MEMORANDUM

TO: The Educational Policy Committee:

Stephen P. Long, M.D., Chair
Frank B. Atkinson
Allison Cryor DiNardo
Marvin W. Gilliam Jr.
Victoria D. Harker
Bobbie G. Kilberg
Edward D. Miller, M.D.

Linwood H. Rose
Margaret N. Gould
George Keith Martin, Ex-officio
George M. Cohen, Faculty
Consulting Member

and

The Remaining Members and Senior Advisor to the Board:

Hunter E. Craig
Helen E. Dragas
Kevin J. Fay
Frank E. Genovese
John A. Griffin
William H. Goodwin Jr.
John L. Nau III
Timothy B. Robertson
Leonard W. Sandridge Jr.

FROM: Susan G. Harris

RE: Minutes of the Educational Policy Committee on June 5, 2014

The Educational Policy Committee of the Board of Visitors of the University of Virginia met, in Open Session, at 3:04 p.m., on Thursday, June 5, 2014, in the Byrd Room of the Harrison Institute; Stephen P. Long, M.D., Chair, presided.

Present were Frank B. Atkinson, Marvin W. Gilliam Jr., Victoria D. Harker, Bobbie G. Kilberg, Edward D. Miller, M.D., Linwood H. Rose, and Margaret N. Gould.

Also present was Christopher P. Holstege, M.D., the Faculty Consulting Member.

Dr. Long opened the meeting with brief remarks.

Remarks by the Executive Vice President and Provost

Mr. Simon thanked Dr. Christopher P. Holstege for his service during the past academic year as chair of the Faculty Senate and welcomed Mr. Joe Garofalo, chair of the Faculty Senate for the upcoming academic year. Mr. Simon noted that Mr. Garofalo’s report on the Faculty Senate workload survey will be supplemented by a report that he and Dr. Long will provide during the upcoming year on the current effort to assess faculty productivity.

Mr. Simon announced the appointment of three new deans: Mr. Ian Baucom, Dean of the College and Graduate School of Arts & Sciences; Mr. Allan C. Stam, Dean of the Frank Batten School of Leadership and Public Policy; and Ms. Elizabeth K. Meyer, Dean of the School of Architecture. Mr. Simon has launched dean searches for the Darden School of Business and the School of Engineering and Applied Science.

Mr. Simon announced that Ms. Kerry Abrams, the Albert Clark Tate, Jr. Professor of Law in the School of Law, has started a two year appointment in the Office of the Executive Vice President and Provost as the Vice Provost for Faculty Affairs.

Naming: Renaming of the Ethyl Corporation Professorship in Business Administration – Manufacturing and Operations to the "NewMarket Corporation Professorship in Business Administration"

Dr. Long explained that the Ethyl Corporation changed its name in 2004 to the NewMarket Corporation and has requested that the title of the professorship, which it endowed in 1984, be changed to reflect the new corporate name.

On motion, the Committee approved the following resolution and recommended it for full Board approval:

RENAME THE ETHYL CORPORATION PROFESSORSHIP IN BUSINESS ADMINISTRATION – MANUFACTURING AND OPERATIONS TO THE NEWMARKET CORPORATION PROFESSORSHIP IN BUSINESS ADMINISTRATION

WHEREAS, in March 1983, the Ethyl Corporation contributed the funding for an endowed professorship at the Darden School of Business; and

WHEREAS, in 1984, the Board of Visitors established the Ethyl Corporation Professorship in Business Administration – Manufacturing and Operations; and
WHEREAS, in 2004, the Ethyl Corporation changed its name to NewMarket Corporation; and

WHEREAS, NewMarket Corporation requested in February 2014 that the professorship created by the Ethyl Corporation be renamed to reflect the company’s present name; and

WHEREAS, the Darden School of Business and the University of Virginia agreed to this change by signed addendum to the fund agreement on April 9, 2014;

RESOLVED, the Board of Visitors renames the Ethyl Corporation Professorship in Business Administration – Manufacturing and Operations the NewMarket Corporation Professorship in Business Administration.

---

Naming: Request from the Women’s Center to be Named the “Maxine Platzer Lynn Women’s Center”

Dr. Long explained that this is a request from the Women’s Center and that the University Committee on Names has approved this request.

On motion, the Committee approved the following resolution and recommended it for full Board approval:

NAMING THE WOMEN’S CENTER THE MAXINE PLATZER LYNN WOMEN’S CENTER

WHEREAS, the University of Virginia Women’s Center was founded in 1989 to educate students about creating change in self, community, and the world by providing programs and services that advocate gender equity; and

WHEREAS, Maxine Platzer Lynn is a 1951 graduate of the Curry School and the parent of an alumna of the College of Arts & Sciences and the Law School; and

WHEREAS, Ms. Lynn has been a generous benefactor of the Women’s Center, having given the Center the largest gift in its history;

RESOLVED, the Board of Visitors names the Women’s Center the Maxine Platzer Lynn Women’s Center.

---

Naming: Request from the Darden School and Foundation to name the Darden School Center for Asset Management the “Richard A. Mayo Center for Asset Management”

Dr. Long explained that the Darden School of Business has requested that the Darden School Center for Asset Management be named the Richard A. Mayo Center for Asset Management in recognition of Mr.
Mayo's extraordinary service to and support of the University and his substantial financial support to the Darden School.

On motion, the Committee approved the following resolution and recommended it for full Board approval:

NAMING THE DARDEN SCHOOL OF BUSINESS CENTER FOR ASSET MANAGEMENT THE RICHARD A. MAYO CENTER FOR ASSET MANAGEMENT

WHEREAS, the Darden School Center for Asset Management was launched in 2013 to advance the study and practice of asset management through top-quality research, regular conferences and activities, support for the students of Darden Capital Management, and the development of educational programs; and

WHEREAS, Richard A. Mayo is a 1964 graduate of the College of Arts & Sciences and a 1968 graduate of the Darden School, currently serving on the University of Virginia Investment Management Company Board; and

WHEREAS, Mr. Mayo has been a generous supporter of the Darden School over a span of 44 years, including contributions to the Center for Asset Management, having established an endowed fund in 2011 to support the launch of the Center;

RESOLVED, the Board of Visitors names the Darden School Center for Asset Management the Richard A. Mayo Center for Asset Management.

---

Report: Faculty Senate Report

Dr. Long introduced Mr. Joe Garofalo. Mr. Garofalo reported on the 2012 Faculty Senate workload survey, which indicated that the mean hours worked per week by a full-time faculty member during the academic year was 57. While some respondents reported working less than 40 hours per week and others reported working more than 80 hours, the majority worked between 40 and 70 hours. The summer workload ranges between 45 to 54 hours per week.

Faculty responsibilities include teaching, research, service and clinical work, and administrative duties with faculty typically having multiple responsibilities. Faculty who primarily teach indicate that they spend approximately 70% of their time teaching and the balance of their time on scholarship and service. Teaching responsibilities include curriculum development, course preparation, classroom hours, advising, grading, independent study, and office hours.

Committee discussion focused on the emphasis assigned to student advising during faculty evaluations and on the mentoring of new faculty.
Report: Rethinking the Role of the School of Continuing and Professional Studies

Dr. Long introduced Mr. Billy K. Cannaday Jr., Dean of the School of Continuing and Professional Studies (SCPS) and Vice Provost for Academic Outreach. Mr. Cannaday provided an overview of the 2010 effort to rethink the role of the School, which has experienced a significant enrollment decline over the past decade owing to the changing nature of the adult student market, increased competition, a heavy reliance on programs offered by other units, and the increased availability of online options. The process determined that SCPS needed to replace low performing programs with high demand degrees and certificates. SCPS’s programs will focus on emerging or mid-level managers, career switchers, career advancers, military veterans, education for professional organizations, and academic enrichment. Since 2010, SCPS has developed and received approval to offer a new undergraduate degree in Health Science Management and has awarded over 5,000 professional certificates. The School of Continuing and Professional Studies is evolving into the School of Professional and Continuing Studies (SPCS) with a focus on serving State priorities, such as the Top Jobs 21 legislation.

To illustrate SCPS’s impact on adult learners, Mr. Cannaday introduced Ms. Marion Dobbins, a former student in the Bachelor of Interdisciplinary Studies (BIS) program and current graduate student at George Mason University. Ms. Dobbins described how she was discouraged by a high school advisor from pursuing her dream of attending the University and how as an adult the BIS program finally enabled her to do so.

When asked how the School determines the professional certificates it needs to offer, Mr. Cannaday explained that the School conducts marketing research, is a member of a research consortium, seeks input from University faculty with close ties to the private sector, and works with State cabinet officers and agencies.

Action Item: Limited Liability Company to Support the University of Virginia’s Wholly Owned Foreign Enterprise in Shanghai, China and the University’s Global Initiatives Generally

Dr. Long introduced Mr. Jeffrey W. Legro, Vice Provost for Global Affairs in the Office of the Executive Vice President and Provost. Mr. Legro reported that the University is in the process of establishing a presence in Shanghai to enhance its outreach. Outside counsel with an expertise in Chinese law recommended that an LLC be created since it is the preferred type of legal entity in China for the University’s purpose and is also the preferred vehicle for interacting with the international programs at several peer institutions.
On motion, the Committee approved the following resolution and recommended it for full Board approval:

FORMATION OF A VIRGINIA LIMITED LIABILITY COMPANY TO SUPPORT THE UNIVERSITY’S ENTERPRISE IN CHINA AND GLOBAL INITIATIVES GENERALLY

WHEREAS, the University of Virginia is in the process of establishing a presence in Shanghai, China; and

WHEREAS, a Limited Liability Company will streamline and facilitate the creation of the wholly owned foreign enterprise in China that will be the legal entity constituting that University presence; and

WHEREAS, a Limited Liability Company is the preferred vehicle for interacting with international programs at several of the University’s peer institutions;

RESOLVED, the creation of a Limited Liability Company is approved to serve as logistical support to, and coordination with, the University’s wholly owned foreign enterprise in Shanghai, China, as well as with the University’s global initiatives generally; and

RESOLVED FURTHER, the Executive Vice President and Chief Operating officer is authorized to execute all documents pertaining to the creation and operation of the Limited Liability Company; and

RESOLVED FURTHER, the Executive Vice President and Chief Operating Officer is authorized to appoint such officers to the Limited Liability as may be required.

Action Item: Curry Education Company Accelerator

Dr. Long introduced Mr. Robert C. Pianta, Dean of the Curry School of Education. Mr. Pianta reported that the Curry School Foundation intends to launch an education company accelerator in the form of a for-profit entity that will seek to (1) identify the most interesting, innovative, promising, and potentially game-changing growth stage education companies; (2) evaluate the pedagogy and efficacy of those companies’ products, services, and processes; (3) mentor the leadership of those companies; (4) assist those companies with beta-testing at more than three dozen school systems; (5) co-invest in the most promising companies (through a captive venture fund); and (6) introduce those companies to other potential sources of investment capital.

The development of an education company accelerator is unique and is likely to bring a variety of benefits to faculty, students, the Curry School, and the University. The Accelerator is being designed to provide protection against conflicts of interest. The academic independence and integrity of the faculty are paramount to the long-
term success and credibility of the Accelerator. The Accelerator’s activities will be of interest to (and may help recruit/retain) faculty members who want to help find and support the most promising education innovations, as well as those students who will want to be involved with the Accelerator’s mission of driving academic achievement through entrepreneurship and innovation combined with solid research.

The Accelerator is likely to bring substantial positive attention to the Curry School and the University. No other university has managed to bring together the complex group of stakeholders and expertise necessary for a venture of this type.

The Committee asked if the Accelerator would lead to University endorsements, how technology transfers would be handled, and what other options had been considered. Mr. Pianta noted that details, such as endorsements, are still being developed and that these will be reported to the Board in September. Mr. Pianta and Mr. Simon outlined the options that had been considered and noted that the for-profit option was recommended by legal counsel as having the clearer relationship and a high level of transparency.

On motion, the Committee approved the following resolution and recommended it for full Board approval:

FORMATION OF A VIRGINIA TAXABLE SUBSIDIARY TO SUPPORT THE UNIVERSITY’S EFFORTS TO BRING EVIDENCE-BASED EDUCATIONAL SOLUTIONS TO SCALE AND TO FOSTER TRANSLATIONAL SCIENCE AND INNOVATION IN EDUCATION

WHEREAS, the University of Virginia, the Curry School of Education, and the Curry School Foundation have longstanding interests in fostering improvement in educational outcomes and practices; and

WHEREAS, the University of Virginia and the Curry School of Education have interests in translational science, innovation, and entrepreneurship; and

WHEREAS, conditions exist to indicate the need for and promise of a University-affiliated entity to provide business and evaluation support for early stage education companies with products and services to address challenges of education; and

WHEREAS, a Taxable Subsidiary is the most suitable legal entity to address these aims of bringing proven solutions to the field of education;

RESOLVED, the creation of a Taxable Subsidiary is approved to serve as the mechanism for fostering evidence-based solutions in education; and

RESOLVED FURTHER, the Executive Vice President and Chief Operating Officer and Executive Vice-President and Provost are
authorized to appoint such officers to the Taxable Subsidiary as may be required; and

RESOLVED FURTHER, a written report will be provided to the University’s Board of Visitors regarding the status of the Taxable Subsidiary and the creation of the Curry Accelerator at the September 2014 meeting of the Board.

- - - - - - - - -

Action Item: Establishment of the Joseph W. Dorn Research Professorship in Law

Dr. Long explained that Mr. Dorn was a member of the School of Law class of 1973, he was active on the Virginia Law Review and the Student Legal Forum, and he was elected to the Order of the Coif. Mr. Dorn founded King & Spaulding’s International Trade Practice Group in Washington, D.C. His practice is focused in the area of international trade disputes in the United States, foreign countries, and before the World Trade Organization.

Mr. Dorn’s wife, Palmer Dorn, funded the research professorship to express her affection for her husband and to honor his success and service to the profession. She asks that, when possible, the Dorn professorship be awarded by the dean of the School of Law to a faculty member with expertise in the area of international trade;

On motion, the Committee approved the following resolution and recommended it for full Board approval:

ESTABLISHMENT OF THE JOSEPH W. DORN RESEARCH PROFESSORSHIP IN LAW

WHEREAS, Joseph W. Dorn took a B.A. degree from the University of North Carolina in 1970, where he was a Morehead Scholar and a member of Phi Beta Kappa, Phi Delta Theta, the varsity tennis team, Gorgon’s Head Lodge, and the Society for the Preservation of Buck Taylor’s Mutton and Shoates; and

WHEREAS, Mr. Dorn took a Juris Doctor from the School of Law in 1973, and was active on the Virginia Law Review, the Student Legal Forum, and was elected to the Order of the Coif; and

WHEREAS, Mr. Dorn has had a long and successful career in the law of international trade, founding King & Spaulding’s International Trade Practice Group in Washington, D.C.; and

WHEREAS, Mr. Dorn has been recognized as a leading practitioner in the field of international trade by a number of publications, and was listed in The Best Lawyers in America; and

WHEREAS, Joseph Dorn has handled a wide variety of trade remedy investigations, including antidumping and countervailing duty cases; safeguard cases; and patent and trademark infringement cases on behalf
of a wide array of industries. Mr. Dorn has also successfully handled NAFTA and WTO dispute settlement proceedings, argued numerous appeals before the U.S. Court of International Trade and the U.S. Court of Appeals, and testified in front of Congressional committees regarding international trade legislation; and

WHEREAS, Mr. Dorn’s wife, Palmer Dorn, funded the research professorship to express her affection for her husband and to honor his success and service to the profession. She asks that, when possible, the Dorn professorship be awarded by the dean of the School of Law to a faculty member with expertise in the area of international trade;

RESOLVED, the Board of Visitors establishes the Joseph W. Dorn Research Professorship in Law; and

RESOLVED FURTHER, the Board thanks Mr. Dorn’s wife, Palmer Dorn, for her generosity to the University and to the School of Law.

On motion, the Educational Policy Committee meeting was adjourned at 4:29 p.m.

SGH:wtl

These minutes have been posted to the University of Virginia’s Board of Visitors website:  http://www virginia.edu/bov/educationalminutes.html