Academic and Student Affairs Meeting

Present: 


Trustees Medd and Johnson called the meeting to order. The Students Representatives introduced themselves.

Enrollment Update and Recruitment Efforts. Dr. James Breece, Vice Chancellor for Academic Affairs, and Ms. Rosa Redonnett, Executive Director of Student Affairs, provided an update on enrollment and recruitment efforts.

Dr. Breece provided an overview of the current enrollment status. In 2003 the total headcount enrollment peaked for the UMS at 23,375. Total full-time equivalent (FTE) enrollment peaked in 2005 at 24,247. All campuses currently have a strong emphasis on retention and recruitment efforts which is reflected in the enrollment data. The preliminary data as of September 2009 indicate the headcount is down approximately 1% from last year. The FTE student enrollment has increased System-wide by 1.2% from last year. There are fewer part-time students and more full-time students. The total in-state enrollment has increased by 2.8%. The total out-of-state enrollment is down 8%. System-wide the entering class has declined by 11% which equates to a 7% decrease in in-state students and a 23% decrease in out-of-state students. The total enrollment for web based courses has increased by 28% and ITV course enrollment is up 7.5%. The budgeted FTE may be 2% more than expected.

Ms. Redonnett outlined the various strategies being employed to increase enrollment. Enrollment management focuses on the entire student cycle, from admission through to graduation, and ideally focuses on student success while increasing enrollment numbers and stabilizing institutional revenues. Several factors must be considered with enrollment planning. Some of the factors include the changing environment, student profile and mix, tuition, financial aid policies, cost of student populations, program availability, student retention and graduation, and auxiliary income. The UMS enrollment strategies are dependent upon several factors including the student population, name recognition and brand awareness of a given institution, the academic programs, student success programs, recruitment resources, the student’s ability to pay and the campus experience.

Ms. Redonnett continued by stating that the UMS can impact student success by creating, within the public agenda concept, a collaborative opportunity for the Department of Education, Melmac Education Foundation, Compact for Higher Education, Maine Community College System, Mitchell Institute, Maine Coalition for Excellence in Education, and others about aspirations and
higher education attainment. Once students have entered the system, student success will come from groups, organizations and systems to work together to develop a broader based, more coordinated program for the State. There is ample and specific evidence about reduced capacity to meet student needs in Maine. Therefore, developing logical pricing and tuition models is imperative and this work will begin for the UMS with the study being proposed as a part of the New Challenges, New Directions.

**Academic Program Review Summaries.** Dr. Breece explained the academic program review process is an important tool for ensuring academic quality and educational improvement. The Academic Affairs procedures state that program reviews should be undertaken within five years for new programs and at least every seven years for continuing programs. All of the program reviews conducted this past academic year were reviewed for strengths, weakness and the corrective actions that have been taken.

Dr. Breece commented that there are four reoccurring themes. These are the lack of appropriate funding for some programs, limited number of faculty in some programs, inadequate space and facilities for some of the programs, and all of the programs that were reviewed have very healthy enrollment.

Below are the reviews that were conducted during the 2008-2009 academic year:

**University of Maine**
- Public Administration, M.A. (Accreditation)
- New Media, B.A.
- Clinical Psychology, Ph.D.
- Communications, B.A./M.A.
- Journalism, B.A.
- Mass Communications, B.A.
- Landscape Horticulture, B.S./M.S.
- Sustainable Agriculture, B.S.
- Plant, Soil, and Environmental Sciences, M.S.
- Plant Science, Ph.D.
- Engineering (Interim Accreditation)

**University of Maine at Augusta**
- Certificate in Dental Assisting

**University of Maine at Farmington**
- Mathematics
- Environmental Science
- Interdisciplinary Arts Degrees (Music, Art)

**University of Maine at Fort Kent**
- Bachelor of Science in Nursing

**University of Maine at Machias**
- BS Business and Entrepreneurial Studies
- BA in History
University of Maine at Presque Isle
Science Program Review
Athletic Training Program Review

University of Southern Maine
Law School
Mathematics
College of Education and Human Development
Exercise Science
Computer Science, B.S. (Re-accreditation)
Industrial Technology, B.S. (Re-accreditation)
Electrical Engineering, B.S. (Re-accreditation)

Adjournment.

Ellen Doughty for
J. Kelley Wiltbank, Clerk