

## Utah Asia Campus

### Board of Directors

Date: September 13, 2024

Time: 10:00 AM

Location: Ken Garff Scholarship Club

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#### 1. Welcome and Opening Remarks

- Chair: President Taylor Randall (University of Utah)
- Emphasized the exciting momentum at the Utah Asia Campus (UAC) with record enrollment (620 students).
- Encouraged continued innovation and student exchange.

#### 2. Remarks from University Leadership

- Provost Mitzi Montoya: Focused on student completion rates and graduate program expansion.

#### 3. Strategic Plan Overview

- Vision: Global impact through education, research, and entrepreneurship.
- Goals:
  - Increase international students to 12% (~4,800 – 50% over the next few years)
  - Enhance retention and graduation via global experiences (3% of students)
  - Improve global competitiveness
- Strategies:
  1. Expand student mobility
  2. Integrate global learning outcomes
  3. Grow international research collaborations

#### 4. Implementation & Metrics

- One-stop shop for international services to open near Learning Abroad in the student Union.
- Elimination of barriers: fees, campus wide travel insurance (blanket coverage)

- Development of Faculty Fellow role to refine research metrics

- Larger cohort programs

- Expand internship and research opportunities

- Partnership with the Vice President for Research to bring on a faculty fellow to help us refine what the 4% of the portfolio really means.
- The University as a whole does not know how the international work that's going on around campus.
- The importance of the internationalization roundtable

Example of research collaboration: We have partnered with the University of Cote D'Azur who is hosting the 2030 Olympics and Utah is hosting the 2034 Olympics. We have come together to do a research collaboration with four different pillars on how to do a sustainable Olympics (Ecosystems, Transportation, Air Quality and Water Quality.)

Cross Campus initiative (Health Sciences, Social Sciences, Etc.)

## **5. Utah Asia Campus Highlights**

- Presented by Greg Hill, CAO

- Enrollment growth to 620; 178 graduates

- Faculty/staff hires and student support infrastructure

- ECE program is not fully loaded
- Games: Hired first full-time faculty member
- New Assistant Dean of Student Affairs: Maria Martinez (Originally worked on the UU Main Campus)
- Additional positions filled: International Affairs, Coordinator for Res Life, Support for Marketing and Admissions, Advisors

- President Randall delegation visit in October 2023 with a group from the University and Legislature.

- Various meetings, both business and government (Hospitals, Coupang, Blizzard, etc.)

Engaging with Alumni, Mayor, Ambassadors

## **6. Strategic Partnerships & Initiatives**

- 20+ MOUs in Korea for internships and collaboration

- Revenue from Industry Academic Foundation projected at \$1.5M

- Utah World Trade Center office opened at UAC

## **7. Alumni & Community Engagement**

- Golf outing, alumni networking, and civic collaborations
- Events supporting Korean military families and international service

## **8. Graduate Programs and Future Plans**

- Master's in Communication: UAC's first internally managed grad program
- Exploring JD and professional programs
- Enrollment goal: 3,000 students (60% domestic, 40% international)

## **9. Open Discussion**

- Concerns on graduate funding, curriculum impact, and accreditation
- Ideas on 4+1, 3+2, and certificate offerings

## **10. Conclusion**

- Board expressed enthusiasm for growth and strategic alignment

## **11. Student Affairs**

- Presented by Randy McCrillis, Dean of Students
- Fall and Spring Enrollments are almost equal (previously, fall numbers were significantly higher)
- Korean Culture is a big factor for the excitement to go to Korea (Korean Dramas, K-Pop, Food)
- Events: 2024 Summer Exp UAC Day, 2024 KCon LA, Ulaanbaatar College Fair, Tabling at Salt Lake Bees Games
- Marketing and Public Relations: Positive Outreach
- Mental Health has increased. Two full time counselors and an increase from Fall 2023 of 57%. Biggest topics are career and anxiety (career opportunities, future, general anxiety)
- Career & Internship Development
  - 82% Employment rate for UAC Graduates
  - Increase internships

-UAC Career Bootcamp – Assisted students in getting ready for doing resume writing and interviewing. Korean interviewing is vastly different from US interviewing. Preparing students about what questions you're going to be asked, expectations, non-verbal nuances are also different.

#### Student Leadership & Involvement

- 80+ campus-wide programs and events
  - Active student clubs: 44
  - 4 Educational Theme Weeks:
  - Mental Health, LoveU, Pride, Environmental Sustainability
- Student Transitions: Increase SLC students to go to Korea. Anticipation of over 100 students in the Spring.

#### -Challenges:

##### Housing: Ran by the Foundation

- o Issues with the HVAC System, Communication, Capacity (students are living off campus because there is no more bed available). Other institutions have empty beds but due to the rules, switching is not allowed.

Exploring other housing options.

Looking at contracting to have apartments

- Staffing Concerns: Large turnover, however, new staff has been an upgrade in personnel.

## 12. Financial Update

- Presented by Rob Muir, Associate Vice President, Debt & Asset Management
- FY23 and FY24 are years that required investment
- Income in FY23 from government subsidy represents funds carried over from prior year.
- Began paying for utilities and maintenance fee in September 2022
- Results are below budget
- Cash balances remain strong
- Large SLC investments in early years have been paid back
- Loan with Korean Government paid back in 2021
- Invested \$3.0M in improvements and equipment over the last 5 years.
- Cash of \$2.2M as of 6/30/2023
- Current ratio of 3.0x assets
- FY2023/2024 investment in people will benefit the campus for several years.
- Tuition has never been increased at the UAC.

### 13. Alumni Association

- Presented by Jai Lee
- Alumni of the University of Utah, graduated in 1992 with a degree in Engineering, later pursued Law.
- Alumni Association comprises of Chairman, Vice Chairman and 5 different committee members.
- Activities and Events:
  - Past Activities: Golf Outings, Annual banquets and newsletters, community service involvement
  - Future Plans: Continue golf outings, annual banquet in the fall, regular newsletter, increase community service
- Donations and Support
  - 100 million yuan (~\$80K) from Founder of InBody, Dr. Kichul Cha
    - Dr. Cha agreed to hire ten students annually
  - Visits to alumni companies like InBody and Samsung
- Alumni Network and Challenges
  - Current Database has 800 registered members but the contact information is outdated.
    - Challenges: Incomplete and outdated information
    - Need better integration between UAC Alumni and Main campus Alumni
    - Proposed Solutions: Mentor-mentee relationships
    - Improved communication and engagement strategies

### 14. Marketing Update

- Presented by Cheri Daily, Executive Director
  - Rebranded from "UAC" to highlight "Asia Campus" and included Namdaemun Gate in logo to increase awareness.
  - Significant increase in marketing reach: 18.5 million Instagram impressions, growth in YouTube watch hours.
  - Successful student-driven social media campaigns.
  - Clear need for continued outreach beyond current UAC-affiliated majors and to early-career students.

### 15. Discussion and Questions

- Structural concerns about incentivizing departments to support student mobility due to SEH (student credit hour) loss.
- Faculty and departmental support increasing, with more programs expressing interest in UAC collaboration.
- Physical space constraints in Korea were acknowledged (e.g., limited labs, full use of current campus space).

- Ongoing efforts to diversify UAC faculty; currently less than 30% are Korean.
- Active recruitment of international faculty and increased summer visiting faculty programs from the Salt Lake campus.
- Clear guidelines to hire faculty who meet U of U home campus standards.
- Randy stepping down from current role but will remain connected to UAC in new capacity under the SVP for Student Success and Enrollment.
- Discussion of future leadership model for UAC and tighter alignment with deans and central administration.
- Graduate programs development to focus on professional master's degrees due to infrastructure constraints.
- Plans for potential new international campuses (other "hubs") as outlined in Impact 2030.
- 10th Anniversary celebration of UAC expected to host over 600 attendees and help unify alumni groups.