

University of Central Missouri
Board of Governors
Work Session
November 16, 2011

The University of Central Missouri (UCM) Board of Governors convened a Work Session on Wednesday, November 16, 2011, at 2:00 p.m. in Union 237A on UCM's main campus in Warrensburg, Missouri. Presiding over the meeting was Board President Walter Hicklin. Other Board members present included Governors Mary Long, Marvin E. Wright, Mary Dandurand, Weldon Brady, Gus Wetzel II, and Darren Doherty. Governor Edward Baker was unable to attend the meeting and was excused. Also present was University President Charles Ambrose; General Counsel Henry Setser; Assistant Secretary to the Board Monica Huffman; AGB Consultant Rick Staisloff; Interim Communications Officer and Consultant Dennis Cryder and his associates JoJo Reinbold and Jeff Jacobs.

Call to Order – Agenda Item No. 1

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

Institutional Dashboards & Metrics and Strategic Positioning Platform – Agenda Item No. 2

President Ambrose expressed appreciation to the Board for its participation in a morning work session with staff and AGB Consultant Rick Staisloff related to the development of institutional dashboards and metrics. Today's Board of Governors work session was to determine if the direction the University is moving towards with the development of dashboards and metrics is in alignment with the Board's goals.

The Board discussed the morning session and what is needed to set UCM apart as a premiere institution. Mr. Staisloff shared with the Board that he had spent a considerable amount of time with the Deans identifying and discussing programs that are signature, how they could be repositioned, and what opportunities exist to reallocate resources to them. A second component to this is a strategic positioning platform, which will identify to the public who UCM is.

Mr. Hicklin said that once the dashboards and metrics are established, communication and accountability will be important. Information must be communicated to the right staff and those responsible for oversight must be held accountable for ensuring information is passed on and that the appropriate work is being done. President Ambrose agreed that the alignment piece will be important and noted that institutional effectiveness protocol for gathering data and reaching out to the campus to determine what data is needed will also be important. Mr. Staisloff will continue working with President Ambrose and staff to develop institutional dashboards and metrics.

Following this discussion, President Ambrose asked Mr. Cryder to present an overview of the process used to develop a strategic positioning platform. Mr. Cryder and his associates JoJo Reinbold and Jeff Jacobs reviewed the process using the attached Power Point (Attachment 1). Mr. Jacobs noted that the positioning platform is one that will continue to evolve.

President Ambrose said that there are three primary attributes that a positioning platform will provide – a sense of destination; an opportunity for alignment; and a value proposition for coming to UCM. Mr. Cryder distributed and reviewed a draft of UCM’s Strategic Positioning Platform (Attachment 2). President Ambrose asked ACE Fellow Mike Racy to share the NCAA’s experience with its strategic positioning platform, which Mr. Cryder also worked to develop some years ago. Mr. Racy said the strategic positioning platform drives everyone’s work at the NCAA and that everything connects back to it.

President Ambrose asked for Board affirmation of the strategic positioning platform so that the University can continue developing it. The Board expressed its support and encouraged President Ambrose and staff to move forward with its development.

President Ambrose expressed appreciation to Mr. Cryder and his team and to the NCAA for permitting UCM to use its strategic positioning platform model in developing its own.

Request for Closed Session – November 16, 2011 – Agenda Item No. 4

Ms. Dandurand moved that 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 Mr. Brady and carried with the following roll call vote:

<i>Mr. Brady</i>	<i>aye</i>	<i>Ms. Dandurand</i>	<i>aye</i>
<i>Mr. Wright</i>	<i>aye</i>	<i>Mr. Hicklin</i>	<i>aye</i>
<i>Dr. Long</i>	<i>aye</i>		

Adjournment – Agenda Item No. 15

There being no further business to discuss, the meeting adjourned at 3:05 p.m.

**University of Central Missouri
Board of Governors
Work Session
November 16, 2011
Attachments Listing**

<u>Attachment No.</u>	<u>Attachment Description</u>
1	<i>PPT – Strategic Positioning Platform</i>
2	<i>Strategic Positioning Platform Document</i>