President Theodora Kalikow, UMF
- Enrollment at UMF is good, with out-of-state enrollment holding steady and in-state up 100 students.
- UMF had to close enrollment in August and the residence halls are full.
- UMF has hired a new Vice President for Enrollment Management and Marketing, Roberto Noya, who is now looking through all of the University’s current operations.
- The workshop with Noel-Levitz will be a good chance to work with the campus representatives to make common cause for what we can do on campus and as a System to lift up the marketing effort.

President Robert Kennedy, UM
- Enrollment was up 2% with in-state students and 7% with out-of-state, but overall enrollment is down a bit due to a decrease in transfer students.
- Retention is up.
  - Trustee Dowe asked whether President Kennedy had called schools in other systems to ask them whether they have seen similar drops. President Kennedy said he had, and there are similar trends.

President Selma Botman, USM
- USM was about even in first-time matriculated students, and up substantially in graduate students, with the Law School up 5% – the largest Law class in some time.
- USM was down in non-matriculated students, since adult students taking a course or two is dependent upon the availability of disposable income.
- The best news is that retention has risen 5% which is the result of focused, intentional work with students.
- A delegation of USM faculty and students are currently in the Gulf of Mexico studying the impact of the oil spill on whales and the fish they feed upon.
President Cynthia Huggins, UMM

- Enrollment at UMM is healthy.
- UMM is slightly down from budget, but has recovered.
- Residence hall occupancy is up.
- Out-of-state enrollment is flat or slightly down, and headcount has fallen but FTE has risen slightly.
- UMM has had a decline in non-matriculated, part-time and commuter students.

President Wilson Hess, UMFK

- Enrollment is down marginally from their goals in the fall but the first-time, first-year population is up 35%.
- The driver of weakness in the enrollment picture is the Canadian certificate program.
- Transfers are up marginally and out-of-state students are down marginally.
- A larger percentage of the entering class comes from “downstate” students, and residence hall population is on target.
- A new Dean of Enrollment Management has been named and will start later this month.

President Allyson Hughes Handley, UMA

- Enrollments are up about 9%, with out-of-state enrollments up, and the campus is attracting more traditional aged students.
- Online Education is up almost 30%.
- UMA has opened the main floor of the new building on Water Street, the Gannett Building, and architecture classes are now offered there, with architecture students now working on ideas of how to renovate the upper floors.
- The current class of students has higher needs for counseling and special attention to behavioral issues.

Marketing Initiative

Chancellor Pattenaude distributed an update on the marketing initiative and said they need to discuss how this effort will coordinate with campus work.

- President Kalikow said the document does reflect the discussion of the presidents last week, and the underlying messages of the System can help campuses with their own marketing campaigns in a foundational way.
- Ms. Redonnett said the work with Maine Development Foundation on economic needs will assist with this effort.
- Trustee Dowe asked whether the RFP to search for a firm to assist with the marketing initiative is going to Maine firms.
  - Ms. Redonnett said it’s a national RFP with Maine included.

Chancellor Pattenaude said the System is developing a marketing fund that campuses can use $2000 in one-time funds to assist in the development of marketing efforts.

- Trustee Medd asked what the UMS can do to spark more student interest at college fairs, such as giveaways.
  - Chancellor Pattenaude said there’s a difference between marketing work and admissions work, and this initiative is about reputational visibility.
• President Handley said marketing efforts vary by campus, and UMA does no direct segmented marketing. She said they are looking at how UMA might engage in some of those activities, but doesn’t have a budget for it, and SIF money will enable the campus to explore what they can do with the Noel Levitz recommendations.
• President Botman said she endorsed the notion that the universities are lifted up with a marketing campaign of this sort, and another goal should be to communicate what a university education is and what it does for those who have one. She said a System-wide campaign can accomplish that and all of the Universities will benefit as a result.

Adjournment.

Ellen Doughty for
J. Kelley Wiltbank, Clerk