

University of Central Missouri
Board of Governors
Work Session
April 22, 2021

The University of Central Missouri (UCM) Board of Governors convened in Work Session, on April 22, 2021, at 11:10 a.m. in Union 237B on UCM's main campus in Warrensburg, Missouri. Presiding over the meeting was Board President Stephen Abney. Others participating in the meeting from Union 237B included Governors John Collier, Mary Dandurand, Gus Wetzel II, Kenneth Weymuth, and Zachary Racy. Governors Marvin E. Wright and Mary Long participated by phone. Staff participating from Union 237B were University President Roger Best; General Counsel Lindsay Chapman; Vice President for Academic Affairs and Provost Phil Bridgmon; Assistant Board Secretary Monica Huffman; Vice Provost for Enrollment Management Randall Langston; and Interim Director for Admissions Christopher Lang.

Enrollment Report Update and Recruitment – Agenda Items No. 1 and 2

In response to past questions from the Board regarding enrollment, Dr. Randall Langston distributed a document from the MDHE Coordinating Board for Higher Education, labeled Tab 21 Attachment Fall Enrollment Report which illustrated historical trends in Enrollment from Fall 2015 to Fall 2020 at Missouri Public Colleges, Universities, and Community Colleges (Attachment 1), and a document from UCM's Fact Book illustrating historical trends in International Student Enrollment Counts from Fall 2016 to Fall 2020 (Attachment 2). He went on to address a question previously raised by the Board concerning why the conversion of "applicants to admits" appear to be higher in past years than in more recent years, and explained this was due to strategies previously used to count students as admitted that misrepresented the actual number of students admitted.

With regard to recruitment, Dr. Langston prepared a document at Dr. Long's request titled, "Undergraduate Admissions Recruitment and Enrollment Strategies in the Kansas City Metropolitan Region" (Attachment 3), which explains UCM's "admissions funnel" and its correlation to recruiting in the Kansas City area. President Best noted the document had not been distributed to the Board and would be sent following the meeting.

Dr. Langston introduced Chris Lang who is serving as the Interim Director of Admissions. Chris presented information related to UCM's undergraduate freshmen and UCM's transfer recruitment process (Attachment 4). The presentation included information about Fall 2021 current metrics for freshmen and transfer students; UCM recruiters in Kansas City, St. Louis and other regions of the state; an illustration of UCM's Admissions funnel and key Admissions funnel metrics; prospect level strategies; the future of personalized recruiting efforts; inquiry and applicant level strategies; post-admit and yield strategies along with a number of other strategies; and next steps.

Following the presentation, Dr. Long expressed appreciation for the information; however, noted the Board would need time to process and review all of the material before revisiting

the matter again. She asked what Kansas City schools serve on UCM's High School Advisory Board. Mr. Lang responded with a goal of having a broad range of students represented on the advisory board, schools from Lee's Summit and from the northern and southern territories of Kansas City and St. Louis were included. He offered to provide a list of the schools.

Mr. Wright asked that bi-weekly updates on the number of students enrolled for fall 2022 be provided to the Board beginning in mid-May or June 1. Dr. Langston responded the information could be provided with some context to it. Mr. Weymuth said it is important for the University to identify why those students who expressed interest in UCM chose not to come. Mr. Lang suggested this could be identified through a Clearing House and non-matriculation survey of students in this group.

Mr. Abney said recruitment is critical to the University and believes UCM should be making direct contact with each student applying to UCM. He concurred with Dr. Long, stating there was a lot of information for the Board to process and to consider. He asked Board members to review the information from today's presentation and to send a list of additional questions they have concerning enrollment and recruitment to Ms. Huffman in advance of the next meeting. These questions will be provided to Enrollment Management to prepare responses.

Adjournment

There being no further business to discuss, the meeting concluded at 12:10 p.m.

**University of Central Missouri
Board of Governors
Work Session
April 22, 2021**

Attachments Listing

<u>Attachment No.</u>	<u>Attachment Description</u>
1	<i>CBHE – Trends in Headcount Enrollment, Fall 2015-2020 – Public Institutions</i>
2	<i>International Students by Country of Origin – Fall 2020 through Fall 2016</i>
3	<i>Undergraduate Admissions Recruitment and Enrollment Strategies in the Kansas City Metropolitan Region</i>
4	<i>PPT – Undergraduate Admissions Funnel</i>