University of Minnesota Morris Digital Well

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Consultative Committee   Campus Governance

2-17-2022

Consultative minutes 02/17/2022

Consultative Committee

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Members present: Clement Loo, Grace Hiltner, Merc Chasman, Angie Senger, Bibhudatta Panda, Devon Johnson, Sheila Warner

Members absent: Emily Johnson, Madison Ferguson, Leah, Larson

Guests: Brian Studebaker

In these minutes:

Enrollment Management and Admissions in relation to UMN Morris' Strategic Commitments:
- What does it mean to aim at having a student body of 1700?
  - enrollment growth doesn't come from just increasing the incoming class also about retention
  - identifying what the successful students at Morris look like and identifying how to reach out to students that meet such a profile
  - identify populations that do well at Morris
  - think about geography of where we should be recruiting from
  - addressing the demographic cliff
  - attend to growing Latinx and African American population in MN
  - think about out of state students
  - think about transfer students
  - retain at higher level
  - think about marketing and outreach -- switch customer management process, develop new print materials, return to doing things that we should
  - where are the growth programs presently and how do we promote them?
  - which programs have most capacity to target for recruitment?
  - athletic programs -- where can there be growth?
  - Supplemental:
    - looking to diversify our student population
    - 1700 is our goal our impact 2025, that's what we
    - need to attend to barriers for students that's inhibiting success or even coming here
    - need for a substantial change-over in attitudes about how programming is designed to think about how students are served (when there are concerns about affordability and time) but balance that with providing

students with the sorts of experiences that lead them to gain the unique benefits of UMN Morris
- Need to reinvigorate international students
- need to think about how to recruit and retain men better
- How many years to reach 1700
  - deferred to Melissa
  - impact 2025, but not realistic, but we should aim for it -- we should focus less on the number but more about what we need to do to get there
    - We need to be willing to do the hard work necessary to get to the 1700
    - need to think about how to get people through in an efficient way (transfer students don't want to be here forever)
- What kind of strategies are we adopting to reach out to a broader range of students to address the demographic cliff?
  - 3E process think about how the institution talks about the institution
  - how do we tell the story of UMN Morris?
  - need to have broader capacity to tell the story and to "brag" about UMN Morris
  - more timely communication to students (specifically about admission)
  - broader range of formats vis-a-vis communication
    - new AI texting system
  - family portal that disaggregates students based upon progress of student through the admissions process
  - providing tools for Athletics to more effectively communicate with prospective students
  - beginning to attend to college fairs both in person and virtual
    - has new visit coordinator
  - need to hire 3 recruiter positions
- Articulation agreements: do you want disciplines to work on specific articulation agreements?
  - John Tornes is the correct person to talk to about that
  - Brian would like us to have more
  - Want to make friends with Alex Tech and Ridgewater
  - Need to identify which disciplines have the easiest/most straightforward agreements (i.e. psych is fairly straightforward)
  - need to promote the articulation agreements that we have -- not just have them sitting in binders gathering dust
- Emphasizing that we accept the MN Transfer Curriculum -- how should we do that?
  - we don't do a good job doing that on our current website and materials -- we need to do that better
  - right now transactional about how to apply but not about why to apply
  - partner with Phi Beta Kappa to identify students to focus on to recruit transfer students
  - need to find places where there are high turnout
- What would you like other folks on campus to do to help with admissions work?
  - need the recruiter

- - need to think about partnerships -- connections from various folks on campus with community partners
    - need to identify how folks on campus connect with community partners and organizations
    - a lot of new staff -- needs input about history and historically effective practices and historical partners
- Any thought being given to 3/2 programs for some of the professional programs that we don't have?
    - need to build new relationships (and folks are working on that)
    - need to visit partner institutions to help restore past relationships
    - should talk to Peh about that
    - regents wants to have some of those sorts of 2/2 programs within system
    - Historically we used to have many students who would start here and then transfer to TC for professional programs (i.e. Engineering and Carlson) but changes in those programs reduced incentive for students from here to go there (sidebar from committee)
- What sorts of information should we be gathering:
    - What are we doing to remarket Morris to our existing students to remind them about what we're doing?
    - How might we help students to get their next fall stuff worked out in the spring before they leave for the summer?
    - How do we better coordinate between governance committees?
    - What would be ways for information to get out to committees and campus?
    - How do we address the anxieties on campus? (from committee)
    - What can we do now to get people excited about what they are and where they're doing?
    - How might we better communicate the life that's on campus?
- What are you anxious about?
    - staffing issues lack of applicants for searches
    - staff retention (and how long it takes to train new staff)
    - lack of capacity and bandwidth to do the work that we know we need to do
    - staff burnout

Date of next meeting (if known)
Adjournment time
Submitted by Clement Loo
Date submitted to Digital Well