

**University of Central Missouri**  
**Board of Governors**  
**Work Session**  
**October 27, 2023**

The University of Central Missouri (UCM) Board of Governors convened in Work Session on October 27, 2023, at 11:00 a.m. in Union 237B on UCM's main campus in Warrensburg, Missouri. Presiding over the meeting was Board President Kenneth Weymuth. Others participating in the meeting from Union 237B were Governors Stephen Abney, Gus Wetzel II, John Collier, Phyllis Chase and Hadley Oden, as well as University President Roger Best; General Counsel Lindsay Chapman; Assistant Board Secretary Monica Huffman; Provost and Vice President for Academic Affairs Phil Bridgmon; and Assistant Vice Provost for Admissions and Analytics Chris Lang. Governor Mary Dandurand participated in the meeting by phone; and Governor Stu Rogers was unable to attend the meeting and was excused.

**Call to Order** - Agenda Item No. 1

Mr. Weymuth called the meeting to order and determined a quorum was present to conduct business.

**Census Date Enrollment Report** – Agenda Item No. 2

Provost Bridgmon and Mr. Lang reviewed the Census Date Enrollment Report included in the Board meeting materials under Tab 7. Provost Bridgmon reported this year's total census enrollment was 12,788 students, a 9.9% increase over Fall 2022. First-time full-time enrollment including dual credit, as well as international and domestic graduate enrollment increased significantly. Provost Bridgmon noted this is UCM's highest enrollment since Spring 2017.

Key points highlighted from the Census Date Enrollment report included:

- Headcount is up 1,151 (+9.9%) for Fall 2023
- Headcount increased 2,829 (+28.4%) since Fall 2020
- 5<sup>th</sup> straight term of enrollment gain
- Military affiliated enrollment growth is at its highest with an enrollment of 1,182
- Undergraduate enrollment was 7,203, a decrease of 1.2% from Fall 2022
- Part-time Undergraduate enrollment was up
- International Undergraduate enrollment increased
- New First-time students increased by 3.2%
- The yield rate for Fall 2023 was 31.7% vs 29.3% in Fall 2022; the national yield rate average for all public schools is 25%
- 40.8% of new freshman enrolled are Pell Grant eligible vs 32.8% in Fall 22; and, 37.9% of new transfer students are Pell Grant eligible vs 32.2% in Fall 2022.
- Retention rates for new transfer students was 80% and 70.7% for new freshman
- Graduate enrollment increased 30.1% from Fall 2022; this is the 3<sup>rd</sup> straight fall for a Graduate student increase
- Domestic Graduate enrollment increased 12.9%

Mr. Lang reported applications for Fall 2024 increased 19% and admissions increased 31% over Fall 2023. He said Admissions will focus heavily on marketing to students residing within a 65-to-100-mile radius of the University, as well as continue marketing to out-of-state students.

Mr. Lang noted that FASFA (Free Application for Federal Student Aid) is undergoing changes. This has resulted in a delay for students being able to file, which typically begins in October. Consequently, it will also cause a delay in notifying students of their financial aid packages. FASFA has indicated the form will be available beginning in December. With changes FASFA is making to its calculations, he added most universities expect to see a 25% increase in the number of students who are Pell Grant eligible.

Following the presentation, Mr. Collier asked how other Missouri universities who are offering a grant similar to the Mule Grant are doing with retention. Mr. Lang responded UMKC and Missouri State University began offering a scholarship package similar to UCM's in Fall 2023 as well. Unfortunately they have not publicly shared this information and it is unknown.

Regarding the conversion rate for dual credit students, Mr. Abney inquired how UCM accounts for the increase in domestic Graduate enrollment numbers. Mr. Lang noted the conversion rate for dual credit students is between 30% and 35%. Provost Bridgmon attributed increased domestic Graduate student enrollment to Dr. Laurel Hogue, Vice Provost for Online and Learning Engagement, and Dr. Tim Crowley, Vice Provost for Academic Programs and Dean of Graduate Studies and Research.

Dr. Chase referenced the significant increase in yield and transfer rates and asked if there is a specific variable that influenced the increase. Mr. Lang attributed this to the new Mule Grant, as well as to a multidimensional outreach from the campus to students.

There was some discussion about the UCM Bound Out-of-State Scholarship for states bordering Missouri and expansion of the scholarship in 2021 to include all states bordering those states (Colorado, Texas, New Mexico, South Dakota and Wyoming) with schools in the MIAA Conference. Mr. Abney referenced the addition of Arkansas schools to the MIAA Conference and suggested we evaluate what the cost will be to waive the non-resident portion of undergraduate tuition for students from states bordering Arkansas.

Mr. Weymuth asked what percentage of the 1,100 military affiliated students attending UCM, are full-time vs. part-time. Ms. Courtney Swoboda, Director for Military and Veteran Services, did not have this information available but said she would look into it. In reference to students residing within 65 miles of UCM, Mr. Weymuth noted it's important for these students need to understand UCM is far enough from home to be able to gain a college experience. Mr. Lang said this population of students are usually later engaging with Admissions. Most high school seniors will visit UCM in October and November. Students within a 65-mile radius will wait to officially visit campus until March or April although they may have been to campus unofficially for other events. Admissions heavily focuses on messaging that says "Let us Show You Our Campus" in order to expose them to things they overlook when they visited for other events. Mr. Weymuth observed a decrease in transfer students and asked what is being done to address this. Mr. Lang said an Assistant Director of Transfers was added to the Admissions staff last spring to provide

more leadership for targeting these students specifically. We also have a Transfer Coordinator who visits the community colleges, and we are partnering with current transfer students to build a Transfer Ambassador Program. Provost Bridgmon added a survey of transfer students was completed that has provided insight about their experiences, and Dr. Tim Crowley is leading a cross-divisional team focused on how to strengthen transfer student experiences and onboarding them. Every year we look at our results and see where we improvements can be made.

Other initiatives include expanding outreach efforts with vendors. One vendor is helping with institutional financial aid leveraging to help ensure scholarship dollars match up with enrollment goals; another vendor is helping to enhance data we collect on students who inquire about UCM.

**Other** – Agenda Item No. 3

There was no other business to discuss.

**Adjournment**

The meeting concluded at 11:40 a.m.