

**Academic Transformation**  
**Academic Advisory Committee**  
**5.12.21**

Associate Provost for Academic Budget, Facilities and Strategic Initiatives Mark Gavin presented to the group to discuss opportunities/opportunity programs at the University that can help toward the goals of sustaining enrollment numbers and growth.

**Growth Opportunities**

- Previous conversations with the Advisory Committee around the program portfolio focused primarily on programs for further review
- Equally important in program portfolio review process is identifying potential opportunities for growth (enrollment and revenue)
- This becomes a process we can repeat as needed
- There are limited resources to invest, so we have to find ways to work with colleges to identify the most appropriate opportunities to pursue
- The opportunities the Provost's Office identified aren't exhaustive but are starting points
- Opportunities identified are either college-specific or potentially interdisciplinary
- Identifying an opportunity doesn't guarantee pursuit/investment
  - Has to align with college/faculty interests
  - Need to make choices with available resources
  - Deans will facilitate conversations with relevant units and the Provost's Office

**Process for Identifying Growth Opportunities**

Enrollment/revenue growth opportunities have been identified in two categories:

- Current programs/majors
  - Informed by current major performance metrics
  - Informed by external market data
    - Jobs EQ
    - Eduventures
    - Hanover
    - EMSI
    - EAB Market Scans
- New programs/majors
  - Looking at existing capabilities that can be leveraged
  - Informed by external market data
    - Jobs EQ
    - Eduventures

- Hanover
- EMSI
- EAB Market Scans

Upcoming program workshops

- Assessment for academic programs
- Finding the opportunities

Innovation Hackathon(s) in Fall

**Questions that the committee considered:**

- What are some interdisciplinary opportunities for new programs/majors that you see across colleges?
- How can we identify these opportunities?
- How can we set them up for success?
- What do faculty need/what would be helpful to drive curriculum change?