Trustees Hood and Johnson called the meeting to order.

**Awarding of Academic Degrees.** Trustee Hood explained that Board approval is needed for the awarding of degrees during Commencement ceremonies for the 2010-2011 academic year to those students fully recommended by the appropriate faculties and the presidents of the respective institutions and/or divisions of the UMS.

On a motion by Trustee Johnson, which was seconded by Trustee Fournier, the Academic and Student Affairs Committee agreed to forward the recommendation to the Consent Agenda.

**UMFK Program Eliminations.** Trustee Hood outlined the proposal from UMFK to eliminate two academic programs: the Bachelor of Science Degree in Bilingual Secondary Education and the Bachelor of Science Degree in English/Drama/Art Secondary Education. The B.S. in Bilingual Secondary Education is being eliminated because it is no longer a viable option within the Department of Education for teach certification. No students are currently enrolled in the program. The student in the B.S. in English/Drama/Art Secondary Education will be encouraged to complete a change of degree to the Bachelor of Arts in English. No retrenchment or reassignment of faculty is necessary for either program.

On a motion by Trustee Medd, which was seconded by Trustee Goodman, the Academic and Student Affairs Committee agreed to forward the recommendation to the Consent Agenda.

**UMA Program Proposal: A.S. in Dental Assisting.** Trustee Hood explained that UMA proposed the creation of an Associate of Science in Dental Assisting to meet the growing need for dental auxiliaries. The current dental assisting certificate program at UMA requires students to take the equivalent of four semesters of courses in two semesters, which leads to an attrition of approximately 4 to 6 students per year. Expanding the curriculum to offer an associate degree will allow for the availability of some part-time study, making it easier for non-traditional students with families and/or employment obligations to study. The program would only utilize currently offered courses, which would place an increased demand on General Education courses. Additionally, this degree program would increase the pool of students for the Bachelor of Applied Science.
On a motion by Trustee Grieshaber, which was seconded by Trustee Johnson, the Academic and Student Affairs Committee agreed to forward the recommendation to the Consent Agenda.

**Role and Scope Statements.** Dr. James Breece, Vice Chancellor for Academic Affairs, reviewed the Role and Scope Statements submitted by each university. The Statements contain a description of the institution, the level of degrees offered, the region served, the primary types of students served, whether the institution is primarily residential or non-residential, regional outreach and service, research and scholarship and distinctive features. The role and scope statements were endorsed by the Academic and Student Affairs Committees.

**Mission Statements – UM, USM, UMF.** Dr. Breece explained the new Mission Statements for UM, USM and UMF which were presented for Board approval as outlined in the Board of Trustees Policy # 301.

**PROPOSED UM MISSION STATEMENT**

**Mission**

Founded in 1865, the University of Maine is a Land and Sea Grant institution and the flagship university of the University of Maine System. The University of Maine fosters learning and discovery through excellence in undergraduate and graduate academic programs, addresses local and global needs through basic and applied research, and contributes research-based knowledge to improve people's lives.

**Core Values**

The University of Maine is committed to providing opportunity to all university constituencies, including students, research partners, and collaborators, regardless of background, by welcoming them into an atmosphere that honors and reflects the values and heritage of our State and Nation. The university is dedicated to improving the quality of life for people in Maine and around the world. We promote responsible stewardship of human, natural, and financial resources, now and in the future.

**Integrated Teaching, Research, and Outreach**

Committed teaching propels students into new fields of learning and promotes disciplinary understanding along with disciplinary knowledge. Our educational goal is to develop students’ critical and creative abilities, their analytic and communication skills, and their understanding of traditions in ethics and rationality within the arts, sciences, and professions.

Internationally-recognized research, scholarship, and creative activity distinguish the University of Maine as the state's flagship university, where faculty and students contribute knowledge to issues of local, national, and international significance. As the state's doctoral-granting institution, research and education are inextricably linked in our mission.

Comprehensive outreach, including public service, extension education, continuing education, and distance learning, engages learners of all ages in improving their lives and their communities. Using research-based knowledge, outreach efforts promote sustainable use of Maine's abundant natural resources, and build intellectual, cultural, and economic capacity throughout Maine and beyond. Through its acclaimed programs in teaching, research, and outreach, the University of Maine serves the residents of Maine, the nation, and the world.
PROPOSED UMF MISSION STATEMENT

Mission
As the public liberal arts college for the State of Maine, the University of Maine at Farmington prepares students for engaged citizenship, enriching professional careers, and an enduring love of learning.

Values and Vision
Given its history since 1864 of educating teachers and its distinctive contemporary mission, UMF has consistently been rooted in a vigorous tradition of education in service of the public interest. In embracing this tradition, UMF seeks to graduate individuals who will live purposeful, ethical, and personally rewarding lives, and who will strengthen the social fabric of the communities they inhabit in Maine and beyond. We recognize that success depends upon our ability to preserve continued, affordable access to higher education.

The university's focus is undergraduate education in a residential setting. UMF also welcomes commuter students and provides limited graduate and continuing education opportunities where regional and statewide needs correspond with areas of academic strength in the university. Through its focus on high quality academic programs in the arts and sciences, teacher education, and human services, the university challenges students to be active citizens in a campus community that helps them find and express with confidence their own voices, teaches them the humility to seek wisdom from others, and prepares them for ongoing explorations of how knowledge can be put to use for their personal benefit and the common good.

Across our programs, academic rigor matters, as do occasions for applied learning that enliven theoretical understandings of different disciplines and the relationship of those studies to a rapidly changing world. An ethic of civic-mindedness and individual and collective duty to foster positive social change is realized through the practice of liberal learning and a recognition that innovation, collaboration, and service with community partners are fundamental to the educational enterprise.

UMF's sense of place is shaped by the aesthetic, environmental, recreational, and intellectual heritage of the western Maine region. The bounty of the landscape and the locale contributes materially to a range of academic fields at UMF, to the exciting diversity of the extra- and co-curricular life of the university, and to our reciprocal relationships in support of the important work of our neighbors in western Maine. In order to fulfill its complementary responsibilities to the region and to the State, the university also reaches out to national and international domains to broaden students' educational experience and assure that they are well prepared for employment and citizenship in contexts that will be richly diverse and increasingly global.

PROPOSED USM MISSION STATEMENT

The University of Southern Maine, northern New England's outstanding public, regional, comprehensive university, is dedicated to providing students with a high quality, accessible, affordable education. Through its undergraduate, graduate and professional programs, USM faculty members educate future leaders in the liberal arts and sciences, engineering and technology, health and social services, education, business, law and public service.
Distinguished for their teaching, research, scholarly publication and creative activity, the faculty are committed to fostering a spirit of critical inquiry and civic participation. USM embraces academic freedom for students, faculty, and staff, and advocates diversity in all aspects of its campus life and academic work. It supports sustainable development, environmental stewardship, and community involvement. As a center for discovery, scholarship and creativity, USM provides resources for the state, the nation, and the world.

On a motion by Trustee Grieshaber, which was seconded by Trustee Johnson, the Academic and Student Affairs Committee agreed to forward the recommendation to the Consent Agenda.

**Academic Program Change Report.** Dr. Breece explained that the UMS is strategically realigning its academic programs to better meet the future needs of Maine’s citizens, workers, and employers. UMS programs must address the social and technical issues facing Maine as well as prepare and support emerging sectors of the economy. This realignment has been on-going for several years, but received a renewed intensity under the New Challenges, New Directions plan, rising to meet the urgency of the State’s and System’s financial difficulties.

**Academic Program Review Summaries.** The Board’s 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. Dr. Breece summarized the program reviews conducted this past academic year showing strengths, weaknesses and corrective actions taken.

Dr. Breece commented that there are three recurring themes which were raised by the outside reviewers:
- Lack of faculty in some programs
- Lack of adequacy in the teaching environments (i.e. labs, state-of-the-art facilities & equipment)
- Lack of educational resources to support the programs

Dr. Breece stated the UMS is realigning the programs to better meet the future needs of Maine’s citizens, workers, and employers. UMS is trying to offer pertinent programs to address the social and technical issues facing Maine and prepare and support emerging sectors. However, this work would be greatly enhanced if there was a State level holistic and integrated development plan. The corrective actions will be monitored and to ensure quality. He stated that he is very concerned about future academic quality. One significant issue that UMS will be facing is a tidal wave of future faculty and staff retirements which is also a global phenomenon, UMS needs to be prepared for this transition. He predicted UMS will not be able to fill some programs because of the lack of trained faculty. There is also a problem of salary compression which is when assistant professors make more than associate professors. UMS has significant deferred maintenance, deterioration of labs and equipment, and the lack of financial support that assists educational learning missions. UMS cannot cut its way to excellence. Dr. Breece stated he will continue to work with the Chief Academic Officers to find ways to reduce costs, reinvigorate programs, offer new programs, streamline academic programs and requirements, offer new opportunities to degree seekers, and work on enrollment management. These activities will take more effort, more money and take on more risk for the System.

Trustee Hood commented that these challenges are very similar to the challenges that the business sector is currently facing both in Maine and across the country. It will require a remarkable set of
new leadership competencies in order to meet these challenges going forward and to look for new ways to accomplish goals and enhance the quality.

**Fall 2010 Enrollment Report and Enrollment Planning Update.** Trustee Johnson asked Ms. Rosa Redonnett, Executive Director for Student Affairs, to provide a summary of the FY2010 Enrollment Report and provide an update on Enrollment Planning.

**Fall 2010 Enrollment Report.**

Ms. Redonnett updated the Board on the status of enrollment for the Fall 2010 semester, strategic implications of this data, and initiatives related to enrollment management currently underway. The UMS is moving ahead aggressively with both UMS and campus enrollment which encompasses strategic enrollment planning, the development and implementation of actions and initiatives to respond to our key markets, and the formulation of annual and multi-year goals and targets.

Highlights of the Fall 2010 Enrollment Report include the following:

- The Fall 2010 headcount enrollment for UMS was 32,009 and reflects a decline of -1.0% as compared to last Fall of 32,340.
- This Fall’s FTE enrollment is down by -0.7% or 23,535 from the Fall 2009 FTE of 23,711.
- In-state enrollment comprises 88% of the student body and decreased by -0.7%. Out-of-state enrollment decreased by -3.3%.
- Women still make up the majority of students in the UMS at 60%.
- 69% of part-time students are between the ages of 30 and 64 and 77% of full-time students are between the ages of 18 and 25.
- First-time, first year students are up by 4.4% from 4,056 in Fall 2009 to 4,236 in Fall 2010.
- Transfers from the Maine Community College System grew by 12% in Fall 2010.
- 15% of all credit hours are taught via distance education.

**Enrollment Management Update.**

Ms. Redonnett provided an update on UMS Enrollment Management. Since the release of the Phase I Enrollment Recommendations from Noel-Levitz and subsequent dialogue with the Board and the presidents, much activity has occurred to move forward with the many recommendations that resulted from this and to set the stage for moving the enrollment agenda forward. UMS has held an Enrollment Planning Workshop and has formed an Enrollment Management Council. Proper data must be at the core of strategic enrollment management; therefore, the Data Warehouse and Business Intelligence and the Out-of-State Pricing and Perception Survey projects are important projects that will be starting soon as well as exploring how our campuses can strategically utilize financial aid. Building the appropriate reputation, image and outreach is a focus for enrollment management. Enrollment activities have greatly benefited from the Strategic Investment Fund, mini-grants and significant work on international initiatives with students in China and Korea. UMS continues to collaborate with advocates of higher education by developing long term relationships and opportunities with adult education groups, the Maine Employer Initiative, the Maine Higher Education Council and the Maine Campus Compact.

Adjournment.

Ellen Doughty for
J. Kelley Wiltbank, Clerk