

4-3-2018

Finance minutes 04/03/2018

Finance Committee

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UMM FINANCE COMMITTEE MINUTES

4-3-18

Members Present: Roger Rose, Michael Korth, Mark Logan, Ramsay Bohm, Naomi Skulan, Josiah Gregg, Dennis Stewart, Brad Deane, Angela Anderson, Josiah Gregg. Non-voting members present: Stacey Aronson, Kerri Barnstuble, Bryan Herrmann

Others Present: Melissa Wroblecki, Janine Teske, Jennifer Zych Herrmann

Members Absent: Salvi Alam

Agenda:

1. Approval of Minutes from 3-27-18

Minutes were approved as amended.

2. Jennifer Zych Herrmann was present to discuss admissions

Jennifer Zych Herrmann gave an overview presentation of the trends in admissions. The presentation included information on

- Morris Competitor Analysis
 - About 15% of students admitted to Morris end up enrolling at the Twin Cities campus each year. The top five other competitors after Duluth and Twin Cities for UMM are:
 - NDSU
 - St. Thomas
 - U of W Madison
 - SCSU
 - Gustavus
- New admissions Strategies – Fall 18
 - Some of the new strategies used for admissions for Fall 18 included:
 - A partnership with EAB (Education Advisory Board) which included a new contract resulting in cost reductions.
 - An institutional application was available on August 1, 2017.
 - The Remarkable Student Application Campaign was available two weeks earlier.
 - Added digital marketing campaigns to drive apps and visits

- Added search and application campaigns for International Students
- Added a deposit yield campaign in Feb of 2018
 - Students are asked to share “What are you thinking at this time?” “What do you need to know to make a decision?”
- Earlier FAFSA Completion date. UMM’s campus awards were awarded in mid-December. Others are in late January.
- Athletics recruiting coordination
 - Individual goal setting and recruiting strategies were developed for each sport.
 - Associate Director of Admissions is designated as an athletics liaison to provide support for athletes.
- Common Application Program
 - 700+ institutions are using this
 - Added this new application platform to increase out of state and international applicants
- Rebuilt New Student Registration Site
 - Streamlined/action oriented
 - Improved reporting
- Communications
 - More tightly coordinated print, email and telecounseling campaigns
 - Updated social media campaigns
 - Re-energizing the telecounseling program has provided good results
- Updated Community of Scholars (COS) Event
 - This year: 900 invited - 300 came
 - Video on what to expect when attending the COS event
 - Revised interview questions
 - Updated athletics and Student Activities Fair
 - Cohort building – more connections with current students and future peers
 - Community of Scholars
 - 40% are Prairie Scholars
 - 39% are Morris Scholars
 - 51% are Distinguished Scholars

Commented [MW1]: When was this from? This year’s event? If so, this should be moved up under your “Updated Community of Scholars” bullet. Or if this is questions, maybe add a bullet heading that is ‘Questions’

Commented [JRT2R1]:

- Revamped Campus Ambassador programs
 - Coordination between tour guides, overnight hosts, panelists, and students who go back to schools or share their Morris experience
 - Extensive training and cross-training
- *Overview of 10 year comparison – Application and offer numbers are down slightly from previous years but are composed of more first-source applications, increasing the potential for higher deposit rates. At this early point in the admissions cycle deposits look solid for fall 2018.
- *There was a questions asked about what admissions is doing to help improve the retention of students. Zych Herrmann responded that the primary objective when reviewing applicants for admission is to look for indicators of success in college. Many factors beyond academic preparation, including the experience they have once they enroll at Morris, can contribute to student persistence in college but those factors aren't always known or measurable for most applicants.
- There was a question on the training of the tour guides and Jen stated that the tour guides do get ongoing training 3-4 times a year in addition to the extensive information they must learn during their initial training, shadow tours and check-off tours.

3. Reminder of the Finance Academy on campus today.

4. Members were asked to submit questions to Roger as to what information we wanted from Melissa Bert when she presents at the next Finance Meeting.

Next meeting April 17th - The meeting was adjourned.

***Changes in comments on this page were post meeting clarification for the minutes as requested of Jennifer Zych Herrmann after the meeting.**