December 2025 Academic & Student Affairs Committee

Schedule	Wednesday, December 3, 2025 8:30 AM — 8:45 AM CST
Organizer	Colton Cockrum

Agenda

1. Call to Order and Opening Remarks — 1
   Presented by Jeffrey Marchetta

2. Roll Call & Declaration of Quorum — 2
   For Approval - Presented by Jeffrey Marchetta

3. Approval of Academic and Student Affairs Committee Meeting Minutes from September 3, 2025 — 3
   For Approval - Presented by Jeffrey Marchetta
   - Meeting Minutes ASA Sept 3 2025.docx — 4

4. Establishment of Two Free-Standing Departments — 6
   Presentation - Presented by David Russomanno
   - Agenda Item - Split of Department of Marketing and Supply Chain Management-informational.docx — 7
   - Split of Department of Marketing and Supply Chain Management.pdf — 8

5. Student Affairs Update — 9
   Presentation - Presented by Melinda Carlson
   - Agenda item Student Affairs Update Dec 2025.docx — 10
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6. Additional Business — 21
   Presented by Jeffrey Marchetta

7. Adjournment — 22

1. Call to Order and Opening Remarks

Presented by Jeffrey Marchetta

2. Roll Call & Declaration of Quorum

For Approval

Presented by Jeffrey Marchetta

3. Approval of Academic and Student Affairs Committee Meeting Minutes from September 3, 2025

For Approval

Presented by Jeffrey Marchetta

University of Memphis Board of Trustees
Academic and Student Affairs Committee Meeting
Sept 3, 2025

Meeting Minutes

Agenda Item 1: Call to Order and Opening Remarks

Trustee Marchetta called the meeting to order and welcomed everyone to the Academic & Student Affairs Committee meeting.

Agenda Item 2: Roll Call and Declaration of Quorum

Trustee Marchetta requested a roll call. Secretary Cockrum called the roll. Trustees Marchetta, Johnson, McKinney, Gregory, and Bailey were in attendance in-person. Several trustees who were not on the committee were also in attendance and Secretary Cockrum recognized those trustees. Those trustees included Trustees Edwards, Carter, Keeney, North, Orgel, Springfield. Trustee Ellison was not in attendance. Trustee North joined virtually, and he stated that he was alone and could hear. Secretary Cockrum declared a quorum.

Agenda Item 3: Approval of Academic & Student Affairs Committee Meeting Minutes from June 4, 2025

Trustee Marchetta called for a motion and a second to approve the meeting minutes from March 5, 2025. Trustee Johnson provided the motion and a second was provided by Trustee McKinney. There was no discussion on the meeting minutes. Secretary Cockrum called a voice vote, and the meeting minutes were approved.

Agenda Item 4: Research Update

Trustee Marchetta recognized Jasbir Dhaliwal, Executive Vice President for Research & Innovation who provided an update on research at the institution. Dr. Dhaliwal's presentation focused on a review of the previous year's research endeavors which included a total of $65 million in research awards granted, the third highest total in the university's history. Despite the uncertainty surrounding the funding freeze that occurred in January, the University of Memphis faculty sought $307 million in research funding. This amount was a record sought by faculty at the institution.

Dr. Dhaliwal also announced that the university was redesignated as Carnegie R1, reaffirming its status as a national top-tier research university. Also, Dr. Dhaliwal provided information regarding the funding risks that would need to be managed regarding the freeze in federal funding, termination of grants, the reduction in the negotiated overhead rates, and several projects that remain unclarified and a work-in-progress.

Dr. Dhaliwal provided FY2025 research highlights and these include: thirteen organizations funding $1 million or more in awards, 26 first-time principal investigators, 13 millionaire investigators, 28 principal investigators awarded $500,000 or more, and $65.5 million in total research award

dollars. Two faculty were recognized by Dr. Dhaliwal for significant achievements in 2025. Dr. Duane McKenna was elected as a fellow by the American Association for the Advancement of Science (AAAS) and Dr. Xiaolei Huang received an NSF Career award.

Finally, Dr. Dhaliwal provided progress of STEM funding within specific academic units/colleges, which provided an eight-year historical view of research progress across all of those units.

Agenda Item 5: Additional Business

Trustee Marchetta asked for additional business and there was none.

Agenda Item 6: Adjournment

Trustee Marchetta called for a motion and second for adjournment. A motion and second was properly made and the meeting was adjourned.

4. Establishment of Two Free-Standing Departments

Presentation

Presented by David Russomanno

The University of Memphis Board of Trustees

Informational

Date: December 3. 2025

Committee: Academic and Student Affairs Committee

Presentation: Split of Department of Marketing and Supply Chain Management **(**Informational)

Presented by: David Russomanno, Executive Vice President for Academic Affairs and Provost

Background:

The Fogelman College of Business and Economics is proposing to split the current Department of Marketing and Supply Chain Management (MSCM) into two separate departments: Department of Supply Chain Management and Department of Marketing.

Student interest in and company demand for the Supply Chain Management major has increased in recent years. The Marketing major is a standard major in all colleges of business and continues to have strong enrollment.

Separating the Department of Marketing and Supply Chain Management into two distinct departments will more accurately signal our response to and recognition of industry needs, in particular the growing interest to hire “homegrown” supply chain majors who are likely to remain in this geographic area.

Fogelman College of Business and Economics
Split of Department of Marketing and Supply Chain Management
(Informational)

The Fogelman College of Business and Economics is proposing to split the current Department of Marketing and Supply Chain Management into two separate academic departments:

1. Department of Marketing
2. Department of Supply Chain Management

Proposed Implementation Date: 07/01/2026

Department of Marketing

- Bachelor of Business Administration–BBA Major in Marketing
- Marketing Management Minor, Professional Selling Minor, Social Media Marketing Minor
- PhD–Business Administration, Concentration in Marketing

Department of Supply Chain Management

- Bachelor of Business Administration–BBA Major in Supply Chain Management
- Supply Chain Management Minor
- Masters of Business Administration–MBA, Concentration in Supply Chain Management;
- Graduate Certificate–Supply Chain Management

The creation of two departments will enable a more specialized area of study in supply chain management in addition to the traditional marketing major. Memphis serves as a global hub for supply chain activity and local employers indicate the desire for more locally educated supply chain professionals, which have higher retention rates than out-of-state employees with no ties to this region. Given Memphis' geographic position, expanded offerings in supply chain management will be unique in the West Tennessee region.

According to the Ascend strategic plan, the mission of the University of Memphis is to educate students to prepare them for productive pursuits. Goal 3 of the Ascend strategic plan discusses "Outcomes-Focused Academics," delivering programs that focus on student success and workforce readiness. The mission of the Fogelman College of Business & Economics is to be a "College of opportunity." Separate departments will provide enhanced opportunities for community-based employers to engage a career-ready workforce in marketing and supply chain management, respectively.

The current chair of the Department of Marketing and Supply Chain Management has expertise in supply chain management and is well qualified to lead the new Department of Supply Chain Management. A national search is anticipated to fill the position of chair of the Department of Marketing, which will utilize the vacant Sales and Marketing Chair of Excellence position. Existing faculty and administrative support personnel will be maintained until strategic growth indicates a need for additional resources.

5. Student Affairs Update

Presentation

Presented by Melinda Carlson

The University of Memphis Board of Trustees

Presentation

Date: December 3, 2025

Committee: Academic and Student Affairs

Presentation: Division of Student Affairs Update

Presented by: Melinda Carlson, Vice President for Student Affairs

Background: As the Division of Student Affairs concludes year two, this presentation will outline organizational and staff changes, key data points, recent strategic initiatives to support a successful outcome for every student, and key items of focus.

Motion to be Made: NA

Division of Student Affairs

Academic and Student Affairs

Melinda Carlson
Vice President for Student Affairs

December 03, 2025
Maxine A. Smith University Center

THE UNIVERSITY OF MEMPHIS | Board of Trustees

DEC. 2025

Critical Hires

AVP and Dean of Students

Dr. Antwone Cameron

AVP for Student Engagement

Dr. Ryan-Jasen Henne

Organizational Changes

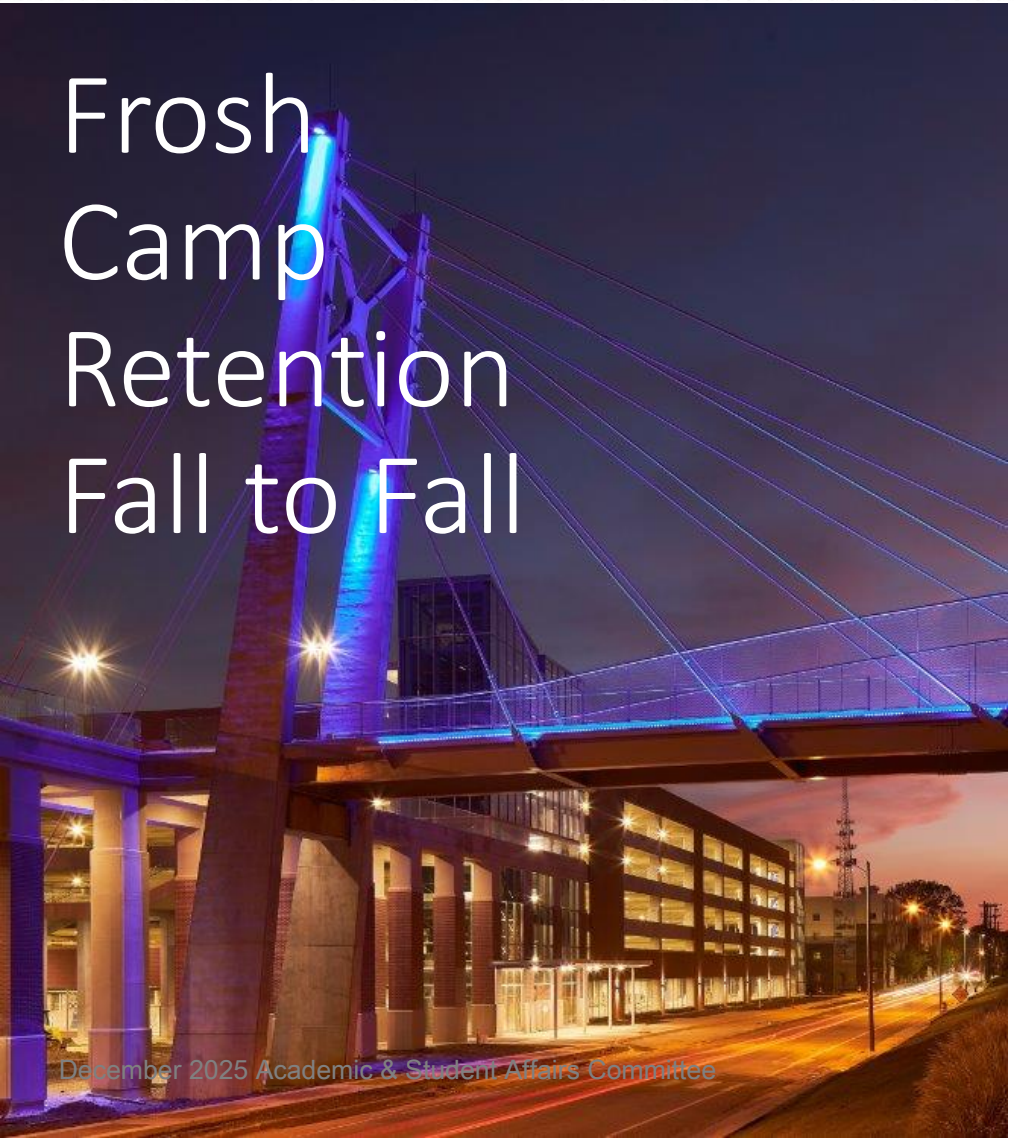
- Merger of Veteran and Military Student Support with School Certifying Officials (SCOs) into one office *(Military Friendly Gold and Military Spouse Friendly Designations)*
- Office of First-Generation Student Success joined the Division of Student Affairs
- Position alignment to better support student success:
  - Student Support & Case Management
  - Student Organization Support
  - Fraternity and Sorority Life Support

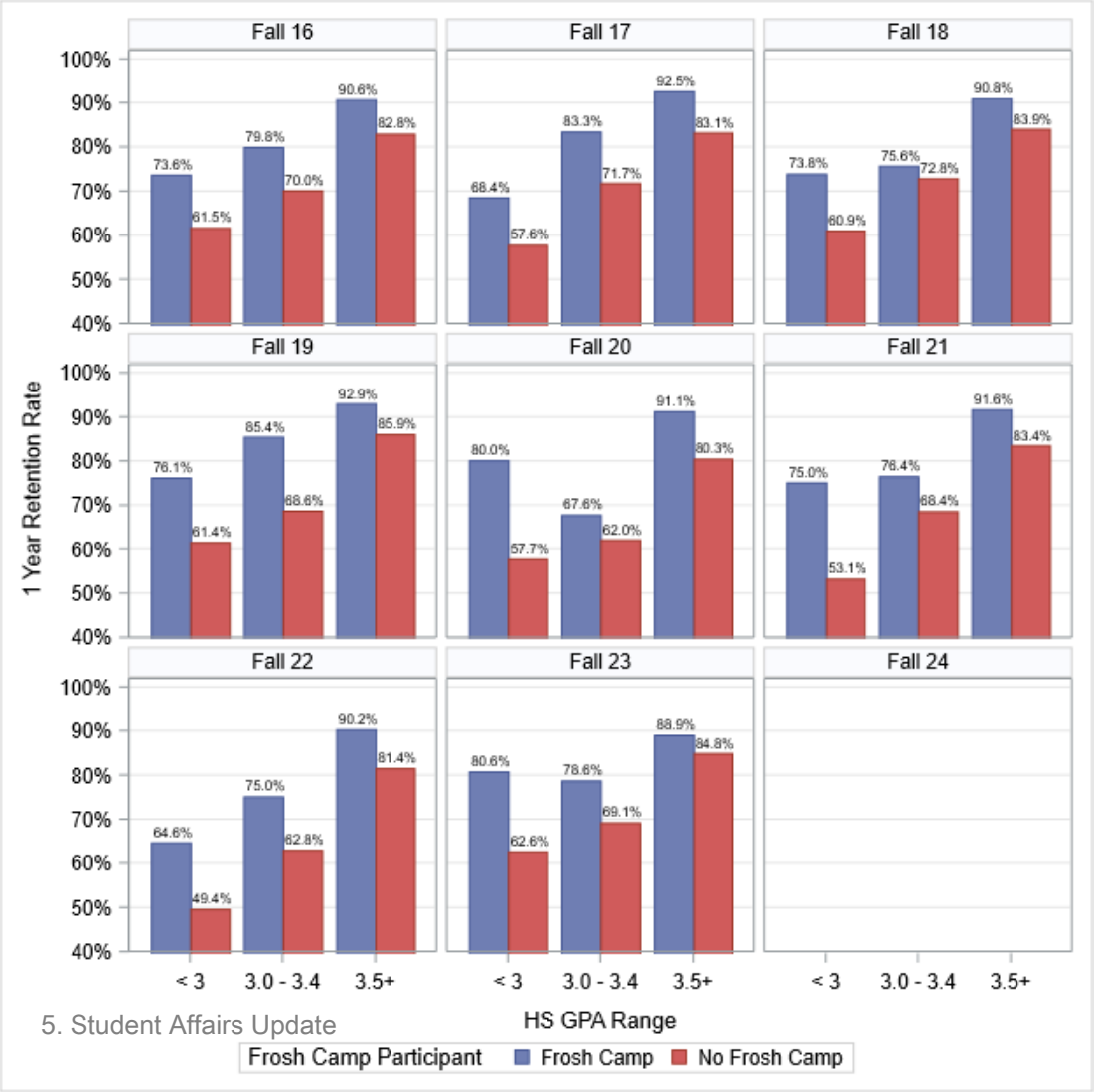
Engagement and Graduation Rates

Graduation Rates

Student Group	4-Year Rate (Fall 2021 Cohort)	Fall 2021 Cohort Size	5-Year Rate (Fall 2020 Cohort)	Fall 2020 Cohort Size	6-Year Rate (Fall 2019 Cohort)	Fall 2019 Cohort Size
All	31.3%	2593	43.5%	2540	51.8%	2683
Emerging Leaders	65.9%	41	85.0%	40	83.9%	31
Frosh Camp Counselor	64.5%	31	94.7%	19	86.7%	30
Frosh Camp	40.4%	349	60.0%	120	59.4%	660
Greek Students	49.5%	283	74.0%	311	76.2%	336
RSO Members	43.2%	1137	69.0%	951	65.8%	1403
RSO Officers	60.3%	358	81.9%	387	77.4%	492

Frosh Camp Retention Fall to Fall





Thriving Quotient

Items are on a 6 point scale, with 6 indicating "strongly agree"	National Mean	UofM Mean	UofM female (929)	UofM male (450)	UofM first year (255)	UofM Senior (148)
Engaged Learning	4.72	4.79	4.90	4.69	4.63	4.99
Academic Determination	4.87	4.99	5.06	4.91	4.79	5.10
Social Connectedness	4.08	3.85	3.98	3.66	3.79	4.75
Diverse Citizenship	4.77	4.90	4.97	4.78	4.73	4.96
Positive Perspective	4.53	4.70	4.79	4.59	4.45	4.83
Thriving Quotient Composite Score	4.61	4.67	4.69	4.55	4.47	4.72
Student's Self-Reported Thriving	4.24	4.01				

What does the data tell us?

- We need to focus on a sense of community on campus.
- Create systems that further support students' mental health.
- Identify ways that family members can be further involved in their student's journey.
- Create on-campus student employment as a vehicle for belonging and connection.
- Identify opportunities for relationships with faculty.
- Establish success coach models through peers and staff programs.
- Focus on career readiness as a campus wide initiative (ROI).

A Successful Outcome for Every Student

- Student Employment as a High Impact Practice: Pilot *"Work on Purpose"*
- Increasing walk-in hours in the Health Center
- Parent and Family Weekend as part of Homecoming
- Increased prevention programming around mental health
- Guaranteed Housing for First Year Students who apply for housing by April 1 (for Fall)
- OFGSS Career Closet Success
- *"Campus Connect"* pilot Fall 2025
- Tiger Welcome attendance increased 51%
- Panhellenic Fall Recruitment up 17%
- Average 23% monthly increase in student events year over year
- Rosie Phillips Davis Emergency Fund Growth and Tiger Pantry Move
- Scaling Frosh Camp and *Frosh Camp Peer Mentoring Pilot*
- Intentional programming/focus on traditions and affinity to UofM, residential experience
- Career Ecosystem: a multi-year collective impact initiative to shift from the current career center model

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Other items of note

P3 On Time (possibly early) and On Budget

University Center Student Lounge

Einstein Bros Bagels Renovation (Winter break)

Tiger Den Renovation (Summer 2026)

University Center Branding Refresh

Tigers SmartStart Book Program: AY24-25 savings of $3.1M ($7.5M Program)

ExperienceUofM

QUESTIONS?

6. Additional Business

Presented by Jeffrey Marchetta

7. Adjournment