



**UMC Executive Committee  
Minutes  
April 23, 2009**

**Present:** Jeff Sperling, Tim Norton, Adel Ali, Corby Kemmer, Andrew Svec, Eric Burgess, CC, Kim Gillette, Peter Phaiah, Les Johnson, Stephanie Helgeson, Michelle Christopherson, Tricia Sanders, Sue Brorson, Jack Geller, Dan Svedarsky

Guest(s): Lisa Samuelson

**In these minutes:** Pay-it-Forward, Old Business/New Business, Ice Cream/Study Break Social, Simmons Flint Marketing Analysis & Pay-per-Click/Academic Websites, Budget Update, Discussion on June 2-3 Retreat Agenda, Member Updates

Update on Dr. B – doing better – in hospital till end of week

**Old Business/New Business**

**Pay-it-Forward – Lisa Samuelson**

Handout – STLF (Students Today Leaders Forever)

Postcard

- Chancellor welcomed Lisa and said a couple of students did presentation at All College Advisory Committee on Tues
- Lisa explained the program - Four students – came up with idea for spring break trip – working for others
- STLF is now a non-profit organization
- 124 buses have left – started in 2003
- UMC has had 3 tours – this was first year that the celebration city was Memphis, Tennessee
- Several different diverse projects - met with 6 other buses to work on a large project in Memphis
- 100% planned, implemented and coordinated by students - Plan route with national chapter
- Open to faculty - Student run activity
- Chancellor Casey said life experiences are important for students – make a difference
- Thanks to Lisa
- Reminder student awards tonight

**Ice Cream/Study Break Social – May 4 – Peter**

- 9 pm to 10:30 p.m.
- Reminder – part of retention committee, culture & tradition
- Annual study break social
- Looking for administration to come out & interact with students and serve ice cream-give back to them
- Reminder will be sent out next week – notify Peter if you want to help

**Simmons Flint Marketing Analysis & Pay-per-Click/Academic Websites - Andrew**

Handout – Market Opportunity Assessment

- Working with Simmons Flint (Joe Field an '08 UMC grad is employed there and is working on this project) on communications auditing and marketing analysis - Will give a presentation after commencement
- The handout is a selection of things from the market assessment
- Dean Shieve worked with Erica White and Bob Nelson - Info from presentation they gave earlier - Did data analysis – interviews – summary
- Image & Marketing Committee will meet again to discuss what they want to do with info
- Simmons Flint provided recommendations on pg 16
- Didn't focus on online – focused on traditional learning
- Presentation was videotaped and will send out link with minutes\*\*\*\*\*

- Michelle liked graphs that showed top programming and targeting of other items – College in the High School and Canadians
- Andrew added this swat analysis could be used for starting point for discussion
- Has full report that contains interviews – if anyone wants to see it
- Some discussion was held on recruiting
- Andrew said they don't necessarily agree with everything – but will have discussions with admissions dept
- Need to explore degree specific marketing more

### **Academic Websites - Andrew**

Handout – Academic Web Sites – New Visitor Information - March 09

- Statistics include non U visitors
- Largest site – NatR – 1400, Equine science 861, Hort – 686 visitors, Golf & turf 483
- Can tell countries – not local regions

### **Pay-per-click - Andrew**

- Done through Anchor marketing
- Number of people that click on ad and go to our site - Don't pay unless they click through
- Ads for all degree programs - Challenge to know how many students we get as result
- Trying to come up with a few new key words
- Mainly traditional on campus – not online
- This is another way to advertise our programs
- Michelle - Online is advertised with e-learners – they get name, credits etc. more of a lead
- Confident that it is helping - Digital campus is doing well for online growth too.
- Have been using pay-per-click about 18 months
- Some discussion
- Can be targeted using keywords which is helpful - Not 100% certain of results -Difficult to quantify the quality of results
- Some questions/discussion on general website
- Any questions can talk to Andrew
- Will do monthly updates - Have good data now and will be able to verify

### **Budget Update – Chuck**

- Got email from Donna Peterson – Government Relations
- Capital Investment Conference Committee met last week House bill is \$200M - Senate bill is \$325M
- Senate made an offer to the House of \$275 M.
- Bell Museum \$24 M in this - HEAPR reduced to \$26 million – 9M less  
House will support \$275 M and meet again today
- Will try to keep updates coming to everyone

### **Biennial Budget - Chuck**

Handout – General Fund Biennial Budget Appropriations

- Start with \$702M - Governor recommendation still at \$591M – but moves us in 2012 to \$627M
- House at \$591M – takes us to \$671M in 2012
- Senate – base funding for U is higher in 2012 -\$645M
- Influences amount of stimulus funding
- Both House & Senate bills need to have 1 – 2 billion tax increase
- In terms of House bill – will continue to hear some of this over next few weeks
- Don't necessarily expect final decision by May 18
- Don't think there will be a Government shut down as wasn't received well by public
- Will have to call special sessions
- Submitted budget with 5% scenario
- Budget on agenda for May to BOR
- Wont' know final budget till legislature passes - Leaves us with some uncertainty
- Will send out legislative updates from Donna Peterson every Fri – good summary

### **Discussion of June 2-3 Retreat Agenda - Chuck**

- Working on ideas for retreat agenda in Cabinet - Retreat is on campus

- Follow up from last year could be done right away - Then focus whole afternoon or morning to major topic – Suggesting 3 topics
- 1st - Financial Future of U – (Chancellor is on Future Financial Task Force) we should be thinking about financial future of campus for next 3-5 yrs
- Doing some projections on where revenue will come from - What % of O&M budget – how we can increase that part of revenue could bring about good discussions – such as - Online – reach in student numbers (tuition) – development – how can we use it?
- At the U Foundation meeting said more people are less interested in giving \$100,000 and letting it pay out - Some are interested in giving \$10,000
- Commitment for 3-4 years at \$10,000 a year could have 4 - \$2,500 scholarships – would help for recruitment
- Task force has looked at potential – Look at what we will be facing in next 2-5 yrs – need to look ahead - Good discussion for us
- For each topic – put 5-6 people together – they would develop agenda and gather data – have to group ahead of time - Could do some projections
- 2<sup>nd</sup> – Recruitment & Retention
- Need well known targeted plan – need to take the next step - What will it cost to improve retention and to improve revenue?
- We have lot of data on students - Surveys etc.
- Team that would provide leadership for topic – look at investments we need to make - Could be possibility for stimulus funds
- Some discussion on retention
- 3<sup>rd</sup> - Academic Programs
- Dept heads talk about this in meetings - we look at enrollments in certain programs
- Could we have a discussion on this – data shows a lot of people are interested but not applying
- If they apply 90% come here – per Amber Evans-Dailey
- About 3 yrs ago made some predictions – need to look at those
- Are we getting the right new programs for us - would like us to agree on criteria for looking at new programs
- Do we do enough analysis on the program is it the best way to make investment for future
- Take plans from retreat and do an open forum in fall and get buy in from the rest of the campus
- Couple others we want to look at - Multicultural and international – made some progress – need more work - Sustainability is a good recruiting tool
- In the 3 main topics – 5-7 people that would decide on data needed, help put it together and set out agenda – questions and outcome that we want to achieve – they would accept leadership of that area for retreat - Nice to have data to group ahead of time.
- Some discussion on who should be in groups
- Invited chair of FCC, current and past
- Recruitment – want some that works on it maybe faculty also - Open to volunteers – could pick one of the areas – let Barbara or Chuck know\*\*\*\*
- Data needs to be a reasonable amount
- Maximum for each group is 4 hours at the retreat
- Will find a couple hours to have discussion on sustainability. Could also be part of other areas – lot of overlap
- Eric suggested group look at strategic document to make sure we are aligned
- Chancellor said could start meeting next week – or as soon as possible

## Member Updates

### *Adel Ali – Math, Science & Technology*

- Continuing to look at ways to improve academic offerings in dept
- Looking at minor in chemistry –no new courses need to be offered - Can improve credential
- Continue to work on initiatives - Try to position well defined vision for stimulus package–
- Part of this is building partnerships – UND, Northland Community College in health care – another meeting planned for May 2
- Presented initiative to health PIAC committee - very positive reception

### *Dr. Baldwin – Academics & Student Affairs*

### *Sue Brorson – Business*

- End of school year – faculty finishing up projects this year
- Dept meeting this pm - Start focusing on next year

- o President's Committee on Outstanding Service has had no one from UMC nominated - Encourage UMC to nominate someone

*Eric Burgess - SIFE*

*Michelle Christopherson – Center for Adult Learning*

- o Digital Campus Calling Center: Submitted DC Calling Center RFP 2009-2010; notification 05/01/2009
- o College in the High School: Fall registration ongoing 04/13-05/22;
- o Online registration: Online courses open to all students 04/24/2009
- o UMR visit; revitalizing RCTC articulations; collaboration for online growth and online degrees with UMR; tentative travel 05/19/2009 - UMM visit; ITV 05/14/09 Best Practices, model and discussion from UMC
- o MN Workforce Center & MN DEED: submitted for BMM certificate online Workforce Initiative Act (WIA); Roger Coauette with MN Workforce Center (locally) as potential recruitment for displaced workers
- o Michelle talked to Marshall Johnson, CSA Pres. about possibility of gifting legacy for the 2009 grad class – Marshall, Corby, Lisa S. & Michelle met, discussed potential opportunities- Marshall talked to grad class student body reps for further discussion, potential integration for spring 2009; tentative title - "Yes we can" legacy

*Ron Del Vecchio – Agriculture*

*Amber Evans-Dailey – Admissions*

*Jack Geller – Arts, Humanities & Social Sciences*

*Kim Gillette – International Programs*

- o Successful trip in Turkey co-sponsored by MUCIA (Midwest University Consortium for International Activities and the Turkish Council of Higher Education
- o Ohio State, Michigan State, each campus of U of MN attended
- o 20-25 institutions joined from Turkey
- o U.S. schools presented and then breakout sessions where institutions from Turkey visited each school – Kim visited with someone looking for Summer ESL program for about 20 students – ready for summer of 2010 - need to get UMC's camp ready
- o Another school was interested in including online classes – May 15 is deadline for us to get into their catalog - Another interested in Ag studies, animal science
- o Met up with a UMC grad – Flo – charming person – interested in seeing what we can do with international alumni – appreciative of time here and people that helped

*Stephanie Helgeson – Athletics*

- o At NSIC meetings last weekend - Expansion to 16 teams in league and scholarships – in future
- o Next year – UMC chairs NSIC conf
- o Looking at cost containment and reducing schedules on national level
- o Cody Brekken and Megan Eul will attend the National Student Athlete Development Conference in May
- o Natasha Kuhle (UMC) and Karen Stromme (UMD) attended the NCAA Game Environment Conference
- o NCAA Choices Grant was awarded to UMC– Liz Tollefson, Don Cavalier, Dave DeMuth, Natasha Kuhle, Steph Helgeson all helped with the grant
- o We will be hosting 8 High School Basketball Tournament Dates in 2010 as 8AA moved to N/S.
- o NSIC – Strategic Planning (Expansion and Scholarships)
- o Recruiting going well
- o Doing more this year - both men & women basketball program are able to focus on juniors
- o Have home softball today 3 & 5– and Bill's walk
- o Natasha tailgating today at games

*Les Johnson – Human Resources*

- o Email sent out – IRS has changed deductions for payroll checks
- o Tax liability may have changed – possibility some people may not get as big refund as in past – should go in and look at deductions – can go online and change deductions
- o Has only occurred for 1 or 2 pay checks
- o Francine Morgan HR consultant from TC has been on campus – she will be back this summer
- o New recess program coming – Les will go to training soon - Opportunity to voluntary reduce employment but still get benefits – if interested or know anyone – website set up with some details – requires supervisor approval

- o Les doesn't have all the answers to it yet

*Corby Kemmer – Development*

- o Torch went out couple weeks – good positive report
- o 3<sup>rd</sup> annual Bill Tyrell walk-a-thon today consider making a pledge
- o Teambackers Fun Night tomorrow – raising money for scholarships
- o NWEIA meeting on Mon
- o Productive trip to Mpls – meeting with donors
- o Volunteer – Financial Future committee\*\*\*

*Tim Norton – Facilities*

- o Yesterday received notice that TC will roll out computerized maintenance management program to UMC and Morris
- o Gives wealth of info – available to all customers – huge tie in to Business office for payroll
- o Facilities will be short about 9 staff in summer because of funding
- o Number of requests for additional funding – HEAPR – and Stimulus - waiting to be finalized
- o In TC for safety requests for UMC
- o New residence hall coming along – North wing taped by mid next week
- o Trivia - Each wing has 77,0000 sq ft of sheet rock

*Peter Phaiah – Student Affairs*

- o Dr Baldwin asked Peter to work with Steve Hannah on the Grad planner
- o May 13 – Wed at 10 and 12 will be grad planner trainer - 1:30 will be the advanced training and train the trainer
- o TC recommending all athletes use it - Will send out more info
- o Yesterday informed that student health fees in now - 6.5% increase - Will send out info on fees
- o Sent email about UMC flood fight appreciation – April 28 at Gazebo - same done at high school
- o Will take place of lunch
- o Juan Moreno will be here on April 30<sup>th</sup>
- o If you haven't filled out IDI survey please do so – not enough responses yet - Can test again in future for follow-up data

*Tricia Sanders – Finance*

- o Start working on year end – sending out deadline
- o UMTC possibly doing a year end site visit here for account clean up – UMC office will now be attending in Morris - Will be doing budget entry at same time

*Jeff Sperling – Technology Support Services*

- o Preparing for end-of-semester (notebook gifting and encouraging students to register so they can use their notebooks over the summer).
- o Ordered EMC Network Storage device (SAN/NAS) to provide network storage infrastructure to support our Server Virtualization effort, host existing data services, and host new data services (i.e. GIS lab, departmental storage...)
- o Recently conducted an audit of existing battery backup systems (UPS) in Data Centers & wiring closets in core building. Developed an implementation road map, beginning with Kiehle & Dowell Data Centers, Selvig, Owen OneStop, and Student Center 1st floor. - To improve battery backup for our core/critical data/voice services.
- o Phase 2 will include Sports Center, NWROC, and others as identified.
- o Working with Business Office & Central OIT to move local instance of CORE (Bursar's office cashing system) to centrally hosted server. Been in the works for about 2 years
- o Busy summer planned with notebook gifting, server virtualization, SAN, UPS, network upgrades, and Application services upgrade.

*Andrew Svec – Communications*

- o UMC is moving to a UMTC based Content Management system for the website. Amber Bailey has been working with Anders Berggren & others and has begun Tech services website – converting by Aug for all
- o Over 200 people took part on online survey for naming of res hall
- o If you want to do online surveys online – Steve Hannah is very helpful – has survey tool

*Dan Svedarsky – Natural Resources*

- o Attended UMore Park project advisory committee meeting last Fri; Project is a 5,000-acre tract owned by the U of MN in Rosemount that is slated to be developed as a sustainable community of 20-30,000 people.

- o Finalized cooperative education program with ND Natural Resources Conservation Service; they just hired 3 of our current students- they will work part-time while they finish college and then transition to full-time
- o 2 Law enforcement grads – hired in ND NatR - Great work by our students – need to sing praises
- o Kari Fredricks accepted to week-long training seminar sponsored by the Jacobsen Turf Equipment company in Charlotte, North Carolina will feature field trips to premier golf courses, training with the latest turf equipment, and sessions with other students from around the country and professional speakers
- o State FFA convention this weekend – combining with Ag
- o Helping with Sustainability on campus and fielding inquiries by students
- o Strategizing in Dept to maintain visibility of NatR while combining with Ag

*Deb Zak – MN Extension*

*Chancellor Casey*

- o In TC a week ago and Dean Mary Nichols said she would like a meeting with UMC online staff
- o Tomorrow VP O'Brien and Amy Short will be on campus - Dan is leading effort on Sustainability Programming on campus
- o 10-12 is the presentation on the U's Sustainability goals – 1:00 – Dr. Pat Welle from Bemidji State – 9:00 VP O'Brien meeting with the Sustainability Committee – 8:00 meeting with Facilities on the Master Plan
- o Tomorrow is also the Beautiful U Celebration
- o Student awards tonight at 6 pm
- o Registration is slightly ahead of last year – encourage faculty to work with students–
- o All College Advisory Committee met on Tues with a good turnout – added 2 new members – Mayor Dave Genereux an alumnus of UMC and Lori Wagner, Chamber President - Good connections to the community - Identified a couple other possibilities also
- o In spring have always met in TC – last year in Arboretum with 6 attending - this year were 12 - Expensive to go off campus – more productive on campus – could do every other year off campus – Also easier to bring students in on campus
- o Retirement party – April 30 – 3:00-4:30 – Bede Ballroom
- o Departments may have their own retirement parties but this will be done as campus wide
- o Staff Day May 11 – 11:30 – 1:00
- o Lot of things going for us
- o Today – support Bill Tyrell
- o Teambackers Fun night tomorrow
- o Helps if community sees faculty/staff at events
- o Reminder – let us know about volunteer retreat groups

Respectfully submitted by Barbara Ricord