Presidents’ Meeting with the Board and Chancellor


Absent: Angela Faherty, Tamera Grieshaber, William Johnson, Kevin McCarthy, Victoria Murphy, and Wayne Newell.

Trustee Wishcamper called the meeting to order.

Chancellor Pattenaude explained that Mr. Kevin Crockett from Noel-Levitiz has joined the meeting to continue the discussion on the Tuition/Financial Aid/Market Study Report on Phase One Findings and Recommendations. On May 25, the Noel-Levitiz staff will be presenting more detail on the findings and recommendations at the Enrollment Summit. Trustee Wishcamper commented that there has been a great deal of work on getting the UMS in order financially, administratively and from a governance stand point and the Noel-Levitiz report will assist the UMS with the direction and initiatives for enrollment and 21st century needs which are the future for the System.

The Board of Trustees, the Presidents, and the Chancellor had a discussion with Mr. Crockett on the following topics.

Pricing Study
Mr. Crockett talked about the market side of the pricing study which has been completed. The data will be valid for approximately 36 months. The study indicated that UM, USM and UMF can support an increase in tuition up to 7% without significantly reducing the effectiveness of current financial aid awards or a negative impact on enrollments. However, the other campuses should limit tuition increases to 5% or less. The campuses that want to target adults may want to look into differential tuition pricing in order to capture that market. One recommendation would be to reduce the tuition for some more competitive degree programs to encourage the adult learners while other degree programs could be priced at a premium because the UMS would have the only higher education institution offering the program. Adults value academic quality, convenience and price as the most important attributes of higher education.

Financial aid campus based studies, which will be part of Phase Two Study, will also show unmet need for the campuses as well as the System as a whole so there will be more information available on campus based pricing related to student populations.

Retention
Each campus was evaluated for retention to see if it was a significant growth opportunity. Some campuses are doing well and are at or above their national benchmarks. The campuses with the greatest growth potential will be identified. There will be a need to prioritize recruitment and
retention funding and take a more strategic view at finding a targeted focus by campus and the System as a whole. Some campuses have effective strategies already in place while other campuses could use more assistance.

**Levels of Awareness/Marketing**
The four smaller campuses (UMA, UMPI, UMFK, & UMM) suffer from relatively low levels of awareness among both students and parents. The UMS current market strategy is seven different entities with a general common purpose of serving the people of Maine. Some Systems take a more collaborative approach to marketing. One radical approach could be all students graduating from any of the campuses would receive a “University of Maine” degree regardless if the student was attending UMFK or received their degree on-line.

**Collaboration With Outside Groups**
The outside groups, such as the Maine Community College System and the business community, are substantial forces and creating a collation of people working together for higher education will benefit everyone. These groups can collaborate or compete. More Maine students are staying in Maine; however, the Maine Community College System is gaining in its share of part-time students and the high school seniors market. Nationally 40% of higher education students enroll in community college and Maine is not at that level. A strategic or policy question would be - what is the UMS going to do with this two-year market. Traditionally the Community Colleges have been more adaptable to State need.

**Mission, Role & Scope**
There is a need for Trustee policy to define the mission, role and scope for each campus. However, some campuses, particularly the smaller campuses, cannot wait until the mission, role, and scope are defined before they move forward. In order for the campuses to be sustainable changes have to happen quickly because the stimulus funds will disappear.

Adjournment.

Ellen Doughty for
J. Kelley Wiltbank, Clerk