
Absent: Kevin McCarthy, and Lyndel Wishcamper.

Trustees Hood and Johnson called the meeting to order.

Reorganization at USM. Dr. James Breece, Vice Chancellor for Academic Affairs, explained the USM proposal for an administrative reorganization resulting in the creation of a Chief Operating Officer (COO) position. This position will be part of the Management Group. The COO will be the chief business officer of the university, and will coordinate and develop the economic and business functions of USM. The COO will directly oversee Finance and Administration, Student Success, Registrar, Student and University Life, and Information Technology. The person selected for this position will be an agent of transformation that recommends policies and contributes to changes that improve the university’s positioning to be effective and sustainable.

This recommendation is made in support of USM’s strategic plan, specifically the commitment to “manage its expenditures and financial obligations strategically” and practice fiscal prudence. It is an integral part of the USM’s reorganization to a leaner structure with merged colleges and fewer deans.

On a motion by Trustee Fournier, which was seconded by Trustee Medd, the Academic & Student Affairs Committees agreed to forward the recommendation to the Consent Agenda for action.

Reorganization at UMFK. Dr. Breece explained the proposed reorganization plan for UMFK to create a cross-functional Enrollment Management Division. This division will be overseen by a newly created Dean of Enrollment Management, who will report to the President. The new Enrollment Management Division will bridge academic and student administrative service efforts consistent with national enrollment best practices and enable the institution to meet the increased enrollment, efficiency, and academic quality goals in the New Challenges, New Directions plan. The new division will include the Admissions and Student Financial Aid function areas currently reporting to the Vice President for Administration and the Student Records and Student Success areas currently reporting to the Vice President of Academic Affairs and Dean of Students.

This reorganization recommendation is an outcome of UMFK’s 2009-2014 strategic planning process, and UMS Strategic Initiative funds have already been secured for an initial two-year funding of the new position.
The Trustees briefly discussed the organization chart and asked UMFK to share their experiences as they move forward with this organizational change.

On a motion by Trustee Newell, which was seconded by Trustee Fournier, the Academic & Student Affairs Committees agreed to forward the recommendation to the Consent Agenda for action.

**USM Program Proposal: Doctorate of Nursing Practice.** Dr. Breece explained the USM program proposal: Doctorate of Nursing Practice (DNP). This degree prepares graduates to provide the most advanced level of nursing care for individuals and communities. This includes the direct care of individual patients, management of care for individuals and populations, administration of nursing systems and the development and implementation of nursing policy. The proposed DNP program fulfills a strong local, regional, and national need for doctorally prepared advanced practice nurses. This DNP program will facilitate the movement of baccalaureate and master’s prepared nurses to doctoral education and thereby increase the number of nurses to assume leadership positions in health care and nursing education.

This program will require additional faculty but based on projections on enrollments, attrition rates and expenses, the DNP program is anticipated to generate a positive net income for USM in the first year of implementation. In addition, additional funding sources are actively being investigated. The DNP program is intended to meet the market demands for highly skilled professionals in local, state, regional, and national markets. It is especially important to offer the DNP to ensure adequate numbers of advanced practice nurses as the profession transitions to make the DNP the required degree for all advanced practice nurses in 2015.

Chancellor Pattenaude said this was a practice based doctorate appropriate to USM’s role and scope statement, and does not represent duplication.

On a motion by Trustee Johnson, which was seconded by Trustee Medd, the Academic & Student Affairs Committees agreed to forward the recommendation to the Consent Agenda for action.

**Enrollment Management Update.** Ms. Rosa Redonnett, Executive Director for Student Affairs, provided an update on the status of enrollment at our campuses for the Fall 2010 semester and on the timeline for the various initiatives related to enrollment management currently underway. Highlights include the following key factors:

- As of September 7, 2010 total enrollment is relatively flat as compared with last year.
- However, five of the seven universities show an increase in FTE student enrollment.
- In-state enrollment is growing at every campus except UM and out-of-state enrollment is declining at every campus but UM.
- First-time, first-year headcount has grown on every campus but USM.
- First time, first-year, out-of-state headcount is growing at four of the seven universities.

Ms. Redonnett also reported that every campus had a strong opening, with a great deal of excitement and energy; several campuses are rolling out new marketing and branding initiatives; all campuses are implementing recommendations from the work with Noel-Levitz; recruitment activity for Spring 2010 and Fall 2011 has already begun; and several campuses report increases in student retention.

Ms. Redonnett reviewed the Enrollment Management and Marketing Timelines and said the Enrollment Management Council will meet for the first time in late October. Trustee Medd asked...
about the cost of the marketing initiative and whether the funds available were enough to get a good consultant. Ms. Redonnett said the funds were sufficient to begin the project.

**International Student Recruitment Update.** At the request of Trustee Johnson, Dr. Breece provided an update on his recent trip to South Korea to attend the opening of the Daegu International School and engage in student recruitment efforts. He said UMS is currently exploring the possibility of using technology to offer courses to Daegu School and is working with an individual in Seoul to recruit students and has sent a letter of introduction for distribution to university presidents in South Korea. Dr. Breece also talked about recruitment in China. He said 12 Chinese students are now attending UM, and 40 students are now studying at Guangxi Medical University and will transfer to the UMS once they finish their studies.

Adjournment.

Ellen Doughty for
J. Kelley Wiltbank, Clerk