



**UMC Executive Committee
Minutes
December 20, 2007**

Present: Bill Peterson, Jeff Sperling, Krista Lemos, Chancellor Charles Casey, Eric Johnston-Ortiz, David DeMuth, Peter Phaiah, Corby Kemmer, Tom Baldwin, Sue Brorson, Stephanie Helgeson

In these minutes: Old Business, New Business, Holiday Party, Spring Enrollment & Retention, Spring Housing Accommodations, Ice Rink, Retention Committee, Image & Marketing Committee Report, Member Updates

Old Business

Chancellor Casey

UEA grievance arbitration hearing results came last week – grievant position was upheld.
Now working on remedy – been in contact with Patti Dion and the U attorney to get it resolved
2 other grievances are in step three – on behalf of the union and Wendell Johnson
Step 3 hearing on Jan 14 – if resolved before it won't go to hearing
Working with Dept Heads to get it settled

Memorials

Now have a proposal for memorials from Chancellor's office on campus
Discussion was held in Chancellor's Cabinet
Dept heads and unit leaders can also do something
If you know of death of faculty/staff or immediate family or student please let Chancellor's office know also
Corby is working with NWEIA to provide funds for memorials
Any questions, contact Chancellor's office
Peter also asked to be contacted if student is involved so they can be contacted for support network
Good Communication and judgment is the key

Holiday Party

UMC annual Holiday Party is today at 11:30 in Brown Dining Room

Spring Enrollment & Retention – Peter Phaiah

Handout – Student Affairs & Enrollment Management Report

- 25 Spring students who have not registered
- 62 new students
- 76 International students
- Last year at start of school there were 75
- Questions on students registering for online classes to avoid paying fees of on campus students – Jeff answered that Tom Mulvaney has process in place to filter off campus/online students for fees – it's been working well
- Numbers don't include CIHS numbers as they come in later
- New on-campus students take the most effort – majority live on campus
- First year to invite students to live off campus to make room for those needing to live on campus
- 94 new housing contracts – all rooms are filled

- Room can be made for others but furniture would have to be purchased
- Easier to get computers than beds

Ice Rink – Peter Phaiah

- Available as of yesterday and some students taking advantage of ice
- Possible warming house through Kent Freberg's students in February
- New lighting and foot candles have been put in – music still may be coming
- 2 – 3 students are available to work
- Working to have schedules for intramurals and games
- Email going out today to ask for skate donations
- Grand opening will be held in January – if you have suggestions, let Peter know
- David DeMuth suggested Rhett Johnson and Martin Lundell to help as they both have outdoor maintenance experience

Image and Marketing Committee Report – Krista Lemos

- Pay per click marketing overview
- Was \$800 to get it up and running and \$500 a month on managing it
- Top clicks have been in the fields of game board, game warden, park ranger and horticulture
- In last month 662 clicked on UMC ad to get more info
- Only get charged if someone clicks
- Amber is working on meta tags on web pages to assist in Google search
- Over 46,000 visitors since starting with pay per click, averaging 2.33 pages per visit
- Can track countries visitors are coming from
- Top 5 pages are in academics
- Committee will meet with all faculty and programs to find out unique characteristics of each program. Will help to put out better information. Dept heads could encourage faculty to meet with Krista and the Image & Marketing Committee
- Tom asked about material for visiting with students. Krista will add information to the website for administrators and students
- Chancellor added that power of good data information and tracking is obvious

Year End Report – Chancellor Casey

- 250 graduates in 2007 – significant contribution to state
- U of M committed to raising rates for retention and graduation
- Still considered low in the big 10 schools
- UMC will have challenge – retention rate and graduation rate is moving up
- Can make our target of 40, 50 & 55 % for class entering next year
- ACT average dropped a little – goal for 2008 is over 21
- Online is up in 2007 and growing in 2008
- Good increase in interest in Study Abroad – 7-10 students going to Norway this summer – grants available through U of M for Study Abroad
- Study Abroad could be a measure we want to track
- Overall enrollment 2008 up over last year
- 2008 applications up significantly
- Need dept and faculty support for calls to students – personal contact is good
- Work needs to be done to manage class size and scheduling – use physical capacity better
- For Exceptional faculty & staff – good hires over the past year. They bring new ideas and new perspectives
- Ron has two phased retirements and searching for a tenure track faculty. Several depts. are in process of searching. Challenge to focus on new hires
- Two faculty received tenure
- Exceptional Organization – made progress in coordination of recruiting. Groups have gotten together to set goals, budgets and how it will be achieved. Should be proud of initiative and how to measure it

- Retention efforts need to get rates up – target of 72% by 2012. needs to be in 80's which is achievable for UMC.
- Compact dollars have made some impact
- Increase of weekend and evening activities
- AAC – writing center – Staff work with students – more student mentors
- Career Counseling – Grad Planner and Gold Pass
- Moving programs forward and getting approved – help recruitment
- If priorities are set and have some resources such as Teacher Licensure – paying off
- Support for name changes and accomplishments – helps to make programs more visible
- Academic Affairs – working hard to have consistent policies in place for dept heads
- Proud of dept investments made last year – quarter of a million dollars – made a start
- Faculty and staff have seen some of the impact
- Set some priorities – completed a lot of things with facilities – Chemistry lab, Art Room etc. Could do even better
- Athletics offering a better experience – facilities made upgrades
- Communications – marketing survey – adding Amber Bailey was a positive investment
- Development & Alumni Relations – combined Torch & Aggie – save some resources and serve both audiences – alumni events managed and attended well
- Fund raising going well and needs to go even better – get more dollars into the development office
- CAL has lots going on
- International programs is busy – Kim providing leadership
- Exceptional Innovation – new academic initiatives – Dr. Killough and Early Childhood licensure
- New Business Board Room – top of line experience for students
- Athletics – community brought good will – flag football – new idea by new staff members to engage the community
- Challenges for 2008 – recruitment, retention, graduation – are focus for UMC
- Set some goals and make sure UMC meets the goals – more students, retain more means more tuition
- Move forward with Honors program
- Important to complete searches – need stability in faculty positions
- Continue to work with facilities – bio lab – working with architect – involve faculty and set expectations – work more in summer on maintenance – continue to work on residence hall – approval should come early in 2008 and completed in 2009
- Continue to invest in Depts – Athletics, on field performance
- Technology – maintain our edge
- Continue to learn to work well with contract for UEA
- International initiatives – diversify student body and continue with study abroad opportunities
- Good experience for online students
- Budget – close to balanced
- 2008-2009 – tuition increase projected 7.5% - funding additional positions, build Athletic scholarships into budget, difficult to obtain Central resources
- Issues – Dining Services, Smoke/Tobacco free campus, Supervisor training
- For retreat – need to start planning 2-3 yrs out for longer range plan. Retreat time will be set early in Jan.

Member Updates

Tom Baldwin – Academic & Student Affairs

- Working on dates for 10-15 students to do exchange in Taiwan. Four universities in Taiwan will host if students can get to Taipei. Might be an option for students to do an affordable international experience
- Working on proposed academic calendar and recommending modifications

- o Going to have discussions on how to approach assessment campus wide. Need to identify people, processes and procedures in early spring 2008
- o Chairs and faculty 7:11 and 7:12 statements need to be finalized. A committee has submitted general guidelines. 7:12 statement needs to be finalized in departments in next 3-4 weeks

Corby Kemmer – Development and Alumni Relations

- o Spoke at 6 new student seminar classes about alumni relations and history of campus
- o Holiday e-card went out yesterday – student workers put it together
- o Fall 2007 Torch is finished and out
- o Staff in Mpls for professional dev training earlier this month and met with Chancellor Casey and Cindy Bigger in St Cloud to visit Dr. Sahlstrom
- o Met with Chancellor Casey and prospective donors in Mpls this month
- o \$25,000 Walter & Elinor Rehr Scholarship in Agronomic Science should be announced soon
- o Gene Miller aviation scholarship is being worked on
- o Expect an announcement on substantial annuity gift in mid-January
- o Foundation will have multi-yr capital campaign announcement shortly. Expected to be \$2.5 to 3 billion campaign
- o Working on land project in Mpls –\$60,000 would be donated to UMC
- o Hallock alumni social – Jan 16 – 6:30 – 8 pm.
- o Jim Karn endowment is doing well

Peter Phaiah – Student Affairs and Enrollment

- o Lighting along road is much better – thanks
- o Retention committee – Peter will be working with dept heads after break to talk about freshmen year experience proposal. Dept heads want to champion effort as a group and move it through to get into curriculum and support retention

David DeMuth – Math, Science and Technology

- o Bonnie Boyle needs to be out another semester to care for family member
- o Pam Elf will be in San Antonio for conference presentation
- o Three students are working on renewable energy proposal and hope to present in Jan
- o Internet is now out to the telescope – working on Astronomy club
- o Working on Archibald Bush Foundation grant – decision comes in March – outcomes: influence data skills, provide a sense of responsibility and ownership; enable UMC students to participate in research; applied recruitment program

Eric Johnston-Ortiz – Finance and University Services

- o Interviewing for Dir of Facilities tomorrow. Execs are scheduled to have lunch
- o Food Service RFP committee will meet tomorrow in TC regarding time frame. If recommendation is made – UMC will have 2-3 wks to make a campus decision – by late Jan
- o Food Service decision may be tabled. Eric went on fact-finding mission to MSU Moorhead – where they have Sedexho. They are pleased with service – has numbers to share at some point
- o Enterprise Financial System training for Business Affairs staff will be in Jan
- o More info on Residence Hall has been sent to TC budget office – more info needs to be forwarded

Krista Lemos – Communications

- o Will be out Dec 26 & afternoon of 27. Elizabeth will be in office
- o Will stream KROX broadcasts of Crookston HS games on Media Services Web site

Jeff Sperling – Technology Support Services

- o Preparing and planning for Spring 2008 – going to purchase 25 laptops
- o Some training will be done over break on NETfiles. Will help for backing up files. Critical in continuity planning
- o Training on UMCal and Thunderbird e-mail clients as well
- o Wireless has been upgraded
- o Notebook business model is moving forward – sent out an exec summary. Sometime in Jan will bring to Exec meeting for input and advice
- o Tim Norton will be here tomorrow to interview for Facilities Dir

- TXT-U – conference call next week to follow up on next steps

Bill Peterson – Arts, Humanities and Social Sciences

- Quality Fair is end of Jan. Plans to go the night before – Pres of U of Kentucky is keynote
- Board of Teaching report is being reviewed by Dr. Baldwin – expect approval by state in Feb.
- Organizational Psychology has been approved

Sue Brorson – Business

- Online numbers are up – need additional online faculty
- Held and are holding interviews for online advisor position
- Have been visiting with Director of SBDC. Working with Michelle and Tricia to help SBDC financially to help with those who enroll in workshops they provide
- study abroad to Norway – about 10 students the end of May

Stephanie Helgeson - Athletics

- NCAA Div II conference call this morning – discussion on transfer policy for students coming into member institutions. If you transfer to member institution – you sit out for a yr. This is big issue with growth of conference
- Working with coaches on summer camps – hope for schedule in early Jan
- Meeting with UND College of Education on more collaboration for interns
- Heading to NCAA Nat'l conference with Natasha and Chancellor Casey and Cleon
- Hosting Franklin Pierce Dec 28 & 29 at 7:30 p.m. for Hockey. Good to have support as we try to build good relationships with the league they're in
- Jan 2 – women and men play basketball at home – 6 & 7 p.m.
- Leadership training for student captains is currently being worked on

Chancellor

- Discussed handout and State budget and economic outlook
- Operation continuity plans – give Kristy Gisch a call if you need to finalize plan. Need to have them done to start working on emergency plans
- Will be gone Dec 23-29. Dr. Baldwin will be in charge

Respectfully submitted by Barbara Ricord