

***University of Central Missouri
Board of Governors
Work Session
January 26, 2011***

The University of Central Missouri (UCM) Board of Governors convened a work session on Wednesday, January 26, 2011, at 3:00 p.m. in Union 123 on the main campus of UCM in Warrensburg, Missouri. Presiding over the meeting was Board President Walter Hicklin. Other Board members in attendance included Weldon Brady, Mary Dandurand, Richard Phillips, Mary Long, Edward Baker, Marvin Wright, and Darren Doherty. Also present were University President Charles Ambrose; General Counsel Henry Setser; Assistant Secretary to the Board Monica Huffman; Rick Sluder of Enrollment Management; John Merrigan of Administration and Finance; and Dennis Cryder and Robin Krause of University Relations.

Following a welcome by Mr. Hicklin, Dr. Ambrose acknowledged the efforts, collaboration, and cooperation across campus that has been instrumental in moving UCM forward over the past six months. He discussed “next steps,” which involves building a strategic positioning platform that includes enrollment growth and a communications plan.

President Ambrose introduced Dennis Cryder who is working with UCM to build its strategic positioning platform. Mr. Cryder explained that this effort will help UCM to clearly identify who and what it is now and in the future. He shared information about Division II’s Strategic Positioning Platform and said that UCM will utilize this model to build its own. Mr. Cryder said this is an exciting opportunity for UCM that will be data driven.

As part of this effort, University Relations will work with others to create special communications. Mr. Krause explained that University Relations was asked to develop communications to affect Fall 2011 enrollment. In doing so, focus has been placed on Kansas students that are eligible for UCM’s state line grant; community college and transfer students; and first-time freshmen. Billboards and newspaper, radio, and TV advertisements are being developed as part of this initiative. TV advertisements will begin playing on January 31 and run for a period of five weeks on cable TV stations in the Kansas City metropolitan area. Mr. Cryder noted that UCM’s Mule mascot is an underutilized asset that will be featured as part of UCM’s new campaign. Additionally, the tag line of “Choose Red. . .” will be incorporated into the advertisements. Mr. Krause stated that the students in the TV advertisements are UCM theatre students who have done an exceptional job to promote the University. Four 30-second TV advertisements were played for the Board. Two targeted 12-17 year olds and the other two targeted the parents (35-50+) of these students. Within each category is an ad that creates awareness of UCM and another that promotes the state line grant.

The Board expressed support of this initiative. Dr. Ambrose said that in addition to co-branding NCAA’s Strategic Positioning model, UCM Athletics is also involved in an NCAA community engagement model titled “Keep Life in Balance.”

Enrollment growth is another component of the Strategic Positioning Model. Dr. Sluder said an enrollment management report was presented earlier in the afternoon to the Academic Affairs Committee and will be presented during tomorrow's Plenary Session. The University is positioning itself now to prepare for 2011-2012 enrollment and the communications tools that have been prepared will be of great assistance. Dr. Sluder reported that enrollment is up approximately 5% in both credit hours and student enrollment from this time last year. As part of the effort to increase enrollment, plans are being implemented to ensure there is a consistent communication process once a candidate has been admitted to the university. Each week, departments are provided with a list of all admitted freshmen and transfer students. Within 24 hours of receipt of the list, department chairs or program coordinators will send an e-mail to prospective students. Chairs or program coordinators are to ensure that a letter is sent to the prospective student within three days.

Following discussion of the Strategic Positioning Model, President Ambrose distributed and reviewed some of the information included in a Power Point that will be utilized during UCM's presentation before the House Education Appropriations Committee next week (Attachment 1). Dr. Ambrose said the entire campus community has done a great job in identifying one-time savings that will be critical in meeting the budget challenges for FY 2012.

Draft UCM Legislative Packet

Dr. Ambrose distributed UCM's Public Policy Initiatives Book (Attachment 2) that was prepared for use in meeting and talking with legislators, potential donors, and other interested parties. The Book includes background information on programs, projects and other initiatives that would be of interest to the public.

Board of Governors Policy 1.1.010 – Board of Governors Bylaws

The Board determined that at this time no changes are needed to the Board of Governors Bylaws.

Other

Dr. Ambrose discussed a new partnership with Whiteman Air Force Base called *The Whiteman Advantage* that will make UCM's campus more accessible to airmen and base personnel. The *Whiteman Advantage* will be placed under Enrollment Management and resources will be made available for this initiative. He announced that Delilah Nichols will work with Dr. Sluder and serve as coordinator for the program.

Request for Closed Session – January 26, 2011

Pursuant to the Missouri Revised Statutes, Section 610.021, Dr. Long moved that the Board of Governors meet in closed meeting, with closed record and closed vote, for the purpose of considering real estate matters, legal actions, and personnel matters. The motion was seconded by Mr. Wright and carried with the following roll call vote:

Weldon Brady *aye*
Mary Dandurand *aye*
Richard Phillips *aye*
Walter Hicklin *aye*

Edward Baker *aye*
Mary Long *aye*
Marvin Wright *aye*

The Work Session concluded at 4:15 p.m.

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Attachment Listing**

<u>Attachment No.</u>	<u>Attachment Description</u>
1	Power Point Presentation for House Appropriations Committee
2	Policy Initiatives Book