

University of Minnesota Morris Digital Well  
**University of Minnesota Morris Digital Well**

---

Campus Resources and Planning Committee  
(Inactive)

Campus Governance

---

10-16-2008

# Campus Resources and Planning minutes 10/16/ 2008

Campus Resources and Planning Committee

Follow this and additional works at: <https://digitalcommons.morris.umn.edu/crpc>

---

## Recommended Citation

Campus Resources and Planning Committee, "Campus Resources and Planning minutes 10/16/2008" (2008). *Campus Resources and Planning Committee (Inactive)*. 31.  
<https://digitalcommons.morris.umn.edu/crpc/31>

This Minutes is brought to you for free and open access by the Campus Governance at University of Minnesota Morris Digital Well. It has been accepted for inclusion in Campus Resources and Planning Committee (Inactive) by an authorized administrator of University of Minnesota Morris Digital Well. For more information, please contact [skulann@morris.umn.edu](mailto:skulann@morris.umn.edu).

**Campus Resources and Planning Committee**  
**October 16, 2008**

**Members Present:** Pete Wyckoff, Shannon Juhnke, Kathy Julik-Heine, Karen Cusey, Ray Schultz, Lowell Rasmussen, Dave Swenson, Sara Haugen, LeAnn Dean, Zak Forde, Maddy Maxeiner, Bryan Herrmann, Brook Miller

**Visitor:** James Morales

Minutes of 9/25/08 meeting approved as presented. Minutes of 10/2 were approved as amended. Minutes of 10/9 were approved as amended.

### **Continued discussion on Enrollment Strategies**

#### Visit Experience Overhaul

James noted that periodically we take a look at how we host visitors and it's time to rethink and revise the format for visit days. In the past, we have not had a structured format, but we will now include a formal welcome from a senior administrator delivering key messages about the Morris experience. We also need to showcase our accomplishments that point to UMM's academic and co-curricular distinctiveness. As an institution, our programs are what have built our reputation and will sustain us in the future. We should showcase the use of technology as evidence that students will not be isolated from the outside world.

Another preliminary idea is to have Discipline Open Houses for admitted students. The goal would be to address an area of concern that these admitted students would have at this critical point in their decision-making process. This could be discipline-specific and will be the main "take away" experience for the student. As an example, the Chemistry discipline might help students learn how to use a specific piece of laboratory equipment or the Music discipline might offer students a 15 minute music lesson and then be part of an ensemble comprised of their admitted student peers under the direction of a faculty member. This would let students interact with each other and with their future professors in addition to seeing the faculty of the college in action. This would allow admitted students to see the value-added elements of a UMM education. Shannon suggested that admitted students should be allowed to sign up for things they are interested in not just necessarily their major. Brook asked if the number of visits have gone up and if that corresponds to our applications numbers that have increased. James reported that overall our summer program visits and individual visits are up.

Pete asked if there are programs we should be offering and wondered how we are selling our current disciplines/programs. He thinks the idea of a discipline open house is a good one and noted that at his previous institution during reunion weekend, interesting topics were offered that were geared towards alums. He added that there is a continuing frustration for many disciplines about what information prospective students are receiving on the campus tours. He would like to see a training session that involved people from each discipline to help Campus Ambassadors give meaningful and accurate information to prospective students. Zak asked if there was a way for us to help students who might not have a way to get here for a visit. James said we do have a travel reimbursement waiver available for those who meet the qualifications.

#### Degree Programs

With regard to degree programs, James has three key points he would like to address:

- 1) Develop, implement and better promote the connections we have within the University system between our undergraduate experience and professional and graduate schools.
- 2) Refresh, redevelop and market GenEdWeb as a way to tap into the online market and make ourselves a player in this arena.
- 3) Revamp our catalog and any communication pieces to capture student interest rather than simply listing programs and policies.

Shannon suggested having an online version of the catalog that is more user-friendly. Zak would like to see a concise, Readers Digest version available.

Pete asked based on what the Admissions office is hearing from prospective students, if there are programs we should be offering and what program are getting no response. James responded that environmental studies/science and Chinese are two that come up repeatedly. He also mentioned that he did a survey of our top 10 competitors (some of which include St. Olaf, Concordia-Moorhead, Luther, SCSU, UMTC, UMD, UW-Madison, and St. Thomas) and he believes we are the only school that offers an American Indian Studies major and a European Studies major. Bryan said that nursing is another program that students are interested in. James mentioned that at the national college fair, he heard quite a bit of interest in athletic training.

Sara would like the Admissions Office to think about how we can use our alums more to show prospective students that they can be successful with a liberal arts education.

Transfer student recruitment - to be discussed at future meeting