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Consultative minutes 09/19/2013

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Consultative Committee
Meeting Minutes, 19 September 2013

Present: Joey Daniewicz, Heather Waye, Janet Ericksen, Jim Hall, LeAnn Dean, Allison Wolf, Jim Barbour, Nancy Helsper, Jean Rohloff, Chad Braegelmann, Ray Schultz

Guest: Chancellor Jacquie Johnson

Topics: RAR/Strategic Planning update; information about Morris's new student One Stop

1. RAR/ Strategic Plan

Ray Schultz (RS below) asked Chancellor Johnson (JJ below) if she would provide us with a summary of where the RAR process now stands as well as a response to how, or if, RAR might fit into any strategic planning initiatives.

Chancellor Johnson mentioned that the regents' meeting included presentation by Duluth's VC for Academic Affairs, Andrea Schokker, regarding new programs at UMD as well as preliminary report on UMD's procedures to prioritize programs. UMM, then, is not alone in this kind of review, and Duluth's process does not sound very different from ours, although they are looking at only academic programs (which is common), with an eye toward determining where resources should go, both increases and decreases.

Where we are in RAR:

49 programs were slated for re-visit, sometimes because of nature or quality of data or report submitted was somehow not sufficient.

6 programs were placed in the reduction or reorganization category

1 program was placed in the invest-more category (this was ACE and tutoring, and we have already invested more there).

Next step: JJ asked each of the VCs to look at RAR-raised issues in each of their areas and asked them to work with the program leaders to gather more information where necessary (e.g., the Plant Services consulting firm report that Lowell Rasmussen mentioned when he met with Consultative on Sept. 12). VCs are to report back to JJ by beginning of Oct., and using the information thus collected, programs that were identified in the revisit category would then be placed into one of the other categories. For the reduce/reorg/enhance programs, the appropriate VC will work with each program to determine a plan of action, and a determination about whether or not to disinvest/discontinue would come subsequently. This part of the process will again involve campus governance; the results/recommendations will go to the Finance and Planning Cmtes for their recommendation, and the Steering Cmte will help determine what will go (and how—for info, for action) to Campus Assembly.

By 1 Nov.: proposals for reduce/reorg/enhance programs, to go to above cmtes.

JJ raised one concern about the process: how do we build some more ongoing process for gathering this kind of information, so we don't have to do it as such an enormous task (and with long gaps between such reviews)?

JJ also mentioned President Kaler's recent statement re: reducing administrative costs. All U of M campuses will have "re-allocation" of admin costs. On a related note, JJ acknowledged that UMM does still have a structural deficit that we've been addressing with contingency funds, but that deficit continues to be something that has to be figured out for the long term.

RS raised the issue of how or if RAR is related to strategic planning. Janet Ericksen explained that during the FCC visit to UMM in August, FCC chair Will Durfee asked if UMM had recently completed a strategic plan. He understood from President Kaler that not only is the UMTC campus engaged in such work now, but that all of the U of M campuses either also were doing or had recently done new strategic plans. (JJ meets with President Kaler once a month because coordinate campus chancellors now report directly to him.)

Re: strategic positioning. UMM's strategic plan pre-dates JJ, although it was affirmed in her first year (2006), after a process that began about a decade ago (roughly a year after the last strategic planning effort on UMTC). JJ went through our strategic plan last year and pulled out various elements, labeling them re: her perception of where we stood in terms of accomplishing what the plan recommended. While we've done some, we have not done others at all, and we continue to work on others (e.g., diversifying faculty). JJ thinks we should *revisit* the existing plan, refresh it, rather than starting anew, and with attn to what's going on at UMTC as well re: their strategic plan.

How will this be done? What if we take one element from the plan and really focus on it for now? One possibility: the 2100-students plan, which could serve as a kind of umbrella for a number of things (such as facilities, diversity, faculty and staff numbers, retention/admission, new programs, use of e-learning/technology-enhanced programs). Perhaps the Planning Cmte could take this on. Or we could form 3-4 smaller working groups to explore in an expedited way some element of this; they would be devised with respect to expertise and they would write a report that would go forward to JJ and the Planning Cmte. Expertise seems a key factor in producing a useful report (e.g., faculty/div chairs recommendations re: expanding programs). Planning Cmte recommendations (with Finance and perhaps other cmtes weighing it) would then go to Assembly for info/action.

Timeline? UMTC's plan is to go to regents next fall, and JJ would like UMM to work on the revisiting/updating of our strategic plan so it's done not too long after UMTC's new plan. One possible timeline: start this fall, with the goal of having something done by next fall or winter.

Focus? One of the key pieces of the UMTC plan will be enrollment management and financial aid (relevant to Regents' priorities; they are interested in a system-wide enrollment management plan. Their sense is that every student who ends up at one of the other campuses is that the student really wants to be at the UMTC). [overflow sense isn't going to help retention at coordinate campus!]. Good reason to focus our Strategic Plan revisit on enrollment management. Two of our competitors for students are UMTC and Duluth (data from FAFSA—if we're in the first three on a student's list of where to send

FAFSA info, then we have a good chance; if lower, we're unlikely to get the student). Duluth has never recruited undergrads, and they now have a new marketing campaign.

N.B. New research VP has embarked on system-wide strategic plan re: research, but that is separate from the overall UMTC strategic planning initiative

2. One-Stop

JJ explained that her intention is to send out message re: One Stop, and she will do so soon. The concept, as she summarized it, is: "services located in the student not in the staff." Idea put in place with considerable support and consultation; physical space component still unfinished because HEAPR funding for renovation was not awarded. For now Behmler Conference Room has been converted, and some Financial Aid staff have been moved into there. This leaves the FA office as One Stop, with multi-function counselors.

- JSE suggested that the sign outside out Behlmer include Student One Stop
- Allison Wolf (AW) suggested collaboration with MCSA to get word out to students. RS stressed the need for faculty to understand the role of One Stop, so that they can send students there with more information. Jean Rohloff spoke to how often she finds herself explaining what One Stop is, demonstrating that students really do not yet understand where and what it is. JJ noted that the One Stop counselors have been at every summer registration this year (but had long lines of parents rather than students). Jill Beauregard has been tracking carefully the use of office (phone or physical), and the traffic has been heavy. RS suggested a brief formal presentation within framework of registration. AW said that One Stop was introduced to OGLs, but a reference handout would still be really helpful; OGLs are working on making the orientation guide more helpful, and helpful beyond the first year (note: new student orientation guide does now include a glossary of acronyms). JJ remembers how useful a refrigerator magnet summary of important offices/ contact numbers list was from U of Michigan; maybe we could create something similar.

Committee thanked JJ for attending; meeting adjourned.