

University of Central Missouri
Board of Governors
Work Session
March 26, 2015

The University of Central Missouri (UCM) Board of Governors convened in Work Session on Thursday, March 26, 2015, at 1:00 p.m. in Union 237A on UCM's main campus in Warrensburg, Missouri. Presiding over the meeting was Board President Marvin E. Wright. Other Board members in attendance were Governors Gus Wetzel II, Weldon Brady, Mary Dandurand, Walter Hicklin, John Collier, and Elizabeth Wood. Governor Mary Long was unable to attend the meeting and was excused. Others present included University President Charles Ambrose; Vice President for Law, Policy & Strategy Mike Racy; Assistant Secretary to Board Monica Huffman; and Dr. Jason Drummond, Mr. Dennis Cryder, Ms. Kelly Waldram Cramer, Ms. Linda Wade and Mr. Richard Phillips of the UCM Foundation Board, and Mr. Dennis Strait of Gould Evans.

Mr. Wright called the meeting to order.

UCM Foundation Governance and Strategic Planning – Agenda Item No. 1

President Ambrose thanked Ms. Wade and Mr. Phillips for attending the meeting and acknowledged the work of the Foundation to move the University forward through focus on student and alumni engagement. He added there has been a great deal of strategic planning resulting in structural alignment and engagement. Dr. Drummond introduced Ms. Wade who has served on the Foundation Board since 2011 and is currently the Board's President, and Mr. Phillips who has a long history with the University as a UCM alumnus, Governor Emeritus, past President of the Alumni Association, and now a member of the Foundation Board.

Ms. Wade and Mr. Phillips provided information about the Foundation and Alumni Boards, stressing the desire of both to move to the next level through a merger of the two Boards. UCM has nearly 90,000 alumni; however, the level of giving is at only 3%. With a merger, the two Boards would work together to increase student success through collaborative efforts to create a culture of philanthropy and increase the overall constituent engagement of current and future students, and parents and friends, that are necessary to advance the University.

Dr. Drummond and his staff initiated a strategic planning process and used outside consultants to assist with the process. The Strategic Planning team, comprised of 20 stakeholders including Governor Brady, will have multiple responsibilities over the next year including environmental scans, evaluation of data, and determination of mission, vision, core values, and long term goals. The group will also work to identify the financial resources necessary to implement the strategic plan, determine required staff, and assess potential names for a merged board. It is expected that the strategic plan will be completed by May 2016 and implemented in July 2016.

Governor Brady asked about the relationship of the Alumni and Foundation Boards. Mr. Phillips responded that the relationship is good; however, there are very few opportunities for the two to engage. The proposed merger, which was presented to both Boards, was received positively by both. Dr. Wetzel asked how large the Board would be under the merger. Dr. Drummond said there would be approximately 40 Board members. Mr. Brady asked if the tax exempt status currently held by the Foundation Board would have to be reestablished with a merger. Dr. Drummond said the Foundation Board would retain its tax exempt status. Mr. Brady also asked if the merger would result in any job loss, and Dr. Drummond responded that there would be no job loss. A document was distributed to the Board prior to the meetings (Attachment 1) providing a written account of Ms. Wade's and Mr. Phillips report.

Repurposing Selmo Park – Agenda Item No. 2

Mr. Racy said following the February Board meeting, discussions were held with Gould Evans regarding possible uses of the Selmo Park grounds. Mr. Strait noted that attendance and participation at two student focus group meetings was very good. The students expressed a strong desire to celebrate the legacy of Selmo Park and to allow it to remain a park that could be used by students, faculty and staff. Mr. Strait said that Selmo Park can easily be incorporated into the Master Plan and that it is set up perfectly to become a green space. Mr. Strait presented a PowerPoint of a draft Selmo Park Master Plan (Attachment 2).

Mr. Brady asked if cost estimates are available related to some of the possibilities presented in the Master Plan. Mr. Strait said estimates are not available at the current level of study; however, that will be the next thing to do. Mr. Wright expressed appreciation for student input obtained through the forums and felt no immediate decisions are needed concerning the future of the park. Mr. Strait agreed and suggested as the space is used as a park, the less likely it may be that the campus will want to use it for anything different. Dr. Wetzel asked if lighting would be installed in the park. Mr. Strait responded that lighting similar to what is currently on campus would be installed to provide safe lighting.

President Ambrose said that the entire process has brought about greater awareness of Selmo Park's history and what it represents. He would like for UCM to identify a more immediate way to recognize Selmo Park's history, possibly with an appropriate marker or something else that is symbolic of its history.

Marketing and Branding of UCM-Lee's Summit – Agenda Item No. 3

President Ambrose met earlier in the day with the Lee's Summit R-7 School District about the new facility that will also house The Missouri Innovation Campus. He stated that with a new fiscal presence in Lee's Summit, marketing and branding becomes more important and necessary. UCM currently serves more than 2,000 students at the Summit Center, which is an extension of the main campus. President Ambrose noted that 80% of the instruction given at the Summit Center is delivered by faculty from UCM's main campus.

Mr. Cryder stated this is a unique opportunity that began in July 2014 when President Ambrose asked University Relations staff to begin working on a new marketing and branding model for UCM-Lee's Summit. Although UCM-Lee's Summit is an extension of UCM, it also stands alone because it offers a different product to a different audience. A new marketing plan is required due to the competition in the Kansas City market for what UCM will offer. Ms. Cramer presented a PowerPoint outlining the plan (Attachment 3).

Following Ms. Cramer's presentation, Provost Curtis said that three certificate programs will be presented to the Board at tomorrow's meeting that are examples of some of the offerings UCM will include in its plan to better serve the Metropolitan Kansas City area.

Other – Agenda Item No. 4

There was no other business to discuss.

Request for Closed Session – March 26, 2015 – Agenda Item No. 5

Mr. Collier moved pursuant to the Missouri Revised Statutes, Section 610.021, that the UCM 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 Ms. Dandurand and carried with the following roll call vote:

<i>Gus Wetzel</i>	<i>aye</i>	<i>Mary Dandurand</i>	<i>aye</i>
<i>John Collier</i>	<i>aye</i>	<i>Walter Hicklin</i>	<i>aye</i>
<i>Weldon Brady</i>	<i>aye</i>	<i>Marvin E. Wright</i>	<i>aye</i>

The meeting concluded at 2:20 p.m.

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Attachments Listing**

<i>Attachment 1</i>	<i>Attachment Description</i>
<i>1</i>	<i>Building the Ideal Alumni Engagement Model for the University of Central Missouri</i>
<i>2</i>	<i>Draft Selmo Park Master Plan</i>
<i>3</i>	<i>Power Point – UCM-Lee’s Summit Marketing Plan</i>