

SPECIAL COMMITTEE ON MILITARY AFFAIRS

Special Committee on Military Affairs

April 10, 2014

2. Open Minutes of February 20, 2014 Raiford Trask, III

Situation: The minutes of the February 2014 meeting will be reviewed.

Background: Open minutes must be approved before the April 2014 meeting can begin.

Assessment: N/A

Action: The Committee must vote.

SPECIAL COMMITTEE ON MILITARY AFFAIRS

Thursday, February 20, 2014

Minutes (Draft)

The Special Committee on Military Affairs (SCMA) met Thursday, February 20, 2014 in Conference Room C of the Spangler Center in Chapel Hill at 11:45 AM.

Committee members present include Chairman Trask, Mr. Holmes, Mr. Lampe, and Ms. Maxwell. Vice President Rhinehardt, Associate Vice President Dixon, and Assistant Vice President Dickens attended as staff. Vice President Drew Moretz, Associate Vice President Mike Delafield, Defense Applications Specialist Kathie Sidner, Director of Military Education Ann Marie Beall, Director of E-Learning Maggie O'Hara, and Director of Transfer Articulation Tenita Philyaw-Rogers were also present.

Others present were Chancellor Gary Miller of UNC-Wilmington and Dr. Jon Young, Provost and Vice Chancellor for Academic Affairs at Fayetteville State University.

The January minutes were approved.

Chairman Trask reminded the committee of its priorities: Education programs that meet the needs of the military; Distribution, i.e. program delivery, in-state tuition, 8 week delivery, and transfer of credits; and Marketing focused on the Joining Forces initiatives' immediate outreach and sustainability.

Vice President Rhinehardt gave the SCMA an update on military-affiliated data and presented pieces of the draft 2014 UNC SERVES Accountability Statement and Resource Guide, including a graph showing the increase in the number of students using tuition assistance over time. Matrices displaying the progress towards UNC SERVES goals were distributed to those in attendance. Vice President Rhinehardt noted that the 2014 UNC SERVES Resource Guide will be disseminated through a wide variety of platforms, including Apple iBooks and Amazon Kindle stores.

Dr. Young provided the SCMA with a list of the three most-important factors in determining the effectiveness of a program: dedicated personnel; a campus culture that embraces students of all ages and experiences; and consideration towards the unique scheduling needs of active-duty and veteran students. Chancellor Miller added that proximity to military installations is also very important. Dr. Young then provided the committee with a presentation on eight-week classes at FSU, stressing that eight-week classes show a commitment to meeting the needs of military-affiliated students. Hybrid courses, a combination of face-to-face and online learning, are a key area for growth in the future.

Vice President Rhinehardt and Director Beall then provided an update on the marketing plan. First steps include the development of UNC Joining Forces and Partnership for National Security branding, followed by the marketing of specific programs to specific audiences.

The meeting was adjourned at 12:59 PM.

Raiford Trask III, Chair
Special Committee on Military Affairs