

University of Minnesota Morris Digital Well

University of Minnesota Morris Digital Well

Finance Committee

Campus Governance

1-20-2022

Finance minutes 01/20/2022

Finance Committee

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

UMM FINANCE COMMITTEE MINUTES

1-20-22 (via Zoom)

Members Present: Roger Rose, Brad Deane, Bryan Herrmann, David Roberts, Mary Zosel, Matt Senger, Lucas Granholm, Kendra DeRosa, Jennifer Deane, Marie Hagen

Members absent: Bart Finzel, (Shelby Maloney: away from UMM, in Wash DC)

Others Present: Brian Studebaker, Melissa Bert, Melissa Wrobleski, Jessica Dierks

Admissions/Enrollment Discussion w/ Melissa Bert & Brian Studebaker

Committee met with Interim VC Melissa Bert to discuss how enrollment is looking for this year and years ahead. Discussion whether UMM is providing adequate resources to Admissions and Enrollment Management in order to maximize student recruitment.

Leadership: there are intentionally different enrollment projections used for setting the budget and enrollment goals. UMM needs to be conservative for budget numbers so we don't end up in a challenging financial situation. In Admissions there have been investments in a variety of areas including Slate, a customer relationship management system, and a parent and influencer portal.

Discussion followed on the challenge of admissions staffing for the past two years. Issues noted: multiple turnovers, including the departure of two admissions counselors for different U of M campuses. New software platform Slate has been a game changer because we have more ownership now and updates can be made closer to real time, making communication stronger. The Parent Portal has also been great to work with. The admissions office is also about to start work on a new family of admissions print pieces. However, even with these changes, pandemic creates a challenge for recruiting in high schools or attend fairs with no covid protocols.

Question: How is recruiting looking? Leadership: said that we are in year 2 of a 3-year contract with 3 Enrollment Marketing where we are getting more quality applications whereas before we were receiving more quantity over quality applications. Deposits are currently down compared to last year but financial aid offer letters are going out next week that will likely drive that number up. Discussion also of communicating with Slate about deposits

Question: Are deposits being down this year compared to last year were largely due to deferring students. Leadership: there was a group of students who deferred enrollment but it doesn't mean that those students came this fall. Students have always deferred enrollment and to keep them deposited we still must recruit them in the fall.

Question: what is Morris doing to make a difference in the trend line of declining enrollment? Leadership: we are at a point where positive things are coming together, including a website refresh, new suite of print pieces, better ideas on marketing, and tools that can be enhanced in the Office of Communications and Marketing. Also noted there is many changes over the last few years including shared recruiting with Crookston and having Slate. Also noted was vaccine requirement as issue to recruit student in the Dakotas, which is an area that have been expanded into as part of the recruitment

collaboration with Crookston. Leadership also noted a trend in application essays discussing student mental health due to COVID.

Questions: how many positions are currently open in Admissions? Response: there are 4 jobs open and 3 posted. 7 recruiters equal full staff, but there are currently only 3.75. Discussion about future hires and how UMM will need to decide in fall if we will still have the recruitment relationship with Crookston.

Discussion: UMM lost recruiters to other U of M campuses and if there is a source of people in the system we could draw on for a pool of potential counselors. Leadership: UMM lost counselors to other campuses under unique circumstances and that all campuses have talked about the challenges of finding recruiters.

Discussion: Committee noted that what we can do as a campus to help is to look at the students we have here; UMM needs to cultivate a thought that it's okay to stay and work here in Morris and that being an Admissions Counselor herself right out of college was a wonderful learning experience. Leadership noted part-time coaches stepped in and helped recruit for Admissions.

Students' member noted that volunteers within the community reached out to help during coaching vacancy and that we could look for people within the community as some locals are the biggest champions of Morris.

Question: from a budget perspective, does UMM need to think of more pay for counselors? Leadership: Behmler looking into non-monetary ways to incentivize people to consider these positions, such as expanding a position as potentially remote. One of the challenges of needing staff to meet on campus with prospective students and families. Noted that increasing salaries for Admissions staff it would create a ripple effect across campus.

Committee expressed concern that VC must keep up with both the accreditation process as well as Admissions. Discussion followed on time commitments and importance of having good support in various areas such as Admissions and Student Success.

Budget Updates: Salary raises & potential difficulty for FY23 budget

Leadership noted Budget Instructions came out last Friday and were resent on Tuesday so the finance team is still working on the pieces in real time. He reviewed the current Sources and Uses document but added that it is a rough draft that will be updated as we learn more.

Question: Can the committee be of help in identifying cuts that may need to be made? Leadership: currently working with the Vice Chancellors to identify areas of reductions but is open to hearing suggestions from the committee. He added that the Budget Compact meeting will likely be between March 4-8, which makes materials likely due February 24th. Discussion followed on timing of meetings, information needed and opportunities for input

Chair and committee shared concern over how it is unclear what the committee can do to be of help. Point raised that committee should hear what the Vice Chancellors and Division Chairs are discussing to be able to make recommendations.

Chair noted committee should get an update at the next meeting. He added that he was open to meeting outside of the regular schedule to propose how we can help as a committee.

The meeting was adjourned.