

University of Central Missouri
Board of Governors
Plenary Session
January 27, 2011

The University of Central Missouri (UCM) Board of Governors convened in Plenary Session on Thursday, January 27, 2011, at 8:30 a.m. in Union 237B 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; and Assistant Secretary to the Board Monica Huffman.

Plenary Session

Call to Order

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

Remarks by the Board President – Agenda Item No. 2

Mr. Hicklin noted that since the Board last met, the University celebrated the achievements of many of its students during the Winter Commencement in December. He thanked the staff that were involved in making this a special day for graduates. Mr. Hicklin's remaining remarks included words of appreciation to staff who ensured a safe campus for students during recent periods of inclement weather, and to those who traveled to campus to ensure students were fed and activities were available to students. He also thanked those involved in planning the opening of the Morrow-Garrison/Student Recreation and Wellness Center and the *MLK Freedom Scholarship Dinner*. Mr. Hicklin congratulated the different governance groups on their past and current activities and congratulated Student Governor Darren Doherty on the confirmation of his appointment to the Board.

Remarks by the University President – Agenda Item No. 3

Dr. Ambrose began his remarks by congratulating the Jennies and Mules athletic teams on their successes during their respective seasons. Of particular note was recognition of the Jennies Volleyball team who not only finished second in the Division II Distinctive Sports Festival held in Louisville, Kentucky, but who was also recognized for maintaining the highest grade point average of all participating teams.

Dr. Ambrose introduced freshman Taylor Hermann and graduate student Morrell Wax who were involved in *It's a Day On, Not a Day Off* that was held as part of UCM's observance of Martin Luther King, Jr. Day. Ms. Hermann and Mr. Wax each described their involvement in the project and shared from a personal perspective the importance of volunteerism and community service.

Dr. Ambrose also expressed appreciation to staff from Facilities, Planning & Operations, Public Safety, Dining Services, and the Morrow-Garrison/Student Recreation and Wellness Center, who placed a great deal of focus on students during the recent periods of inclement weather.

Following an active and engaged fall semester, the campus community is now looking forward to implementing initiatives from the Strategic Governance for Student Success model, and more specifically the Strategic Resource Model. Dr. Ambrose discussed next steps, which for the Spring semester, involves strategically positioning UCM for the future and completing performance reviews and evaluation of all expenditures. He noted the sequence of assessment – (1) academic programs, and (2) administrative programs and support. UCM will begin the process of an administrative review in mid-February and complete it by April 1. The initial goal of the administrative review is to reduce overall expenditures for administrative support by \$2 million.

Dr. Ambrose shared other initiatives including an NCAA sponsored project that uses UCM's Division II athletic program as a model to show what it means to be engaged in the life of the community. This initiative has been well received in the community and will involve members of Whiteman Air Force Base; students from Warrensburg High School; UCM students; and many other community members and groups. Other community partnerships and initiatives include *The Whiteman Advantage*, which will provide greater educational support to service members and their families.

In closing, Dr. Ambrose expressed regret for having to miss the *MLK Freedom Scholarship Dinner's* keynote speaker Arun Gandhi. That same evening, he was invited to participate in a meeting hosted by the Thomas Jefferson Center for Free Speech where there was discussion about the rights, roles and responsibilities of faculty and effective tools for communicating and demonstrating speech. It is projected that leadership in higher education will transition over the next seven years, and that those assuming the leadership role of president will come from different positions than where they previously came. As a result, many of the core principles that campuses hold such as academic freedom, could change. Dr. Ambrose is pleased to have the opportunity to engage in discussions that may help identify future attributes of academic freedom.

Following Dr. Ambrose's remarks, the Board expressed special appreciation to him for all of his hard work during his first six months as president.

Approval of the November 18, 2010, Administration and Finance Committee Meeting of the Whole and Plenary Session Minutes – Agenda Item No. 4

Mr. Phillips moved that the Board of Governors approve the minutes of the November 18, 2010, Administration and Finance Committee of the Whole Meeting and Plenary Session. The motion was seconded by Mr. Wright and carried unanimously.

Written Governance Groups Reports – Agenda Item No. 5

Copies of the written governance groups reports were included under Tab 4 of the meeting materials (Attachment 1).

Legislative Update and 2011 Legislative Agenda – Agenda Item No. 6

Dr. Ambrose and other university and college presidents recently attended a meeting with Governor Nixon to discuss the FY 2012 budget. Governor Nixon's proposed budget includes a 7% reduction in appropriations. This is less than the 15% to 20% that was originally anticipated. The proposed reduction of 7% is attributed to an increase in state revenue; significant one-time tax collections that helped offset some of the FY 2011 shortfall; and the remaining \$187 million in federal stimulus money that will be utilized in the coming fiscal year. Additionally, Governor Nixon made intentional sacrifices in other areas to preserve funding for education and has asked higher education to make every effort to keep tuition down. This runs counter to a nationwide trend to significantly increase tuition. Dr. Ambrose said a recommendation will be presented to the Board at its February meeting for AY 2012 tuition that honors Governor Nixon's request to hold tuition down. He stated that Senator Pearce and other legislators are appreciative of the Board and the University for considering the State's fiscal situation as it moves forward.

Dr. Ambrose advised that the State retirement system is currently under review and may impact higher education's ability to attract applicants. This includes employee contributions, increased vestment period, etc. UCM will have to be creative in ensuring employees are compensated appropriately so that they can plan responsibly for retirement. UCM will make its FY 2012 budget presentation to the House Appropriations Committee next week. UCM is well positioned to use its strategic model and the Governor's mandate and goals to reshape the way public higher education is viewed. Dr. Ambrose cautioned that Governor Nixon's budget includes one-time dollars.

Dr. Ambrose closed by saying that it is possible that some of the challenges higher education is working through in preparation for FY 2012 may be experienced with the FY 2013 budget. UCM will have to be diligent in this fiscal year and beyond.

Approval of a legislative agenda was deferred. A proposal will be presented at the February Board meeting.

University Relations – Communications Plan Update – Agenda Item No. 7

Dr. Ambrose introduced Mr. Dennis Cryder who is working with UCM to build its strategic positioning platform. Mr. Cryder reviewed information presented yesterday during the Board's Work Session related to this initiative and reiterated that this effort (modeled after Division II's Strategic Positioning Platform) will help UCM clearly identify who it is, what it

believes and why it does the things the way it does. The Platform will provide a common set of principles, a communication point to be used by the University, and provide one voice campus wide. He distributed and reviewed an outline of Division II's model (Attachment 2). Dr. Ambrose added that following several years of this model's use across the country, there are three specific outcomes – (1) a clear sense of destination; (2) a tool for alignment; and (3) a clear value statement for the institution.

Mr. Cryder called on Mr. Robin Krause of University Relations to present new advertisements that are part of the strategic positioning initiative.

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. Additionally, advertising targeting high school students has been created for *Facebook* and a live call-in program with UCM Admissions and Financial Aid experts is planned for KMOS-TV on February 10. 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. Krause presented two of four 30-second TV advertisements that feature a "Choose Red. . ." tagline. He noted that the student actors in the ads are UCM theatre students who have done an exceptional job to promote the University. Of the four advertisements, two target 12-17 year olds and the other two target the parents (35-50+) of these students. Within each category is an ad that raises awareness of UCM and another that promotes the state line grant.

Board Committee on Student Affairs & Alumni Relations

Ms. Dandurand, Chair of the Board Committee on Student Affairs & Alumni Relations, reported that the Committee met yesterday afternoon. She asked Dr. Morrell to present the following agenda item.

Proposed Mandatory Student Health Insurance – Agenda Item No. 8

Dr. Morrell asked that this item be tabled until the February meeting. He reported that a vote taken by the Student Government Association (SGA) Senate resulted in 80% voting against the proposal and 20% for. Following the Senate's vote, the SGA House voted 100% in favor of the proposal. Given the importance and complexity of the issue, more discussion is needed before requesting the Board's consideration and action. The Board concurred. A suggestion was made to have a more detailed presentation made at the Board's Work Session in February.

Board Committee on Academic Affairs

Mr. Phillips, Chair of the Board Committee on Academic Affairs, reported that the Committee met yesterday afternoon. During the meeting, there was discussion about the Academic Affairs' five-year plan and differential tuition. It was suggested that the full Board discuss these items during a future work session. He asked Dr. Wilson to present the following agenda items.

Enrollment Trends – Agenda Item No. 9

Dr. Wilson introduced Dean Rick Sluder who recently assumed leadership for the Enrollment Management area. Dr. Sluder distributed and reviewed a Power Point that included current information related to enrollment (Attachment 3). Enrollment is up approximately 5% in both credit hours and student enrollment from this time last year. Dr. Sluder stated that growth targets established for Academic Year 2011-2012 are 3.4% in semester credit hours, with a 2% increase for on-campus enrollment, and a 12% increase for online courses.

Mr. Wright said it appears from information presented that UCM's growth has been surpassed by approximately seven other higher education institutions in the state. Dr. Sluder confirmed Mr. Wright's assessment. He added that 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. The Board commended Dr. Sluder on his work.

Note: Following the Enrollment Management report, the Board took a 10-minute recess from 10:00 a.m. to 10:10 a.m.

Following the recess, Mr. Phillips commented that efforts to increase enrollment should in no way decrease the quality of education that UCM provides to its students. Dr. Ambrose concurred and added that as UCM continues its academic program review, signature programs and scholarship, endowment, and planned giving opportunities will be identified to attract some of the best and brightest students to UCM.

In concluding this agenda item, Mr. Phillips distributed the International Enrollment report (Attachment 4) and noted an increase in the number of International students.

Memorandum of Understanding – Morrow-Garrison/Student Recreation Center Operations – Agenda Item No. 10

Dr. Sluder presented the Memorandum of Understanding for Morrow-Garrison/Student Recreation Center Operations included under Tab 7 of the meeting materials (Attachment 5). Following his remarks, *Mr. Hicklin moved that the Board of Governors approve the Memorandum of Understanding for the operation of Morrow Garrison and the Student Recreation and Wellness Center. The motion was seconded by Mr. Phillips and carried unanimously.*

Proposed Modern Languages Program Revisions – Agenda Item No. 11

Dr. Wilson referred the Board to Tab 8 of the meeting materials, which contained a background paper on proposed revisions to the Modern Languages Program (Attachment 6). He deferred to Dr. Michael Sawyer to review the proposed changes. Dr. Sawyer stated there are three primary elements to the proposed changes. The first element is that nine major programs will be collapsed into a single degree program. Previous offerings of a Bachelor of Arts, Bachelor of Science, and Bachelor of Science in Education in each of the languages will be collapsed into a Bachelor of Arts in Modern Languages. This will reduce the number of course requirements a student must have to complete the degree. It also provides greater flexibility to students as to how they complete their degree programs and allows faculty greater flexibility in staffing classes and utilizing resources more efficiently.

The second element is that students will have two different tracks to choose from – the Basic Language and Culture Track (no minor is required) or combining the major area with a 30-hour concentration in a professional field. In the second track, students would have hands-on experience of utilizing their respective foreign language on the job. This option provides greater marketability for graduates. Dr. Sawyer noted that there is no other school in the country providing this type of track. The five professional fields available in the second track are business, education, hospitality management, public relations, and criminal justice.

The third element is a consortium agreement between UCM, Missouri State, Southeast Missouri State, and Missouri Western State University, that will create a pool of faculty, resources and expertise to benefit each other and to more efficiently utilize resources to graduate students. This initiative lends itself to demonstrating to MDHE and the Governor that UCM is making a full-force effort to enact the types of reforms it is looking for from higher education.

Following Dr. Sawyer's presentation, *Mr. Phillips moved that the Board of Governors approve the proposed changes to the Modern Languages Department that collapses nine major programs into a single degree program titled the Modern Languages Major. The motion was seconded by Dr. Long and carried unanimously.*

Program Title Changes – Agenda Item No. 12

Dr. Wilson referred the Board to Tabs 9-11, which contained briefing papers (Attachments 7-9) for the following proposed title changes:

- BS in Computer-Aided Drafting and Design Technology to *BS in Design & Drafting Technology*
- BS in Actuarial Science and Mathematics to *BS in Actuarial Science and Statistics* and to include the options of *Actuarial Science and Statistics*
- BSE in Engineering and Technology Teacher Education to *BSE in Career & Technology Teacher Education*.

Mr. Phillips moved that the Board of Governors approve program title changes for the above listed programs. The motion was seconded by Dr. Long and carried unanimously.

Program Deletions – Agenda Item No. 13

Dr. Wilson distributed a list of programs (Attachment 10) that, to date, have been deleted as a result of the MDHE program review. He stated that there are program reviews currently in progress that could result in an updated list in the future.

Board Committee on Administration and Finance

Mr. Brady, Chair of the Board Committee on Administration and Finance, asked Dr. Roberts and Mr. Merrigan respectively to present the following agenda items.

Residence Hall Furniture – Agenda Item No. 14

Dr. Roberts referred the Board to Tab 12 of the meeting materials, which contained background information for the purchase of residence hall furniture (Attachment 11). Mr. Brady asked about the disposition of the old furniture. Dr. Roberts advised that the old furnishings would be collected from an international recycling company and sent to third world countries. *Mr. Brady moved that the Board of Governors approve the award of contract to KLN Furniture of Overland Park, Kansas in the amount of \$483,677.97, for the purchase and installation of new furniture to refurbish and upgrade the furniture in Houts, Fitzgerald, and Fraternity Complex residence halls. The motion was seconded by Mr. Wright and carried unanimously.*

Construction of Chemical and Training Laboratory – Agenda Item No. 15

Dr. Roberts presented information related to the construction of a chemical and training laboratory (Attachment 12) included under Tab 13 of the meeting materials. Once design plans are prepared, a presentation will be made to the Board for approval.

Quarterly Investment Report – Agenda Item No. 16

Mr. Merrigan reviewed the Quarterly Investment Report included under Tab 14 of the meeting materials (Attachment 13).

Quarterly Statement of Revenues and Expenditures – Agenda Item No. 17

Mr. Merrigan reviewed the Quarterly Statement of Revenues and Expenditures included under Tab 15 of the meeting materials (Attachment 14).

Request for Closed Session – January 27, 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:

| | | | |
|-------------------------|------------|----------------------|------------|
| <i>Weldon Brady</i> | <i>aye</i> | <i>Edward Baker</i> | <i>aye</i> |
| <i>Mary Dandurand</i> | <i>aye</i> | <i>Mary Long</i> | <i>aye</i> |
| <i>Richard Phillips</i> | <i>aye</i> | <i>Marvin Wright</i> | <i>aye</i> |
| <i>Walter Hicklin</i> | <i>aye</i> | | |

Adjournment

There being no further business to discuss, *Mr. Wright moved that the meeting adjourn. The motion was seconded by Mr. Phillips and carried unanimously. The meeting adjourned at 9:50 a.m.*

University of Central Missouri
Board of Governors
Plenary Session
January 27, 2011
Attachment Listing

| <u>Attachment No.</u> | <u>Attachment Description</u> |
|------------------------------|---|
| 1 | <i>Written Governance Groups Reports</i> |
| 2 | <i>NCAA Division II Strategic Positioning Model</i> |
| 3 | <i>Enrollment Management Report</i> |
| 4 | <i>International Enrollment Report</i> |
| 5 | <i>Briefing Paper - Memorandum of Understanding – Morrow- Garrison/Student Recreation and Wellness Center</i> |
| 6 | <i>Briefing Paper – Proposed Modern Languages Program Revisions</i> |
| 7 | <i>Briefing Paper – Proposed Title Change BS in Computer-Aided Drafting and Design Technology</i> |
| 8 | <i>Briefing Paper – Proposed Title Change in Actuarial Science and Mathematics</i> |
| 9 | <i>Briefing Paper – BSE in Engineering and Technology Teacher Education</i> |
| 10 | <i>List of Program Deletions</i> |
| 11 | <i>Briefing Paper – Residence Hall Furniture</i> |
| 12 | <i>Briefing Paper – Construction of Chemical and Training Laboratory</i> |
| 13 | <i>Quarterly Investment Report</i> |
| 14 | <i>Quarterly Statement of Revenues & Expenditures</i> |