

## SAMPOERNA UNIVERSITY COUNCIL MEETING 001 – AY2023/2024

### Academic Year 2023/2024

*Friday, August 18, 2023 at 8.00 – 9.00 am*

*Via Zoom Meeting*

Notice is hereby given that The Sampoerna University Council Virtual Meeting 001 – AY2023/2024 was held on *Friday, August 18, 2023*, at 8:02 a.m. (Indonesian time) by Zoom video conference. The meeting has established the quorum as it was attended by the voting members with the following details:

University Council Roll Call				
1	Yos Adiguna Ginting, Ph.D.	YG	Chairman	<i>Present</i>
2	Amelia Tjendra	AT	Vice Chairman	<i>Present</i>
3	Tommy Tjiptadjaja, MBA	TT	Council Member	<i>Present</i>
4	<i>Dr. Mark Milliron</i>	<i>MM</i>	<i>Council Member</i>	<i>Regret</i>
5	<i>Dr. Andrew Hamilton</i>	<i>AH</i>	<i>Council Member</i>	<i>Regret</i>
6	<i>Lin Neuman</i>	<i>LN</i>	<i>Council Member</i>	<i>Regret</i>
7	Hendra Prasetya	HP	Council Member	<i>Present</i>
8	J. Michael Dinges	MD	Council Member	<i>Present</i>
9	Shirley Santoso	SS	Council Member	<i>Present</i>

Guests				
1	Dr. Marshall Schott	MS	President of SU	<i>Present</i>
2	Dr. Lauren Clarke	LC	Vice Rector of International Relations	<i>Present</i>
3	Lorensia Soegiarto	LS	Vice Rector of Enrollment Services	<i>Present</i>
3	Maryke Ayu Kinasih	MAK	University Council Secretary	<i>Present</i>

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*Friday, August 18<sup>th</sup>, 2023*

No.	Agenda Item		Discussion/Key Decision	Action/Vote	Vote Result	PIC	Due Date
<b>1</b>	<b>Reconvene Regular Meeting</b>						
	1.1.	Call to Order	The Vice Chairman of UC called to order the UC Meeting at 8.02 AM Western Indonesia time.			YG	
	1.2	Establish Quorum	Quorum was established by 6 out of 9 members.			YG	
<b>2</b>	<b>Board Governance</b>						
	2.1.	Consent Agenda	Approved as read			YG	
<b>3</b>	<b>Special Announcement &amp; Reports</b>						
	3.1	Introduction of New Members	<ul style="list-style-type: none"> <li><b>[YG]</b> Welcome to Shirley Santoso, the new member of the University Council.</li> <li><b>[MS]</b> Shirley is very talented in looking at human capacity development issues, skills mismatch, market needs and we're hoping she will bring that experience to assist us with area of economic development needs and opportunity for the university to explore.</li> <li>members. We are looking for a female, American candidate.</li> </ul>			MS	

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	3.2	Conflict Interest Policy and Conflict of Interest (CoI) Form	<ul style="list-style-type: none"><li>• <b>[MS]</b> One of the issues from NECHE Candidacy Visit in May was the conflict of Interest as relate to UC Members who serve on the Board of PSF. They indicated that PSF representatives cannot serve as the Chair of University Council.</li><li>• <b>[MS]</b> The current policy clarifies the way we define conflict of interest. We are glad that Pak Yos and Ibu Amelia will resign from the PSF board and will continue to serve on Sampoerna University Council.</li><li>• <b>[MS]</b> Next step is to strengthen our existing policy and subsequent to that we would like to distribute the new Conflict of Interest Form to the members for their affirmation and signature and please send it back to us the signed form.</li><li>• <b>[AT]</b> Will the form be send out in hardcopy or do you want us to send the softcopy?<ul style="list-style-type: none"><li>➔ <b>[MS]</b> Softcopy is fine.</li><li>➔ <b>[MS]</b> If you think there's a potential conflict, it's important for you to disclose that potential conflict.</li></ul></li></ul>	Motion to approve <b>Conflict Interest Policy and Conflict of Interest (CoI) Form</b>  Motion: YG Seconded: AT  Ayes: SS, MD, HP	In Favor – Aye (All member) Oppose – No (none)  The ayes have it, and the motion is carried. UC Members approved the <b>Conflict Interest Policy and Conflict of Interest (CoI) Form</b> .  <b>[MSC]</b>	MS	

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			<ul style="list-style-type: none"> <li>• <b>[SS]</b> What will be the procedure to resolve it if there's ever any conflict of interest?  → <b>[MS]</b> The first thing is to disclose the potential conflict and based on the new Conflict of Interest Policy, the issue will be adjudicated by the Chair of the Council.</li> </ul>				
	3.3	NECHE Update	<ul style="list-style-type: none"> <li>• <b>[LC]</b> As you already know, we have the Visiting Team from NECHE visited us in May and we have an exit report with positive feedback from the visiting team.</li> <li>• <b>[LC]</b> The exit report was divided to 3 parts: Strengths, Recommendation and Areas of Concerns. The strengths are governance, financial policy and the way we're reducing the subsidy. Recommendations are very administrative, such as we need to continue collecting and analyzing data to use as database for data policy.</li> <li>• <b>[LC]</b> The Areas of Concerns are the conflict interest form, expanding the councils with more gender diversity, sector diversity. We also need to reflect how we</li> </ul>			MS	

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		<p>interact with US universities with more clarity in our website.</p> <ul style="list-style-type: none"> <li>• <b>[LC]</b> Normally it takes about 2 years for the institution to address any of the area of concerns that the commissions have stated in the report, but we're pretty much working on their concerns already so we're asking for an accelerated timeline.</li> <li>• <b>[MS]</b> It will not take 2 years for us to address the areas of concern. So, one of the agenda when I meet with the NECHE President in Boston is accelerate the timeline for final accreditation process. The Chair of our Visiting Team also agrees that it will not take 2 years to address the concerns.</li> <li>• <b>[LC]</b> Back in Indonesia, we have applied several time to the ministry of education to be listed as a university who is pursuing US Accreditation process and the Ministry would need NECHE to send an application as an US accredited body who allow to do their assessment in Indonesia.</li> <li>• <b>[SS]</b> For the areas of recommendation, I would like to ask are there any specific team to</li> </ul>				

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			<p>address the area of recommendation and specific milestone that we need to do should we try to accelerate?</p> <p>→ <b>[LC]</b> Yes. Just to be clear, we don't have to complete all the recommendations, we just have to show that we have taken steps to address the areas and that we have the procedure to address it.</p> <p>→ <b>[MS]</b> What we discuss is to put together a task force to work with other departments to address the areas of recommendation, so that will be completed by the time the final accreditation takes place. Meanwhile, the priority now is to address the areas of concern.</p>				
	3.4	SU Enrollment Report	<ul style="list-style-type: none"> <li>• <b>[LS]</b> The projection for fall 2023 is slightly decreased in term of total student body number from 622 to 603.</li> <li>• <b>[LS]</b> In terms of enrollment of program, Management is still with the highest interest, but in terms of the trends, there's an increase</li> </ul>			MS	

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		<p>of demand for computer science and information system in the past 2-3 years. Meanwhile, the demand for engineering continues to decrease. One of the reasons is previously Engineering Program is from the assisted students. Fee paying students have a different characteristic for engineering. Because challenge and competitor for engineering program for fee paying is public universities, such as ITB, ITS or UGM or students prefer to go abroad. Math Education has been suspended and we still have existing Math students who will graduate this fall 2023. Psychology is our new study program and we currently have 15 students.</p> <ul style="list-style-type: none"> <li>• <b>[LS]</b> The student profile for intake 2021-2023. The committed students are those who already paid the first semester. The enrolled students are those who actually show up after 2 weeks of class. Usually, there's a dropping rate of 10-15% between the committed and enrolled. In AY 2022/2023 we had 163 enrolled and committed 180 students.</li> </ul>				

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		<ul style="list-style-type: none"> <li>• <b>[LS]</b> In terms of student body gender, the male is slightly higher with 57% and female 43%.</li> <li>• <b>[LS]</b> Based on the recruitment cycle starting from the interested leads, application, placement test, admitted number are slightly increased. However, if we deep dive to the admitted ratio, students who actually accepted this year is 587 compare with last year 533 but the committed student is higher last year of 186 and this year only 180. One of the reasons is that we have a new cut-off score from Broward College, where the college readiness standard is higher. This results in a decrease in committed students.</li> <li>• <b>[LS]</b> Another factor of our committed number decreases this year is external scholarship abroad.</li> <li>• <b>[LS]</b> Next year, we will fix our cut-off and come up with our own standards in hope to increase the committed numbers. We are also planning to offer EAP class in Fall, due to many cancellations of EAP in summer. Most of the students are in an accelerated program.</li> </ul>				



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		<ul style="list-style-type: none"> <li>• <b>[AT]</b> Out of your new students how many are enticed to reduced fee arrangements?  → <b>[LS]</b> They expect some discount, even if only for the first year. This year, they will get an enrollment discount, and 25% of tuition if they can maintain their GPA. We only have low number of students who supported 100% scholarship.</li> <li>• <b>[MS]</b> The sparks scholarship is a 100% scholarship and it is funded from fundraising.</li> <li>• <b>[TT]</b> Who are our ideal students? What family background, income, aspirations, typical opportunity, therefore they have the highest likelihood to enroll and commit with us. We need to identify the typical SU success case. What are our assets that are really different from other universities?</li> <li>• <b>[LS]</b> In terms of the pricing, our price is IDR 500-600million for 4 years, which is the same price with faculty of medicine. We need a branding above the line about the uniqueness that we offer, which is the US degree and US curriculum.</li> </ul>				

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		<p>We want to encourage students to study abroad, even if it's only for 1 semester. We found that it's a good selling point for our target market, which is international schools. Our 2<sup>nd</sup> target market is national plus schools. We learn that our market is bigger, however there's a price sensitivity. That's why we offer the scholarship, cashback. Another market that is really niche is student from national program but the parents don't allow them to go abroad. The last one, is from our agency, for students who study abroad but they didn't finish it.</p> <ul style="list-style-type: none"> <li>• <b>[AT]</b> We need to convey the message to our target market about the percentage of graduates who get a job and from where or what companies hire them.</li> <li>• <b>[AT]</b> I would like to suggest for the fundraising team to visit manufacturing companies in Indonesia who have branches outside Indonesia, they should be willing to sponsor students to study at SU.</li> <li>• <b>[MS]</b> Most of our fund resources is from the government. We need to</li> </ul>				

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			expand our fundraising into corporate. <ul style="list-style-type: none"> <li><b>[SS]</b> You can create program with the company so it's beyond the funding.</li> <li><b>[TT]</b> I agree with Shirley. The ecosystem between the university and corporate sectors as potential fund provider must be built consistent and coherent then it will be powerful.</li> </ul>				
	3.5	Academic Calendar AY 2023/2024	<ul style="list-style-type: none"> <li><b>[MS]</b> The academic calendar is pretty much the same as last year. The only thing we've done differently is pushing back the summer program by one week due to we have more graduating seniors with activities.</li> </ul>	Motion to approve <b>Academic Calendar AY 2023/2024</b>  Motion: YG Seconded: MD  Ayes: SS, HP, AT, TT	In Favor – Aye (All member) Oppose – No (none)  The ayes have it, and the motion is carried. UC Members approved the <b>Academic Calendar AY 2023/2024</b> .  <b>[MSC]</b>	MS	
	3.6	New Dean Appointment of Faculty of Arts & Science and Dean of Faculty of Education	<ul style="list-style-type: none"> <li><b>[MS]</b> We have appointed Dr. Eka Budiarta as the Dean of Faculty of Education. He has been with Sampoerna since FOE was</li> </ul>			MS	

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			<p>established. He is an accomplished lecturer and linguist.</p> <ul style="list-style-type: none"> <li><b>[MS]</b> We also have a new study program of Psychology under the Faculty of Arts &amp; Science and the Senate has appointed Ibu Ade Iva as the Dean. She has a leadership position within the Indonesian Psychologist Association and we think it will be helpful in many different ways.</li> </ul>				
	3.7	IOM Contract	<ul style="list-style-type: none"> <li><b>[LC]</b> Based on recommendation from NECHE during our Eligibility evaluation, they suggest us to create auxiliary revenue. We currently applied for the International Office of Migration to train a group 25 refugee students to pass GED test that will make them eligible to college.</li> <li><b>[LC]</b> It's a 26-month program and it's a recognition that SU is doing something very unique in Indonesia for the refugees.</li> </ul>			LC	
	3.8	Broward College International Update	<ul style="list-style-type: none"> <li><b>[MS]</b> We've been partnering with Broward College (BC) for the last 5 years. SU students will get BC transcript and students who wants</li> </ul>				

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			<p>to transfer to US universities can use that transcript to get admitted.</p> <ul style="list-style-type: none"> <li><b>[MS]</b> BC is closing down their international centers this year. They already closed their international center in China. We may need to find a new partner who can bridge the gap like what BC did until we finally US accredited.</li> </ul>				
<b>4</b>	<b>Suggested Future Agenda Items</b>						
<b>5</b>	<b>Adjourning the Meeting</b>						