

**University of Central Missouri**  
**Board of Governors**  
**Work Session**  
**August 19, 2021**

The University of Central Missouri (UCM) Board of Governors convened in Work Session Session on August 19, 2021, at 11:25 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 Long, Mary Dandurand, Kenneth Weymuth, and Zachary Racy. Governors Marvin E. Wright and Gus Wetzel II participated by phone. Staff participating from Union 237B were University President Roger Best; General Counsel Lindsay Chapman; and Assistant Board Secretary Monica Huffman. Also present were Vice President for Academic Affairs and Provost Phil Bridgmon; Vice President for University Advancement and Executive Director of the UCM Alumni Foundation Courtney Goddard; Alumni Foundation Board Member Diane Dudley; and staff members Lisa Toms, Heather McGrath, Jackie Jackson, Beth Rutt, and Tiffany Cochran.

**Call to Order** - Agenda Item No. 1

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

**University Advancement Update** – Agenda Item No. 2

Ms. Goddard thanked the Board for the opportunity to provide an update on University Advancement activities. She introduced Alumni Foundation Board member Diane Dudley who was standing in for Alumni Foundation Board President Scott Taylor who had a professional conflict and was unable to attend the meeting.

Ms. Goddard presented information in a Power Point (Attachment). Highlights from the presentation reflected Advancement realized 125% of its FY 2020 goal for pledges and planned giving and 120% of its goal for the same in FY 2021. With regard to the Fuel Opportunity Campaign, Ms. Goddard said it is comprised of 15 capital projects. The campaign is currently 10 months into a 24-month campaign. To date, 50% of the goal has been reached.

Ms. Goddard discussed what is on the horizon for major gifts and how projections for fundraising income are made. She stated Advancement is measuring productivity in ways it has not done in the past, and added that data is now used to drive all decisions. Ms. Dudley stated another important component of fundraising is the relationship process, noting it can take 7 to 8 contacts for a potential donor to result in a gift to the University. She reviewed the history of the past four years and commended Ms. Goddard for the stable and consistent team she has established which has contributed largely to FY 2020 and FY 2021 successes.

Mr. Collier asked if there is anything UCM's Board of Governors can do to help the Alumni Foundation Board. Ms. Dudley responded that Advancement could not sustain another budget reduction as it had in the past year and asked for greater support from the University. A discussion related to gift officers' pay was held. Ms. Dudley noted there is a memorandum of understanding between UCM and the Alumni Foundation to help address this matter through an incentive program. To date, the program has not been implemented. Once it is, it will help to retain staff in these positions and help close the gap in market pay.

Following the Advancement Update, Ms. Rutt, Ms. Jackson, and Ms. Cochran showed a video that provided a preview of upcoming Homecoming events, and then reviewed planned student activities, alumni and donor activities, and special activities surrounding the 150<sup>th</sup> anniversary of UCM.

### **Program Approval Process** – Agenda Item No. 2

Provost Bridgmon provided an overview of the process used to bring program proposals forward to the Board for approval. Staff members Lisa Toms and Heather McGrath joined the Provost to help explain Academic Programs' and the Registrar's Office's roles in the process. The Registrar's Office reviews new proposed programs to ensure they meet university level requirements for a degree; Academic Programs reviews proposed programs course descriptions to ensure accuracy, that they meet the guidelines of the University and that they are not duplicative programs.

Provost Bridgmon is considering making some modifications to the process on the front-end of the review process. Dr. Toms discussed improvements she is considering related to best practices, competitive data, market data, job growth rate in the state, National Bureau statistics, marketing plans for proposed programs and overall curriculum. This team hopes to have a new process in place within the next few months that will strengthen the process so that as proposals are brought forward for Board approval, they can be successful.

Dr. Long thanked Provost Bridgmon for making review of the process and any necessary improvements a priority. She added this will help to alleviate concerns the Board has had with past programs brought forward.

### **Other** – Agenda Item No. 3

There was no other business to discuss.

### **Adjourn**

The meeting adjourned at 12:10 p.m.