University of Minnesota Morris Digital Well

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2-20-2020

Consultative minutes 02/20/2020

Consultative Committee

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Members Present: Ann DuHamel, Terri Hawkinson, Brandon King, Margaret Kuchenreuther, William Rottler, Jimmy Schryver, Julia Scovil, Angela Stangl, Josh Westfield, and Sheila Windingstad

Members Absent: Clement Loo and Kristi Smith

Guests: None

Notetaker: Terri H.

1. **Strategic Enrollment Management (SEM) Feedback and Discussion**
   A few Consultative Committee members attended the campus discussion about SEM draft strategies held yesterday. At this point in the process, the SEM committee is developing strategies (and later tactics) for each goal. The finalized goals are:

   Goal 1: By fall 2025, achieve 1,700 degree-seeking student headcount
   Goal 2: Increase first to second year retention rate by at least 1 percentage point each year through fall 2025
   Goal 3: Increase four year graduation rate by at least two percentage points each year through fall 2025; increase six year graduation rate by at least two percentage points each year through fall 2025
   Goal 4: Strategically raise level of awareness of Morris within the UMN system, state, and region
   Goal 5: Establish clear pathways for students to and through UMN Morris, and beyond graduation
   Goal 6: Provide equitable access and opportunity for students from broadly diverse backgrounds
   Goal 7: Create a university infrastructure that supports the recruitment and graduation of transfer students and students with prior credit

   Also from the SEM web site:
   • What is a strategy?
   – Strategies are more targeted to give substance and general direction as to how goals might be achieved, but are still broad.
   – Example: Expand recruitment of specific student populations

   • What is a tactic?
   – Tactics are what give specificity to strategies.
   – Example: Produce new marketing/branding recruitment materials

   During the meeting, we were unable to find the strategies online, Angie will follow-up and add share them (or a link) with us.

   The SEM leads (Jill Beauregard, Melissa Bert, Merc Chasman,Jennifer Deane, and Jessica Porwoll have offered to come to a Consultative Meeting this semester (possibly March 5?).

General SEM discussion included:
- Possibly triage struggling students that have a higher possibility of making it at UMM, versus helping the student who had a 0.0 GPA after their first semester
- Recruiting students that fit us is important to their success
- The possibility of an IC course on resilience, grit, life skills, etc. Students who had an easy time in high school, can be challenged once here, and often need to develop life skills to be successful
- Do what we can to help a student, sometimes maybe all they need is encouragement.
- Possibly mobilize alums to reach out to students in their high schools that know will be a food fit at UMM. Currently there is not strategic way to recruit alums for this type of thing.
- Recognize students have changed over time. Recruiters report that students are not talking to recruiters at fairs and not taking their cell calls.

Angie encouraged everyone to be involved in future discussions, and to submit feedback (using the link on the SEM website) for any additional thoughts and ideas we may have.

2. Review Items for Spring Semester
   a. Email List Resolution – Angie will be contacting Bill Zimmerman
   b. Possible visit from FCC member (Sheri B)
   c. Possible visit from Planning Committee Chair (James Wojtaszek)
   d. Drafting something for assembly about the Committee's role/charge (include examples of things that the Committee has consulted on).
   e. Brainstorm ideas on things we know are coming up that we could offer to consult on/with:
      o Strategic Plan
      o Gen Ed revisions
      o Possibly ask the new Office of Communications and Marketing Director, Alison Friedly, to visit. It would give her an opportunity to share the survey results with us, and learn when our committee does. Note: findings of their survey will be discussed at an open campus forum next Thursday, February 27.
      o It was noted it is not wise to lower recruitment standards, while keeping our courses at their current rigorous level.
      o It appears SEM and Communications & Marketing are working against each other at times.
      o If our load increases, will could possibly need to meet weekly.
      o Angie has done the EDA pilot training, Clement is at the training today. Angie encourages others to attend the trainings (if they have them again next year). She found the pilot program helpful given our high percentage of diverse student body.
      o Josh reported that the Affordable and Sustainable Courses Resolution (encouraging faculty to pick low cost and low carbon options) will be voted on at Student Senate, and should make its way to Campus Assembly yet this year.

Date of next meeting: March 5, 2020

Adjournment time: 12:35 p.m.

Submitted by: Terri Hawkinson

Date submitted to Digital Well: