Academic and Student Affairs Meeting


Trustees Hood and Johnson called the meeting to order.

Academic Program Proposals, UM & UMF.  Dr. James Breece, Vice Chancellor for Academic Affairs, explained the University of Maine and the University of Maine at Farmington are proposing the creation of associate degree options to serve foreign students who transfer to and matriculate at those universities under the terms of a specific articulation agreement as required by a foreign partnering university.

The University of Maine is proposing the creation of the Associate of Arts in Liberal Studies and the Associate of Science in Applied Sciences.  These degrees would be awarded after one year of study at UM, and requirements for the degree will include progress toward completion of UM’s general education curriculum, specified required coursework in the intended concentration and a minimum of 30 credits taken at UM and a total of 60 credits.

The University of Maine at Farmington is proposing the creation of an Associate of Arts in Liberal Studies.  This degree would be awarded after one year of study at UMF and requirements for the degree will include completion of UMF’s general education program, specified required coursework in the intended concentration, and a minimum of 32 credits taken at UMF, and a total of 60 credits.

The degrees at both universities would be offered with existing resources and would require no additional funding to create.

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

Miscellaneous Academic Issues.

China Initiative
Dr. Breece provided an update on the China Initiative.  The UMS has a goal of 300 students by 2014.  The UMS has the capacity but it will be a difficult goal.  This is based on the very competitive market, China is building more higher education infrastructure, and there is increasingly more foreign competition.  On May 16, 2011 the UMS hosted a workshop “Helping Chinese Students Succeed”
where participants were exposed to and discussed social, cultural and educational differences and how those differences may affect academic and student support services.

Trustee Wishcamper commented that this is an important initiative and the Board may need to assign more resources to the project.

Japan Initiative
Dr. Breece commented that the Japan Initiative is moving forward slowly. The State Department is supportive of the UMS helping Japanese students who have been displaced due to the March 11, 2011 earthquake and tsunami. It is a good time to assist Japan because in recent years it has not been open to student exchanges. They are now be more open to accept the assistance of educational institutions outside of Japan.

State House Research Day
The UMS hosted a State House Undergraduate Research Day on May 10, 2011 in the Hall of Flags at the Maine State House. This was a poster session showcasing undergraduate research from 14 students.

World Languages Summit
On May 17, 2011 the UMS hosted a World Languages Summit for 45 faculty. The three major focus areas for the Summit included: revitalize world language programs, focus on Asian languages, and offering foreign languages to non-majors.

Trustee Hood expressed thanks to Trustee William Johnson, who will be ending his term as a Trustee, for his dedication, leadership as the Chair of the Student Affairs Committee, and years of service to the University of Maine System.

Enrollment Planning and Financial Aid Study. Mr. Kevin Crockett, President/CEO of Noel Levitz and Rosa Redonnett, Executive Director of Student Affairs, provided an update on the current Noel Levitz study. The study encompasses strategic enrollment planning, the development of actions and initiatives to respond to our key markets, and the formulation of annual and multi-year goals and targets is nearing completion. Many initiatives have already been implemented and many more will evolve over the next few years related to this work. A comprehensive study of financial aid policy and practice as well as the out-of-state price sensitivity and perception study have been completed.

The campus assessment produced over 130 recommendations and the following thematic needs emerged:

- Written enrollment plans on each campus.
- Improved use of data and information to support enrollment planning and decision-making.
- A focus on systematic inquiry pool development strategies and other top of the funnel activities.
- Improved messaging, web strategy and market segmentation.
- Retention initiatives designed to indentify at-risk students and implementing strategies to retain them.

The System and campuses will be installing comprehensive, sophisticated multi-year enrollment plans with clear actions, timelines and deliverables, and incorporation of action plans to better utilize financial aid in enrollment optimization. A branding/marketing strategy and campaign will be begin in September 2011 that will build reputation, perceptions of value and knowledge within the state of
what the UMS collectively and individually delivers to the State. The data warehouse and business intelligence tools will be completed by April 2013 which will improve the use of data and information to support enrollment planning, decision-making, and strategic analysis.

Mr. Crockett outlined the following recommendations:

- Potentially shift out-of-state merit money to Maine students, especially at UM and USM.
- Continue to strengthen marketing and recruitment practices at the campus-level in support of improved awareness and campus value propositions.
- In 2012, shift some System branding money to selected out-of-state markets.
- As the flagship, UM has to lead in improving market awareness for itself and the System.
- Develop a mechanism to monitor changes in out-of-state financial aid strategy.
- Determine whether low discount campuses can leverage aid in support of improved enrollment and net revenue outcomes.
- Develop a mechanism to assess campus change based on their Noel-Levitz findings.
- Ascertain the System’s “risk” tolerance for non-incremental increases in aid at selected campuses and variable financial aid budgets tied to enrollment levels.
- Identify and address “process” issues and technical needs that are preventing students from receiving offers and respond.
- Make certain that at least 97 percent of admitted students with financial need receive an aid package for fall 2012.
- Aggressively monitor these volumes annually, determining causes and potential solutions at the campus level in support of the 97 percent goal.
- Test differential need-based packaging for fall 2012 and assess the impact.
- Identify and overcome potential PeopleSoft barriers and technical needs to implement differential need-based packaging.
- Test expanded merit programs at the campuses where the impact appears greater for fall 2011 or fall 2012.
- Explore options such as financial literacy, a “Success Grant” for full Pell students, and intervention on the campuses.

The recommended next steps for the UMS Board of Trustees:

- Affirm the multi-year enrollment management plan.
- Establish high-level metrics for monitoring progress towards goals.
- Develop appropriate accountability and incentive structures.
- Serve as advocates to help activate the System’s enrollment development strategy.
- Mr. Crocket cautioned patience, there will be disappointments along the way and things will not always happen quickly as you might hope.

Adjournment.

Ellen Doughty for
J. Kelley Wiltbank, Clerk