Academic and Student Affairs Meeting


Trustees Medd and Johnson called the meeting to order.

Update on the Tuition/Financial Aid/Market Study. Ms. Rosa Redonnett, Executive Director of Student Affairs, explained that in the Final Report and Implementation Plan for the New Challenges, New Directions initiative there is a short term action priority to complete a study of markets, strategic pricing and financial aid to improve access and affordability. A Committee comprised of university enrollment officers and chief financial officers has been formed. The Committee worked with an external consultant to examine all aspects of these complex and integrated issues, such as differential tuition. The first phase of the study, which will provide valuable feedback relative to pricing and enrollment, is nearing completion. The second phase, which will focus on the strategic use of financial aid and draw from the phase 1 recommendations, will begin in late March or early April. The project goals and objectives, a status report on progress and preliminary observations from the campus-based enrollment management audits were discussed.

UMS hired as the external consultant Noel Levitz and Mr. Kevin Crockett, President/CEO, joined the meeting via Polycom to provide an update on the Tuition/Financial Aid/Market Study recommendations. He explained that the elements included in phase 1 are an Enrollment Assessment (enrollment management audits for each campus), statewide enrollment projections and potential analysis, and price sensitivity analysis for traditional students as well as non-traditional students. The elements for phase 2 include campus-based financial aid research and planning, system roll-up of campus financial aid data sets and tracking results of campus-based financial aid planning and research. The Enrollment Assessment will provide “on the ground” context for the statewide enrollment projection model and price sensitivity studies as well as provide each campus with meaningful feedback on its current approach to enrollment management and opportunities for improvement. The projection model will determine the share of any geographic or age market each UMS campus is capturing and with the use of population projections the UMS will be able to get a forecast of the state’s population in those geographic/age markets and then apply the market share data to develop a baseline enrollment forecast. The projection model data will also analyze how student enrollments have shifted for different types of students.
Mr. Crockett explained that the price sensitivity research will provide the UMS the size of the market based on sticker price, whether or not current pricing is within ranges the market would expect and determine the pricing levels where significant numbers of students would shift out of UMS schools and into lower cost alternatives or not pursue college at all. The financial aid study consists of two elements: financial aid research and planning for each campus and System-wide financial aid research. The financial aid study will help the UMS determine the average net cost of attendance, the level of unmet need for students, utilization of tuition waivers and other forms of aid and what portion of the institutionally awarded scholarships and waivers are going to in-state versus out-of-state students.

UM Forest Bioproducts Research Institute. Dr. James Breece, Vice Chancellor for Academic Affairs, presented the proposed creation of a Forest Bioproducts Research Institute (FBRI) at UM. The Institute’s goal is to be the national leader for collaborative research that supports the sustainable development of value-added forest products. The proposed FBRI would provide new and novel aspect of focusing more broadly on developing technologies that transform the current forest products industry into a competitive bioproduct and bioenergy economic driving force for Maine. The Institute will be supported with funds from the National Science Foundation – EPSCoR, the Maine Economic Investment Fund, and temporary matching funds from UM. The University matching funds are short term and the FBRI will be self-sustaining thereafter. The FBRI will solidify UM’s position as a leading research institute in the emerging green economy and create entrepreneurial opportunities for companies in Maine.

On a motion by Trustee Fournier, which was seconded by Trustee Grieshaber, the Academic & Student Affairs Committee agreed to forward the recommendation to the consent agenda for action.

Executive Session
On a motion by Trustee Johnson, which was seconded by Trustee Fournier, the Academic & Student Affairs Committee agreed to go into Executive Session under provisions of 1 MRSA Section 405 6A for the purpose of discussing personnel issues.

On a motion by Trustee Johnson, which was seconded by Trustee Fournier, the Academic & Student Affairs Committee concluded Executive Session.

Tenure Nominations 2010.
On a motion by Trustee Johnson, which was seconded by Trustee Fournier, the Academic & Student Affairs Committee agreed to forward the following 2010 Tenure Nominations to the consent agenda for action:

THE UNIVERSITY OF MAINE
   Phillip M. Dickens, College of Liberal Arts and Sciences
   Susan K. Gardner, College of Education and Human Development
   Clarissa A. Henry, College of Natural Sciences, Forestry and Agriculture
   Kimberly A. Huisman, College of Liberal Arts and Sciences
   Andrew H. Knightly, College of Liberal Arts and Sciences
   Laura A. Lindenfeld, College of Liberal Arts and Sciences
   Sara M. Lindsay, College of Natural Sciences, Forestry and Agriculture
   Brian S. Robinson, College of Liberal Arts and Sciences
   Michael J. Socolow, College of Liberal Arts and Sciences
   Yifeng Zhu, College of Engineering
Adjournment.

Ellen Doughty for
J. Kelley Wiltbank, Clerk