

**University of Central Missouri**  
**Board of Governors**  
**November 17, 2016**  
**Work Session**

The University of Central Missouri (UCM) Board of Governors convened in Work Session at 1:00 p.m. on Thursday, November 17, 2016, on UCM's main campus in Warrensburg, Missouri. Board President Gus Wetzel II presided over the meeting. Others in attendance included Governors John Collier, Mary Dandurand, Marvin E. Wright, Weldon Brady, Walter Hicklin and Mathew Martinez. Dr. Mary Long was unable to attend the meeting and was excused. Also present was University President Charles Ambrose; General Counsel Hayley Hanson; and Assistant Secretary to the Board Monica Huffman. Others in attendance included Drs. Deborah Curtis, Jason Drummond, Mike Godard, John Crooker, and Shari Bax and Mr. Richard Phillips of UCM's Alumni Foundation Board.

Dr. Wetzel called the meeting to order and called on President Ambrose to introduce presenters. President Ambrose introduced UCM Alumni Foundation Board President, Richard Phillips, and Dr. Jason Drummond, Vice President for Development/Executive Director of the Foundation.

**Development Assessment Recommendations** – Agenda Item No. 1

Mr. Phillips said for the past few years, the Foundation Board has considered ways it can best support the University. Mr. Phillips and Dr. Drummond recently met with former Board President Wright and President Ambrose to discuss potential strategies for supporting the University. As part of this effort the firm of Alexander Haas was hired to conduct an assessment of the Development/Advancement division. This assessment was conducted over the summer months and resulted in more than 100 recommendations including one related to staff support required in this Division. Action plans for each recommendation has been developed.

Mr. Phillips stated it is important for the Foundation to ensure a structure is in place to support ongoing giving. He added there are several things that need to be established before a major fundraising effort could be launched. One item is improving the current data file to include more information about alumni and initiatives made under each of the *Transformation: 2025* goals.

Dr. Drummond stated it is a critical point in time with regard to reduced state funding and increased need among students. Philanthropically, alumni care a great deal about UCM and want to give, but haven't been given the appropriate opportunities to do so. He noted that only 2% of alumni currently give to the University. President Ambrose added that alumni activity is an institutional responsibility that begins when students choose to come to UCM. The University needs to have a greater degree of engagement with students when they graduate and become alums. Also, opportunities need to be created for alums to engage and an infrastructure needs to be established for increased giving and major gift giving, as well as a more systematic approach to connectivity and philanthropy.

Mr. Wright concurred with Mr. Phillips that the right infrastructure must be in place and key positions need to be identified and filled. President Ambrose stated existing open positions have been identified and consideration is being given to those positions that should be filled. Mr. Wright suggested a timeline be established for filling positions and that the implementation schedule and organizational structure for the next 12 to 18 months be presented at the February Board meeting. President Ambrose agreed and said a presentation would be made in February 2017. Dr. Wetzel extended the Board's appreciation to the Alumni Foundation Board for its work.

### **Key Performance Indicators Progress Report** – Agenda Item No. 2

Dr. Curtis reminded the Board that Key Performance Indicators (KPIs) were developed and approved in 2014-2015. Soon after their adoption, it was discovered that some of the KPIs were not useful in measuring the direction the University wants to go. Those KPIs were not eliminated, but instead are being viewed more appropriately for the direction UCM is headed. Dr. Curtis commended Drs. Crooker and Godard for their work in monitoring and analyzing KPIs. Following Dr. Curtis's opening remarks, Drs. Crooker, Godard and Curtis reviewed the progress of each KPI as outlined in the attached PowerPoint (Attachment 1).

Consideration of new initiatives is ongoing. For example, students who previously indicated they wanted to visit campus for a *Choose Red* day would receive a recorded call. Today, students receive a personal call before they arrive on campus. Additionally, there are ongoing efforts to continuously improve financial aid and lower student debt. Also, new admission representatives have been hired for Chicago and St. Louis areas that reside in those cities and are familiar with them. Dr. Curtis closed by expressing appreciation to the team for all of their hard work in analyzing and tracking data.

### **Diversity and Inclusion Update** – Agenda Item No. 3

President Ambrose commended the work of UCM's Public Safety Office, as well as Dr. Shari Bax, Ms. Beth Rutt, and Ms. Alesha Bowman, over the past week. Dr. Bax stated that she has spent most of her career encouraging civic and political engagement. During the past week when there was an increased level of activism on campus, it was important to pause and ensure all was working for the good of student success. There was some discussion of last week's events and relatedly, the use of social media. President Ambrose shared that earlier in the week, he invited the campus to join him in a "Day Off of Social Media." He expressed appreciation for a campus wide commitment to ensure students were aware of resources available to them and how to use them.

Dr. Bax introduced Ms. Bowman, the new Multicultural Outreach Specialist for the Multicultural Center and gave a brief overview of the Center's operations and function (Attachment 2). In closing, Dr. Bax invited the Board to visit the Multicultural Center at their convenience.

**Request for Closed Session** – Agenda Item No. 4

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

The meeting concluded at 2:55 p.m.

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Attachment Listing**

<b><u>Attachment No.</u></b>	<b><u>Attachment Description</u></b>
<i>1</i>	<i>PPT – KPI Review – Fall 2016</i>
<i>2</i>	<i>PPT – Mentoring Advocacy and Peer Support</i>