to “Passed” agenda items and supporting documentation presented to the Committee, is incorporated herein and made a part of these minutes for all purposes; however, this does not constitute a waiver of any privileges contained herein.

\*\*\*\*\*

Others Present:

Renu Khator  
Jim McShan  
Paula Myrick Short  
Dona Cornell  
Don Guyton  
Richard Walker  
Eloise Dunn Brice  
Lisa Holdeman  
Steven Berberich  
Juan Sánchez Muñoz  
Chance Glenn, Sr.  
Mike Johnson  
Raymond Bartlett  
Victoria Coleman Ferguson

Jon Aldrich  
Matthew Castillo  
Macie Kelly  
Mike Atteberry  
Joe Brueggeman  
Branda Lumpkin  
Shannon Harrison  
Ryan Harrison  
Gerry Mathisen  
Marquette Hobbs  
Brenda Robles  
Ed Castillo  
David Oliver  
Chris Stipes

Sabrina Hassumani  
Jeff Palmer  
Caesar Moore  
Leonard Baynes  
Andrew Davis  
Chris Paul  
Wayne Beran  
David Bradley  
Mark Denney  
Jason Marquez  
Mark Clarke  
Richard Diaz  
Dan Maxwell  
Russ Hoskens