

# FIVE QUESTIONS ONE MISSION

BETTER LIVES FOR KENTUCKY'S PEOPLE



## ACTIVITY REPORT

A communication from the chair of the  
Council on Postsecondary Education to the  
members of the governing boards of regents and trustees.

### *From the Council chair . . .*

Dear Governing Board Members:

It was good to see many of you at the recent Governor's Conference on Postsecondary Trusteeship. It marked the beginning of our discussions about how to achieve the goals of the new public agenda, and it provided an opportunity for postsecondary leaders to come together to discuss issues of statewide concern and interest.



The 2006 General Assembly is just around the corner. The Council and the institutions are busy developing funding recommendations for postsecondary and adult education and will submit those to the Governor November 15. There are significant funding needs facing postsecondary education, and it will take a united effort to achieve an adequate level of support. I look forward to working with you during the session on behalf of postsecondary education and the students and citizens we serve.

Thank you for your commitment to postsecondary education and improving the lives of Kentucky's people.

A handwritten signature in black ink, appearing to read "Ron Greenberg".

Ronald Greenberg



**Kentucky**  
UNBRIDLED SPIRIT™

**VOLUME 8, OCTOBER 2005**



# New public agenda launched at 2005 Trusteeship Conference

Achieving the goals of the new public agenda, *Five Questions: One Mission – Better Lives for Kentuckians*, was the focus of the recent annual Governor’s Conference on Postsecondary Education Trusteeship. Work on the public agenda began over a year ago with information gathering, data analysis, and extensive conversations with stakeholders about the role of Kentucky’s postsecondary education system in addressing the challenges and issues facing the Commonwealth in the coming years. The new agenda will guide the work of adult and postsecondary education through 2010.

The new plan emphasizes accountability, degree completion, and affordability. It includes action plans, mission parameters, and key indicators for each public university, the Kentucky Community and Technical College System, and the independent sector. The plan’s framework is built around the new five questions of reform:

1. Are more Kentuckians ready for postsecondary education?
2. Is Kentucky postsecondary education affordable for its citizens?
3. Do more Kentuckians have certificates and degrees?
4. Are college graduates prepared for life and work in Kentucky?
5. Are Kentucky’s people, communities, and economy benefiting?

The public agenda materials can be downloaded from the Council’s Web site at <http://www.cpe.ky.gov/planning/strategic>. Trusteeship conference materials are on the Institute for Effective Governance Web site at <http://ieg.ky.gov/events.asp>.



## QUESTION 1

### Are more Kentuckians ready for postsecondary education?

#### Council receives new \$42 million statewide GEAR UP grant

The Council on Postsecondary Education will receive \$42 million over the next six years from the U.S. Department of Education for the GEAR UP program (Gaining Early Awareness and Readiness for Undergraduate Programs). The program is designed to provide services to middle and high schools to increase the number of low-income students who are prepared to enter and succeed in postsecondary education. The new grant doubles the resources in the program and allows the Council to expand on the work begun in 2000 by serving more schools and new students. The Council will receive \$21 million in federal funds over the next six years, and GEAR UP partners across the state will provide an additional \$21 million in matching nonfederal funds. A summary of the work of the first GEAR UP grant is available on the Council’s Web site at [http://apps.cpe.ky.gov/temp\\_docs/GUK\\_FiveYears-publ.pdf](http://apps.cpe.ky.gov/temp_docs/GUK_FiveYears-publ.pdf).

## **Council supports more rigorous minimum high school graduation requirements**

The Council on Postsecondary Education, at its September meeting, approved a motion to strongly support efforts by the Kentucky Board of Education to create more rigorous minimum high school graduation requirements and to encourage the board to create a single rigorous curriculum that prepares all Kentucky high school graduates for postsecondary education.

## **Adult education enrollments continue to break records**

A record number 124,801 Kentuckians enrolled in adult education programs in fiscal year 2005, with adult education programs in 88 counties meeting or exceeding their enrollment and performance goals. These counties will share nearly \$1 million in incentive funds. The enrollment surpassed the goal by 8 percent and represents Kentuckians who enroll in adult education programs to learn to read, write, and compute; earn a GED; prepare for employment; improve their English; or learn as a family. The continued increase in adult education enrollment is significant toward meeting Kentucky's goal of raising levels of educational attainment to the national average by 2020.

## **Kentucky businesses named "Learning for Life Champions"**

Kentucky Adult Education recently recognized six Kentucky organizations as charter "Learning for Life Champions" for significant contributions in promoting educational achievement in the Commonwealth by coordinating various initiatives among their clients and employees.

Amazon.com, Team Taylor County, and the Kentucky Chamber of Commerce joined forces to fund and implement Go, Earn, Do – GED, an initiative that seeks a significant increase over a two-year period in the number of GED graduates in Amazon.com's 20-county recruiting area. Amazon.com, which requires a minimum of a GED for employees, is providing up to \$40 for a GED test fee reimbursement and an Amazon.com gift card to GED graduates who are residents of the recruiting area.

The Owensboro Medical Health System collaborated with the Owensboro Community and Technical College adult education program to initiate an innovative program based on the ACT WorkKeys System. The program has assisted more than 800 employees to complete their training goals and has provided incentives such as paid hourly participation and \$250 stipends for designated skill gains based on Kentucky's Employability Certificate.

Graviss McDonald's Restaurants, led by Joe Graviss of Versailles, initiated a McDonald's-based GED promotion in Franklin and Woodford counties. For five weeks, more than 180,000 McDonald's customers in three restaurants saw motivational tray liners and bag stuffers that profile successful Kentucky GED graduates with the theme "GED: Prove Yourself." Franklin and Woodford County adult education programs coordinated adult education public service announcements that aired on local radio stations in correspondence with the campaign. KYAE plans to replicate this project in other Kentucky communities using the same series of materials.

Murray-Calloway County Hospital established "GED at Murray-Calloway County Hospital," an initiative that provides a monetary incentive for employees to earn their GED. Employees without a high school credential are initially paid at 90 percent of the position's routine starting compensation and are required to earn their GED within 18 months of employment. The hospital pays the GED test fee up to two times for each employee. When employees successfully earn the credential, they receive a raise to 100 percent of the position's compensation and back pay for the other 10 percent of salary from the date of hire.



## QUESTION 2

### Is Kentucky postsecondary education affordable for its citizens?

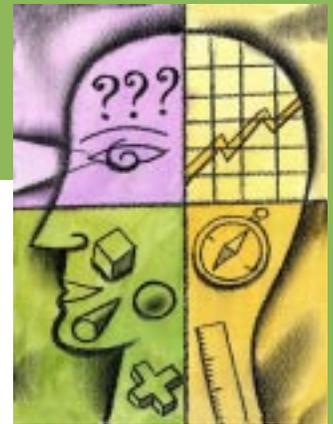
#### Study finds that postsecondary education in Kentucky is affordable

The affordability study conducted by JBL Associates, Inc., of Bethesda, Maryland, concluded that postsecondary education in Kentucky is affordable for most of the students who are enrolled, but that gaps in affordability exist. Nontraditional independent students have a higher net price, greater loan debt, and receive the least amount of financial aid. The study could not address people not enrolled because income data are not available. The report said that the net price of education should not exceed 20-25 percent of family income; students should face no more than

\$4,000 in yearly college costs by using scholarships, need-based financial aid, state and federal grants, loans, family contributions, and the student's earnings at a minimum-wage job while in school; and 80-90 percent of Kentucky's college students receive state and federal grants. Some of the major recommendations include: (1) more aid for nontraditional students or changes in existing programs to include more of them, (2) more effective outreach and communication programs to educate the population about the aid that is available, (3) continue collecting net price data for future studies, and (4) link financial aid policies to state funding and tuition policies. The results of the study, along with additional analyses, will be used by the Council staff and institutional representatives to develop a tuition policy and the parameters within which tuition rates will be set. The study, including an executive summary, is on the Council's Web site at <http://tinyurl.com/74rpz>.

## QUESTION 3

### Are college graduates prepared for life and work in Kentucky?



#### College enrollment continues to increase

According to preliminary information, Kentucky's postsecondary institutions, public and independent, posted a record total enrollment of 235,083 this fall, a 1.5 percent increase over last year. Public institutions enrolled 203,273 students. The Kentucky Community and Technical College System showed the largest increase with 32,550 more students. Undergraduate enrollment increased 44,906 students or 27.9 percent; an increase in graduate enrollment continued but there was a decrease for public institutions of 0.9 percent between 2004 and 2005. Since postsecondary education reforms were enacted in 1998, total enrollment has increased by 50,237 students or 27.2 percent. Although enrollment continues to increase, the numbers must be significantly higher to reach the goal of 800,000 working-age adults with a bachelor's degree or higher by 2020. Over the next 15 years, Kentucky needs to double the number of Kentuckians ages 25-64 with at least a four-year degree.

#### SACS reviews Kentucky Virtual University

The Southern Association of Colleges and Schools recently performed a site visit and review of the Kentucky Virtual University. The report contained 25 recommendations covering a wide range of issues from staffing and funding levels to the need for a consistent mission statement approved by the Council on Postsecondary Education. The review provides an opportunity to take a step back and examine the many accomplishments of the KYVU and determine the ways it can help achieve the public agenda goals. During the next several months a team, guided by an independent consultant, will consider each of the recommendations and prepare a comprehensive response to SACS by its April 2006 deadline.

#### Statewide study for diversity planning

The Council's Committee on Equal Opportunities, in conjunction with the institutions, is soliciting information from experts that can be used to develop a request for proposals to conduct a diversity study to examine and determine how to best structure policies and practices to maximize participation, access, and success for underrepresented minority groups in the Commonwealth. The study would ultimately determine whether the Commonwealth should continue its focus on Kentucky resident African Americans or include other groups. The committee anticipates issuing the RFP no later than December 2005.

## QUESTION 4

### Are college graduates prepared for life and work in Kentucky?

#### Deans and faculty attend 6th teacher quality summit

The Council and the University of Louisville recently sponsored Kentucky's sixth Teacher Quality Summit. The summit focused on the recruitment, preparation, and professional development of mathematics, science, and world language teachers, as well as the preparation and professional development of educational leaders that higher level student achievement will demand. Special guest speakers included the state coordinator for Louisiana's Learn for the 21st Century Initiative, who described that state's success in using data systems to improve teacher preparation. Representatives from the Mathematics Association of America and the National Aeronautics and Space Administration shared their efforts to more effectively prepare and professionally develop P-12 teachers. The Teacher Quality Summit is an annual event co-sponsored by the Council on Postsecondary Education and the chief academic officers of Kentucky's postsecondary institutions. This year's event convened over 225 deans and faculty from the colleges of arts and sciences and education.



## QUESTION 5

### Are Kentucky's people, communities, and economy benefiting?



#### Kentucky participates in BIO conference

BIO (Biotechnology Industry Organization) 2005 took place June 19-22 in Philadelphia. BIO represents more than 1,000 biotechnology companies, academic institutions, state biotechnology centers, and related organizations in all 50 states and 35 other nations. BIO centers are involved in the research and development of health care, agricultural, industrial, and environmental biotechnology products. For the sixth year in a row, Kentucky participated with a booth in the exhibit hall. The goals for Kentucky's participation included attracting business, researchers, and entrepreneurs to Kentucky; showcasing the Commonwealth, its universities, communities, and businesses; highlighting Kentucky's capabilities and opportunities; and mobilizing additional venture capital investment in the Commonwealth. For more information about BIO, visit [www.bio.org](http://www.bio.org).

# COUNCIL NEWS

## **Kentucky helps students displaced by Hurricane Katrina**

Kentucky's postsecondary institutions responded quickly to students displaced by Hurricane Katrina. Students who had already paid tuition at their home institution were given tuition waivers and others were evaluated on a case-by-case basis. Offers of office and lab space for displaced faculty, extensive fundraising drives, and the development of online courses are a few other examples of the institutions' efforts. An archive of various news items that illustrate how Kentucky responded to the tragedy of Hurricane Katrina is available on the Council's Web site at <http://cpe.ky.gov/katrina.htm>.

Kentucky Adult Education loaned a SkillMobile to the Mississippi Department of Employment Security to assist in handling the large number of unemployment claims and job placement requests resulting from Hurricane Katrina. The SkillMobile contains a 10-station computer lab with satellite connectivity that can be powered either by electricity or gasoline-powered generator. Jim Thompson and Terry Tackett with the KYAE staff traveled to Mississippi to set up the unit, which is expected to remain in Mississippi several weeks.

## **Council welcomes new members**

Ryan F. Quarles, the Council's student member, is a senior at the University of Kentucky where he is pursuing triple majors in agriculture economics, public service and leadership, and political science. At the same time, he is enrolled in the graduate program with a dual major in diplomacy and agriculture economics. Mr. Quarles was recently selected as one of 75 students from around the country to receive the 2005 Harry S. Truman Scholarship. Mr. Quarles will serve a one-year term, ending June 30, 2006.

Mark J. Wattier is a professor of government, law, and international affairs at Murray State University and serves as the Council's faculty representative. He has been with Murray since 1980 and has served on the Murray faculty senate for a number of years. Mr. Wattier holds degrees from Baylor University and the University of Tennessee. Mr. Wattier will serve a four-year term, ending June 30, 2009.

# COUNCIL MEMBERS

Walter A. Baker, *Glasgow*  
Peggy Bertelsman, *Ft. Thomas*  
Kevin W. Canafax, *Covington*  
Dan E. Flanagan, *Campbellsville*  
Ronald Greenberg (chair), *Louisville*  
Susan Guess, *Paducah*  
John R. Hall, *Lexington*  
Esther P. Jansing, *Owensboro*  
Phyllis A. Maclin, *Paducah*  
Alois M. Moore, *Hazard*  
Charlie Owen, *Louisville*  
Ryan F. Quarles (student member), *Georgetown*  
Joan Taylor, *Lexington*  
John S. Turner (vice chair), *Lebanon*  
Mark J. Wattier (faculty member), *Paducah*  
Gene Wilhoit (ex officio), *Frankfort*

## ELECTRONIC VERSION AVAILABLE

Activity reports are posted on the Council's Web site at <http://cpe.ky.gov/about/cpe/activityreports.htm>. Let us know if you would prefer to view future issues online by sending your e-mail address to Phyllis Bailey at [phyllis.bailey@ky.gov](mailto:phyllis.bailey@ky.gov). You will receive an e-mail notification when the activity reports are online.

# COUNCIL MEETING CALENDAR

January 30 - CPE Meeting,  
Metropolitan Center, Northern Kentucky  
University, Highland Heights, KY

March 8 - CPE meeting & tentative joint  
meeting with Kentucky Board of Education,  
Frankfort, KY

May 21-22 - CPE meeting & IEG Spring  
Board Development Seminar  
(location tbd)

July 10 - CPE meeting (location tbd)

September 17-18 - CPE meeting &  
Governor's Conference on Postsecondary  
Education Trusteeship (location tbd)

November 6 - CPE meeting (location tbd)

## MEETING INFORMATION AVAILABLE

For information about CPE meetings, contact Phyllis Bailey at 502.573.1555 x284 or [phyllis.bailey@ky.gov](mailto:phyllis.bailey@ky.gov). Meeting materials are available on the Council's Web site at <http://cpe.ky.gov/about/cpe/meetings/>.

Kentucky's postsecondary education system encompasses nine public institutions, numerous independent institutions, and Kentucky Adult Education. The system represents 231,612 students, 538,866 Kentucky alumni, and 294,896 GED recipients. When Kentuckians earn postsecondary degrees, their skills improve and their wages go up, they are more likely to lead healthy lives and be engaged in their communities, and they build better futures for themselves and for their families.

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