

Campus Assembly
University of Minnesota Morris
November 28, 2023 @ 11:40 am
Via Zoom

I. **Chancellor's Remarks.**

I will start with some brightness. Give to the Max Day was last week, as you presumably know, and enthusiasm for the University of Minnesota Morris was highly visible. We were able to leverage a donor match of \$10,000 to the MAX fund to secure over \$10,000 more in gifts, so a net gift yield of just over \$20,000 for the MAX fund alone, which helps cover student costs for participation in enrichment activities such as study abroad, internships, and undergraduate research. We do not have a final total yet for the day, but we know that at least another \$10,000 dollars in gifts came in to other UMM funds. Thank you to all of you who participated. The work we do has many supporters.

The weeks between now and the end of the semester will keep us all busy, not least because of the campus interviews of three candidates for the vice chancellor for academic affairs and dean position, as search committee chair Michelle Page's message earlier today explained: Monday December 4, Wednesday December 6, and Friday December 8. We have a really strong and large pool of applicants for the position, and I am grateful for the careful review and recommendations by the search committee. I hope you will join me in doing all we can to ensure that each candidate leaves Morris with a positive impression and a desire to join us.

Next week is also a Board of Regents meeting, which includes four items that I want to address briefly here: PEAK implementation, fiscal year 2025 budget planning, recruitment and enrollment marketing efforts, and an update on the University-wide strategic plan, MPact 2025.

PEAK first, as it is having the most immediate impact for some of us on this campus. We've had almost a month of working in and working on some of the PEAK transitions in finance, and it has not been a trouble-free transition so far; please be kind to those trying to adjust to it and to fix problems as we implement. Next week, starting on December 4, we officially make the same kind of move in Human Resources, although some of you will already have seen signs of this transition. We cannot know exactly how the centralized services, or Operations Centers, will function and where the gaps exactly are until we actually make the shifts, and so we'll just have to keep adjusting as we go through this transition. It will take a while. A few slides from last week's meeting of campus managers and supervisors will help explain where we are with PEAK right now. First, people changes:

PEAK

Transitions

UMN Morris Employees to UMN Twin Cities Positions

- Mary Zosel - Workforce Data Management Center, 10/20/23
- Jessica Dierks - Accounting in the Financial Operations Center, 10/31/23
- Tina Nelson - Accounts Payable in the Financial Operations Center, 11/9/23
- Matt Senger - University Relations Common Good Services team, 12/1/23

UMN Morris Employees to a new UMN Morris area

- Liz Athey will backup the Dean's Office Financials and Financial Reporting
- Michelle Blake is leaving the University and her position is restructured into the open positions listed below.
- Robyn VanEps is supporting the Human Resource Office, 20% time, 11/22/23 - 1/26/23.

UMN Morris Vacancies

- HR/Finance Specialist
- Business Office Specialist



In terms of how those of us whose responsibilities are not directly being reassigned, what changes? Please note the important parenthetical in this slide: **for most faculty there won't be direct changes to how they get help with Finance and HR services.** The new process for requesting transactions is, however, directly affecting those who support faculty. In some cases, a point of contact may change or a timeline for when services can be fulfilled based on when it is requested may change. Some of our staff now are or soon will be responsible for submitting requests to operations centers using a system called TeamDynamix (TDX). New processes come with new acronyms. Over the last few weeks, we've run into some challenges with the Finance Operations Center but also some genuinely positive responses to the new processes. This is more detail than most of you need, but I want to share it nonetheless so everyone can get at least some sense of what is going on and that the changes are for now in some places creating more work, not less. Truly, the goal is to improve services, although it may take a while really to get there.

PEAK

What will change at Morris?

Business Office

- All financial requests to be submitted via a TeamDynamix (TDX) ticket beginning November 6th
 - Billings *(invoicing outside the University)*
 - Requisition/PO Requests
 - Payment Requests
 - Journal Entry Requests
 - Pcard Reconciliation of Transactions
- UMarket Orders will now be assigned to FINOPS *(username)* for fulfillment
 - Carts may still be assigned to a department staff for review and updating, but orders will not be filled until the cart has been assigned and picked up by the Financial Operations Center
- Expect a 2-3 day turnaround for all transactions



And for HR:

PEAK

What will change at Morris?

Human Resources: *(does not apply to Faculty and teaching P & A positions)*

- **PAF** - No change. OHR will submit the TDX request.
- **Deadline for requests** - required 5-7 days prior to effective date of the action.
- **Offer letters** - Prepared centrally, includes supervisor review before sending.
- **HRIF** - Data will be gathered via the new PEAK process.
- **Background checks** - Checks will be requested via the new PEAK process.



Bryan Herrmann, Melissa Wroblewski, and Sarah Mattson are our key leads in the PEAK transitions so far—my thanks to them for all their help in navigating this. Bryan and Melissa are also key in our budgeting, and the University system has begun planning for fiscal year 2025. I also had my second quarterly budget meeting earlier this month with interim President Ettinger and Vice President and Budget Director Julie Tonneson, focused on options for both reducing expenses and increasing income.

We're already beginning the usual budget planning for next year at the same time as we work to balance the budget for this fiscal year, and you'll hear more about both in the next few months. I'm scheduling three campus conversations for next semester, including one on the budget. The other two will be on the Morris Core Experience part of our new general education—that one will be early next semester, followed by the budget one, and then the third campus conversation will be on assessment and majors. On that note, we can all thank Vice Chancellor for Enrollment Management and Institutional Effectiveness Melissa Bert and Associate Director of Institutional Research Kristin Youngblom for leading, with good help from others, the creation of our Assurance Review as part of accreditation. This report is an update of the hefty materials we submitted for our 10-year review in 2019—explanations and lots supporting evidence for how the campus meets accreditation criteria. Our campus is on what the Higher Learning Commission calls the Open Pathway, which means we are reviewed less often than an institution on the Standard Pathway, and the Assurance Review is conducted by itself in Year 4 and is a part of the comprehensive evaluation that occurs in Year 10. A full team of peer reviewers—employees at other colleges—will read, discuss, and write a report on our compliance. That report, which we should receive early in 2024, will help guide some of our work over the next six years, when it will be time for our next comprehensive evaluation.

At the same time and as part of the assurance review, we updated tracking of progress on our own strategic vision and plan, which overlaps the systemwide strategic plan, MPact 2025, which I am required to report progress on regularly. We have made significant progress in meeting our strategic goals and are continuing work on more.

The last item on the Board of Regents meeting agenda that I wanted to mention here is the update on recruitment and enrollment marketing efforts, a joint effort of University Relations and the System Enrollment Council, on which Peh Ng and Melissa Bert serve for our campus—and I want to note the keen interest that the Regents have in this topic, and it's also later on our agenda today. Drawing on data, on external partners and research, and on multiple perspectives and experiences with recruiting and marketing, we are, both locally and as a system, doing substantial work to try to stabilize our enrollment. And we're working on filling new positions in Alumni Relations and Enrollment Marketing.

Too, we have a new agreement with an international student recruiting firm, Catalina Global. That relationship quickly led to an invitation for me to participate—with a presentation and on a panel—at a conference in China focused on developing new academic relationships and transfer pathways for international students. So, along with the new University of Minnesota Vice Provost for International Programs, I'm headed to China soon for this conference, and I've included a day with our partners at the Shanghai University of Finance and Economics. We do not expect instantaneous results, of course, but I think these efforts to reinvigorate our international student enrollments are promising.

While we continue to focus on enrollment, we need also find new ways to make the most of being small and serving distinctively well the students we have. There are distinct challenges here, I know, but I also see remarkable successes, and a lot of them, on which we are continuing to build. I and several others from our campus participated in Sustainability Strategic Planning with the broader community, led by one of our alumni, Griffin Peck, who is now the city's sustainability project coordinator. I attended the week before last the University of Minnesota's Equity and Diversity awards breakfast, where we celebrated award recognitions for Morris student Dongting Cai and Morris psychology faculty member Heather Peters. We also welcomed a large number of high school students and teachers as part of two Morris Challenge events on campus this month, and, in addition to hosting several preview days on campus, our Admissions staff hosted a recruiting event in Minneapolis that I participated in with VCAA and dean Peh Ng and some fantastic alumni. We hosted on campus in November, too, a visit from the Minnesota Senate Bonding Committee (you might remember that we hosted the House Bonding group last month). Again the subject was our top Higher Education Asset Preservation and Replacement (HEAPR) funding requests, including the accessibility improvements to the MRC building, and I want especially to thank the students who were part of welcoming this group and speaking for the funding request.

I love hearing and sharing stories from students and alumni, staff and faculty, about what makes the University of Minnesota Morris stand out. This campus does stand out, and it can continue to do so even at a small size. We will spend time in the coming months together, figuring out how we can best do this and continue to be one of the best public liberal arts colleges in the nation. That's who we are.

We're going to try now something that happens in University Senate and something I've done in the past: I'll take questions. Please limit your questions to two minutes, and I will do my best to answer.

For third agenda item:

Melissa Bert, our VC for Enrollment Management and Institutional Effectiveness, and Lynne Williams, Chief Marketing and Public Relations Officer for the Duluth and Morris campuses

Questions/Discussion:

1. Request for clarification on plan with sociology program.

RESPONSE: Any program changes will, as usual, go through Curriculum Committee and this body. Conversations continue among the dean, division chairs, and faculty about what would be the best way forward given current challenges and constraints, but no decisions have been made. Any proposal to discontinue a program would go through the same kind of process that initiating a new program goes through (see Curriculum Committee webpage and links, or through the dean's office posted resources).

2. Request for updates on current level of concern administratively and beyond regarding enrollment, budget, and the general institutional picture.

RESPONSE: Each of us should worry primarily about what we can control, and focus on what we can do. The UMN system has a long history of support for this campus, and the goal right now is to find solutions, not to issue ultimatums. We need to help each other make this institution function better with the resources we have. We don't have to be big to survive; we can be small and be fine, as many colleges of our size are. At the same time, we do have to re-examine the way we do some things, particularly given our budget constraints. With Covid impacts, we have had to readjust anyway, and we need to figure out how better to do right by our mission and the kind of educational experience we say we provide—that is the work we have in front of us.

II. **For Action.** From the Steering Committee. Approve minutes from October 24, 2023 Campus Assembly Meeting.

Approved as presented.

III. **For Information.** Updates on enrollment, communications and marketing. Presented by Melissa Bert & Lynne Williams.

Provided a taste of what we are working on. We've been looking at brand research in the last five years. What are our themes?

Morris brand built on 4 pillars:

- Sustainability
- Problem solvers/flexible career
- Student engagement
- U of M Degree

Brand positioning – plays on the 4 pillars.

We try to connect through the full marketing funnel [slide]. There are different audiences and initiatives that go along with it.

System campaign. Reputation marketing, collaborative partnership. High level. Positions all 5 campus together.

Have launched our Influencer/Brand Marketing: Find your M drove 12,000 people back to our website and 16M impressions.

Enrollment Marketing:

Partnership between communication & marketing and admissions, with assistance from external partners (Spark 451). Work includes creating print pieces, targeted social media ads, snap chat/Instagram/Tik tok. OCM is happy with engagement and consistency in our print and ads. Enrollment Marketing position will be announced soon; the position is part of both Admissions and Communications and Marketing and will report to the Chancellor.

Enrollment:

We now have our official numbers.

Fall 2023 1,020

273 new high school students

34 new transfer students

1st to 2nd year retention rate 72% new high school students

93% new transfer students

Spring 2024:

New high school students 14 deposited

8 new transfer students

Continuing: 76% of current students registered.

Up Next:

- Dig into what is working and what is not.
- Launch systemwide paid search campaign
- Launch of awareness digital marketing campaign to teens & parents (Dec-March)
- Launch PEAK common goods projects
- Need for sustained funding
- Looking for volunteers for Community of Scholars interviews

Questions/Discussion:

Who is running our Tik Tok?

RESPONSE: OCM runs it. Sue Dieter & students.

Publication materials look fabulous. One comment: all appear to be focused on sciences. Very few in humanities & social sciences. We are desperately in need on our side of campus as well. We market different degrees at the same time. We are running into conflicts with scheduling. We need to find times that work. Think about how you can be flexible to help the smaller disciplines. Do some of those pieces focus on the Humanities?

Yes, it does, broader pieces in the holistic set.

Among students who decided not to enroll in college, a very high percentage of them list managing stress as a reason for not attending. We do good things around mental health on our campus and hopefully we are promoting this in our recruiting. Talk about Let's Thrive and the innovative things we are doing in our classroom.

Scheduling has become so difficult for students to be able to take classes. Can not enroll in beginning language class. Someone told me I would be able to do this and I can not. We need to work together on making good on our promises.

Peh & Division Chairs are working on this.

Question about 73% are registered for next semester. Does that number include those who are graduating this semester?

Students who are set to graduate are removed from that number.

Flat is the new goal? Clarification: Given where our enrollment numbers are, is that our enrollment goal and why has that changed?

I alluded to the challenges across the country in student enrollment. Flat was not and is not our goal, and yet at the same time I am appreciative of the work it took to get to those numbers. Flat is better than down, but it is not our goal. We want to go up and are putting a lot of effort into going up.

We are having a discussion this Friday and we are looking at our what our revised goal should be—a modification of what was set for MPact 2025, before COVID. We are gathering a lot of data points on this, and it is a systemwide discussion to look at what is really achievable. University level discussions also include state and national demographics (Google the demographic cliff—that helps explain why flat is not so bad).

IV. **For Information.** From the office of the VCAA/Dean. Academic calendars for 26-27 & 27-28 Presented by Peh Ng.

We are required to submit our calendars to the University 4 years in advance. The dean presents this information to Campus Assembly as an FYI. The main difference in the upcoming calendars is for 2026-27: Student Affairs/Student Activities are proposing changes to Welcome Week. We are committed to making first year experience better for our students, including during Welcome Week. The calendar change will shift Welcome Week to Wednesday-Sunday rather than Saturday-Tuesday. Classes will begin on Monday instead of Wednesday, and Wednesday before Thanksgiving will be a no class day.

Discussion/Questions:

I do not see Indigenous Peoples' Day as a scheduled day off. Students have asked. Is this going to be considered?

I will bring it back to the academic team to consult, and we will need to figure out the specifics of the request.

Could we change it to fall break 1 and fall break 2. Instead of calling it Thanksgiving break?

Thanksgiving can be very offensive to some groups.

Thanksgiving is more system wide. I will need to consult beyond this campus.

What is the plan for advising meetings for these changes? This reduces the amount of time before faculty report back to campus. Maybe faculty reporting day could change? Especially new faculty.

Absolutely. That whole week including Welcome Week will be explored. We have already have people starting to look at that. We will find a way to have all of those events and organize in a way that we do not leave out any events or people.

FYI, regarding One Stop website and academic dates: none of the holidays are listed. They just list the university as closed on particular days.

V. **For Information.** From the Membership Committee. Parliamentarian election. Presented by Lisa Bevevino.

We are replacing for a single semester for parliamentarian, Tim Lindberg, on sabbatical.

We are introducing candidates for next semester:

Sarah Buchanan - I am running with little to no knowledge of Roberts' Rules, so keep that in mind as you vote.

Barbara Burke - done in the past. Please vote for someone else.

Gabby Holboy - Campus assembly representative for the student body. I do know Roberts Rules but please do not vote for me.

Dave Israels Swenson - I too have been Parliamentarian before. I am happy to let someone else take this position but I am willing to do it.

Voting will be done on simply voting.

VI. **Campus Committee Reports.**
NONE

VII. **All University Reports.**
Jenn Goodnough: FCC released a compensation report. There will be a 30 minute report and discussion at the Faculty Senate on Thursday afternoon, which will be livestreamed. If you have questions, I am happy to bring those forward..

Tammy Berberi: Co-chair faculty workgroup on the President's initiative on student mental health.

Want to remind everyone that grant proposals for the center for educational innovation grant related to supporting student mental health are due this Thursday, November 30.

VIII. **Announcements.**
- Please come to the VCAA/Dean Candidate meetings next week.
- Cookies with COWGE decorating cookies on Monday December 4th.

IX. **Adjournment.**
Meeting was adjourned at 12:39

Proposal

2026-2027 UNIVERSITY OF MINNESOTA MORRIS CALENDAR

Fall Semester 2026 (74 class days)

August 17	Monday	Faculty 9-mo. appointments begin
August 19-23	Wed. – Sun.	New Student Welcome Week
August 24	Monday	Classes begin
September 7	Monday	Labor Day holiday
October 16	Friday	First half semester Classes end
October 19-20	Mon.-Tues.	Fall Break (no classes)
October 21	Wednesday	Second half semester Classes begin
November 25	Wednesday	No Class
November 26-27	Thurs.-Fri.	Thanksgiving Holiday and floating holiday
December 11	Friday	Last day of instruction
December 12-14	Sat.-Mon.	Study days
December 15-18	Tues.-Fri.	Final examinations

Spring Semester 2027 (74 class days)

January 19	Monday	Classes begin
January 18	Monday	MLK Holiday
March 12	Friday	First half semester classes end
March 15-19	Mon-Fri	Spring Break
March 19	Friday	Floating Holiday
March 22	Monday	Second half semester classes begin
May 7	Friday	Last day of instruction
May 8-10	Sat – Mon	Study days
May 11-14	Tues – Fri	Final examinations
May 15	Saturday	Commencement
May 16	Sunday	Faculty 9-mo appointments end

May Session 2027 (14 class days)

May 17	Monday	May session begins
May 31	Monday	Memorial Day Holiday
June 4	Friday	May session ends

Summer Session 2027

May 24-June 25		Summer Session I (23 class days)
May 31	Monday	Memorial Day Holiday
June 18	Friday	Juneteenth Holiday
June 28-July 30		Summer Session II (24 class days)
July 5	Monday	Independence Day Holiday

2026-2027 Holidays (Total: 12)

July 3, 2026	Friday	Independence Day Holiday
September 7	Monday	Labor Day Holiday
November 26	Thursday	Thanksgiving Day Holiday
November 27	Friday	Floating Holiday
December 24	Thursday	Floating Holiday
December 25	Friday	Christmas Holiday
December 31	Thursday	Floating Holiday
January 1, 2027	Friday	New Year's Day Holiday
January 18	Monday	Martin Luther King Jr. Day
March 19	Friday	Floating Holiday
May 31	Monday	Memorial Day Holiday
June 18	Friday	Juneteenth Holiday

2026-2027 Academic Calendar Class Days

Fall Semester 2026 (74 Days)

	Mon.	Tues.	Wed.	Thurs.	Fri.	Total
1st Half	7	8	8	8	8	39
2nd Half	7	7	7	7	7	35
Total	13	14	16	15	15	74

Spring Semester 2027 (74 Days)

	Mon.	Tues.	Wed.	Thurs.	Fri.	Total
1st Half	7	8	8	8	8	39
2nd Half	7	7	7	7	7	35
Total	14	15	15	15	15	74

U Policy requires 70-75 class days each semester

Proposal

2027-2028 UNIVERSITY OF MINNESOTA MORRIS CALENDAR

Fall Semester 2027 (74 class days)

August 16	Monday	Faculty 9-mo. appointments begin
August 18-22	Wed. - Sun.	New Student Welcome Week
August 23	Monday	Classes begin
September 6	Monday	Labor Day holiday
October 15	Friday	First half semester Classes end
October 18-19	Mon.-Tues.	Fall Break (no classes)
October 20	Wednesday	Second half semester Classes begin
November 24	Wednesday	No Class
November 25-26	Thurs.-Fri.	Thanksgiving Holiday and floating holiday
December 10	Friday	Last day of instruction
December 11-13	Sat.-Mon.	Study days
December 14-17	Tues.-Fri.	Final examinations

Spring Semester 2028 (74 class days)

January 17	Monday	MLK Holiday
January 18	Tuesday	Classes begin
March 10	Friday	First half semester classes end
March 13-17	Mon-Fri	Spring Break
March 17	Friday	Floating Holiday
March 20	Monday	Second half semester classes begin
May 5	Friday	Last day of instruction
May 6-8	Sat – Mon	Study days
May 9-12	Tues – Fri	Final examinations
May 13	Saturday	Commencement
May 14	Sunday	Faculty 9-mo appointments end

May Session 2028 (14 class days)

May 15	Monday	May session begins
May 29	Monday	Memorial Day Holiday
June 2	Friday	May session ends

Summer Session 2028

May 22-June 23		Summer Session I (23 class days)
May 29	Monday	Memorial Day Holiday
June 19	Monday	Juneteenth Holiday
June 26-July 28		Summer Session II (24 class days)
July 4	Tuesday	Independence Day Holiday

2027-2028 Holidays (Total: 12)

July 5, 2027	Monday	Independence Day Holiday
September 6	Monday	Labor Day Holiday
November 25	Thursday	Thanksgiving Day Holiday
November 26	Friday	Floating Holiday
December 23	Thursday	Floating Holiday
December 24	Friday	Christmas Holiday
December 30	Thursday	Floating Holiday
December 31	Friday	New Year's Day Holiday
January 17, 2027	Monday	Martin Luther King Jr. Day
March 17	Friday	Floating Holiday
May 29	Monday	Memorial Day Holiday
June 19	Monday	Juneteenth Holiday

2027-2028 Academic Calendar Class Days

Fall Semester 2027 (74 Days)

	Mon.	Tues.	Wed.	Thurs.	Fri.	Total
1st Half	7	8	8	8	8	39
2nd Half	7	7	7	7	7	35
Total	13	14	16	15	15	74

Spring Semester 2028 (74 Days)

	Mon.	Tues.	Wed.	Thurs.	Fri.	Total
1st Half	7	8	8	8	8	39
2nd Half	7	7	7	7	7	35
Total	14	15	15	15	15	74

U Policy requires 70-75 class days each semester