



UNIVERSITY OF MINNESOTA CROOKSTON

U of M Crookston Campus E-Update

an internal administrative news digest

March 7, 2017

www.uncrookston.edu

From the Chancellor

If it's March, and the highly changeable weather says it is, then the season for budget preparation is upon us. Each year, UMC joins the other system campuses and the many colleges on the Twin Cities campus in preparing a budget request for the coming fiscal year. Following the budget instructions received in January, members of the Cabinet are making the case for enhanced funding for UMC and, with leadership from Finance Director Tricia Sanders, projecting FY18 revenues and expenses.

As in the past few years, making the case for enhanced funding means two things: articulating the need for investing in top strategic priorities and demonstrating that we have invested in those strategic priorities by redirecting dollars from lower priority activities. On the Crookston campus, there is no higher strategic priority than strategic enrollment management, defined as achieving a critical mass of enrollment on-campus while also continuing to grow strategically online.

How are we doing on achieving growth? Fall 2016's new student enrollment on campus was slightly lower than projected, and the growth rate online enrollment flattened somewhat. Thus, our overall enrollment in fall was 2.8% lower than projected. Fall to spring NHS retention was about 87%, down from last year's record high retention, but still strong historically. In December, we graduated 139 students.

The combination of these numbers—smaller than projected NHS class, good NHS retention, fairly high number of graduates, flattening online enrollment—means that our FY17 tuition revenue did not hit the projected amount. We are funded in July for the projected amount. When we fall below projection tuition revenues, we pay the system the difference. We budgeted for 1869 students in the fall and realized only 1818. That's a difference of about 50 students. Assuming we hit our summer semester tuition revenue target, the shortfall in tuition revenue this year appears to be about \$500,000. While that's a big shortfall, we will be able to "cover" it through spending shifts, salary savings in open positions, and budget reserves.

As we look ahead to FY18, two smaller than projected classes (Fall 13 and Fall 16), flattening online enrollment, and large numbers of graduates will combine to put pressure on the budget. The Admissions Office has been working hard to recruit NHS and NAS students, but application numbers have declined slightly. (UMC is not alone in seeing declining applications. As of early February, applications were down by 6,000 on the Twin Cities campus.) Partnering with Financial Aid and others, we believe that we will achieve a higher yield rate for our admitted students. Still, our plan for FY18 is to budget for only a small increase in total students from Fall 2016 to Fall 2017.

We will submit a balanced budget proposal by March 22. We will budget conservatively and, with hard work that is already underway, perhaps enroll more students and receive more tuition revenue than projected. As I mentioned, we are funded in July for the projected amount. When we exceed projected tuition, the "excess" is UMC's to keep.

All of this means that your ongoing work on recruitment and retention is very, very important. Keep up the good work. Know that it matters to student success—our most important metric—and to UMC’s bottom line.

When we start the 2017-2018 academic year, our new chancellor will be at the helm as UMC begins its next 50 years as a university campus within the world-class University of Minnesota system. Even with a budget tighter than we would like, the University of Minnesota Crookston has a bright future. Thank you for all you do to make this campus a real living and learning community!

Barbara Keinath
Interim Chancellor
University of Minnesota Crookston

Featured Events & Activities

UMC Hosts Section 8AA High School Basketball Tournaments, Tuesday, March 7 – 6 and 7:45 p.m., doors open at 5 p.m., Lysaker Gym, UMC Sports Center

Crookston Campus-Community Connection (C4) College Town Forum, Tuesday, March 7 – 6:30 to 8 p.m., Crookston American Legion, 102 S Ash St., Crookston, free and open to the public

Open Forum on the Future of Learning Management Systems (Moodle, Canvas/Unizin) Across the U of M System, Friday, March 10 – 8:30 to 10:15 a.m. with repeat session 12:30 to 2 p.m., both sessions in the Prairie Room, Sargeant Student Center

Spring Break, March 13-17, classes excused, campus offices open

U of M Next Generation Network (NGN) Town Hall Meeting, Monday, March 13 – 1 to 2:30 p.m., Bede Ballroom, Sargeant Student Center

22nd Annual River Watch Forum, Wednesday, March 15 – 8:30 a.m. to 2:30 p.m., Bede Ballroom, Sargeant Student Center

Crookston Area Chamber of Commerce High School Career Day for High School Juniors, Thursday, March 16 – 9:30 a.m. to noon, Kiehle Auditorium, Brown Dining Room and locations across campus

International Dinner Series - “South Africa: The Rainbow Nation” Featuring Studetns Scott Pearce and Diane Cilengi, Monday, March 20 – 6 to 8 p.m., Bede Ballroom, contact Rae French for tickets at rfrench@umn.edu or 218-281-8339

Golden Eagle Gratitude, Wednesday, March 22 – 11:44 to 12:44 p.m., Northern Lights Lounge, Sargeant Student Center

For details on these and a comprehensive listing of other events or to discover what’s happening this week, visit UMC Today at www.crk.umn.edu/today, or review UMC’s news page at www.crk.umn.edu/news.

Learn more about events across the entire University of Minnesota system via Brief, an online weekly internal news digest, at <http://brief.umn.edu/>.

Around Campus

Chancellor Search Update –

Candidates for the chancellor position at the U of M Crookston will be on campus interviewing this week. As of publication of this document, four individuals are scheduled for day-long campus interviews on March 7, 8, 9, and 10. Each candidate will also spend time on the Twin Cities campus interviewing with U of M President Eric Kaler and other officials. Information about each candidate, including a curriculum vita and application letter, as well as the interview schedule will be posted on the chancellor search website at www.crk.umn.edu/chancellor-search. Faculty, staff, and students are encouraged to attend the appropriate interview sessions and to provide feedback via an online feedback survey, which will be linked from the chancellor search website. Notifications also will be sent via campus email.

Academic Affairs –

Rob Proulx, a lecturer in the Agriculture & Natural Resources Department at the U of M Crookston, will represent the Crookston campus in the University of Minnesota’s newly-launched statewide promotional campaign highlighting how the University is addressing grand challenges. Proulx is one of six U of M faculty highlighted for work on the grand challenge of “Abolishing Hunger.” The message is “I am driven to create smarter tools for farming.” His research in using detailed data analysis to find smarter ways to evaluate land and its potential for producing crops--for either food or fuel--is highlighted in a subsite for the campaign’s website at <http://driven-to-discover.umn.edu/abolish-hunger/create-smarter-tools-farming>. Additionally, a set of regional billboards will highlight that message (along I-29 near Hillsboro, N.D.; at the exit for 220th Ave. in Moorhead, Minn.; near 6076 South 42nd St., and near the exit for N. Washington St. in Grand Forks, N.D.; as well as near the intersection of Highways 10 and 75 in Moorhead). Learn more about the entire campaign at <http://driven-to-discover.umn.edu/>. Proulx worked with University Relations on the Crookston and Twin Cities campuses to develop his information for the campaign.

Student Affairs –

Student Activities, the Office of Community Engagement, and Cooperative Campus Ministry have collaborated to encourage students (and interested faculty and staff) to participate in the Social Media Challenge, a six-week activity that brings attention to social media habits and use. Each Monday a new challenge will be announced via email. Individuals can follow along on the campus digital display boards or pick-up the full schedule at the Information Desk in the Student Center. Week Two’s Challenges include no posting negative comments on social media and posting at least two positive comments per day on a friend’s social media page.

International Programs –

The 2017 International Dinner Series continues Monday, March 20, at 6 p.m. in Bede Ballroom with “South Africa: The Rainbow Nation” presented by UMC students Scott Pearce and Diane Cilengi. The menu for the

evening will include appetizer butternut soup, main dish bobotie, and dessert malva pudding. Contact Rae French for tickets at rfrench@umn.edu or 218-281-8339.

Technology Support Services –

Over the past year the University of Minnesota system has been involved in an evaluation of its centrally-supported learning management system (LMS), Moodle. While Moodle has been an effective teaching and learning platform for many years, advances in higher education technology and the LMS market, as well as the U of M's collaboration with peer universities in the Unizin consortium, have prompted an examination of how best to prepare for the future of teaching and learning for faculty and students. **On Friday, March 10, representatives from the U of M Office of Information Technology will be on the Crookston campus to discuss the future of LMS (Moodle, Canvas/Unizin) across the University system.** Two open forums are scheduled for the day (with times set so as not to conflict with sessions for chancellor candidates), one from 8:30 to 10:15 a.m. and a repeat session from 12:30 to 2 p.m. Both will be held in the Prairie Room, Sargeant Student Center. Faculty and staff are encouraged to attend whichever session works best for them. To review the background and data guiding this decision, go to <http://ulta.umn.edu/lms-evaluation-data-reports-0>.

The Next Generation Network (NGN) project, a system-wide University of Minnesota project, will upgrade all components of the University's network, wired infrastructure, and WiFi over the next three years. The NGN project team will hold several Town Hall meetings throughout February and March to officially kick off the project and present updates to the University community. Students, faculty, and staff are invited to take part in an NGN Town Hall meeting. Learn more at <https://it.umn.edu/node/65901>. **A town hall meeting to discuss the NGN project is scheduled for the Crookston campus on Monday, March 13, from 1 to 2:30 p.m. in Bede Ballroom.** Students, faculty, and staff are encouraged to attend.

University Relations –

TV commercials showcasing the current selection of majors within each of the U of M Crookston's four academic departments will air on KSTC TV (channel 45 in the Twin Cities metro area) during the Minnesota State High School League (MSHL) Girls' Basketball Tournament, March 16-18, as well as the MSHSL Boys' Basketball Tournament March 23-25. The four TV spots—one representing each academic department—will be rotated equally. The spots are available for viewing on the U of M Crookston's YouTube site: www.youtube.com/user/UofMCrookston.

Athletics –

University of Minnesota Crookston Golden Eagle men's basketball player Harrison Cleary, a freshman sport and recreation management major from Oak Creek, Wis., has been named the Northern Sun Intercollegiate Conference (NSIC) Freshman of the Year. He also earned All-NSIC Second Team honors. He is the first player since Adam Sullivan in the 2003-04 season to earn all-conference recognition. Cleary had one of the best seasons in program history for the Minnesota Crookston men's basketball program, setting school records with 640 points, 231 field goals, and 130 free throws, all surpassing records previously set by Joe Hasz, the program's all-time leading scorer and a top five all-time scorer in the NSIC. Learn more at www.goldeneaglesports.com/news/2017/2/23/mens-basketball-harrison-cleary-named-nsic-freshman-of-the-year.aspx

University of Minnesota Crookston Golden Eagle women's basketball player Alison Hughes, a sophomore early childhood education major from Janesville, Wis., has been named to the All-Northern Sun Intercollegiate Conference (NSIC) Second Team. She is a second-time honoree in her career as she was named to the All-Freshmen Team during the 2015-16 season. Hughes had a breakout season for the Golden Eagles as she is in the top five in scoring in the NSIC with 17.6 points per game. She set the record for most three-pointers in a season with 91 and is seventh all-time with 117 made free throws. At least one member of the Golden Eagle Women's Basketball Team has earned recognition by the NSIC in each of the last 10 seasons. Hughes joins Katrina (Moenkedick) Nordick, Brittani Wiese, Megan Eul, Jamie Zelinsky, Bri Zabel, Karna Plaine and Steph Mayclin as players to earn All-NSIC Second Team accolades. Learn more at www.goldeneaglesports.com/news/2017/2/23/womens-basketball-hughes-named-all-nsic-second-team.aspx.

Campus and Community

The Crookston Campus-Community Connection (C4)—working with the City of Crookston, the Crookston Chamber of Commerce and Visitors Bureau, the Crookston Student Association (CSA), and the U of M Crookston's Office of University Relations—will host a **College Town Forum on Tuesday, March 7, from 6:30 to 8 p.m. at the Crookston American Legion, 102 S Ash St., in Crookston.** All students, faculty, staff, alumni, and members of the Crookston community are invited to attend. Light refreshments will be available. The agenda for the evening will feature an overview of Crookston's new "Belong" marketing theme; a discussion of the aspirational goals of the community as well as the University of Minnesota Crookston in its current review of the campus vision statement; and a discussion of what can and should both the community and the campus offer as they work collaboratively toward a future that is mutually beneficial.

River Watch, which engages students in monitoring their local streams as part of a Red River Basin citizen science network, will host the 22nd Annual River Watch Forum on Wednesday, March 15, from 8:30 a.m. to 2:30 p.m. in Bede Ballroom, Sargeant Student Center, and other areas on campus. High school River Watch teams will present posters of their monitoring and research results and will also visit with resource professionals at concurrent sessions on a wide range of topics. The event is hosted by the International Water Institute and the Red River Watershed Management Board. Learn more at www.iwinst.org/riverwatchforum.htm.

More than 300 high school juniors from regional schools are scheduled to visit the U of M Crookston to learn about different careers from a number of local professionals during the annual Crookston Area Chamber of Commerce Career Day on Thursday, March 16. The event, sponsored by the Crookston Chamber of Commerce Education Committee and UMC, begins at 9:30 a.m. with a keynote address by local entrepreneur Dillon Fenno in Kiehle Auditorium and continues with two occupational sessions before concluding with lunch in Brown Dining Room starting at 11:30 a.m.

University of Minnesota System

On February 22, the Minnesota Legislature elected Ken Powell, CEO of General Mills, and Steve Sviggum, former Minnesota State House speaker, along with incumbents Darrin Rosha and David McMillan to the University of Minnesota Board of Regents. They will serve six-year terms on the Board, with the term beginning upon their election. Four positions of the 12-member board are elected every odd-numbered year. One regent is picked from each of the state's eight congressional districts, with four others elected at-large. Regent Sviggum represents Congressional District 2; Regent Rosha represents Congressional District 3; Regent McMillan represents Congressional District 8; and Regent Powell serves as an at-large representative.

Speaking to more than 200 students, faculty, and staff in the University of Minnesota Twin Cities' Coffman Memorial Union Theater—and many more at U of M campuses across the state—U of M President Erik Kaler gave his annual State of the University Address on Thursday, March 2, at 3:30 p.m. In addition to announcing new commitments to address concerns of immigrant and undocumented students, faculty, and staff, and to prevent sexual assault, he stressed inclusiveness, expressing the institution's support for members of the University's transgender community, and decrying recent racist and hateful incidents. Further, his remarks focused on the University's role in the State of Minnesota and its commitment to academic freedom and freedom of speech. His address is available online at <https://president.umn.edu/content/full-transcript-and-video-president-kalers-state-university-address> .

University of Minnesota President Eric Kaler and other University leaders and stakeholders recently presented the University's 2018-2019 biennial budget request to members of the State Legislature and emphasized the University's role in advancing the economic and social vitality of Minnesota. **The University's legislative request promotes three key initiatives to benefit all five campuses in the U of M system: student success, translating research for the state's common good, and affordability for Minnesota's students and families.** In total, the University's request includes \$147.2 million in funding. Learn more at <http://government-relations.umn.edu>.

The U.S. White House recently withdrew guidelines protecting transgender rights in America's public schools and college campuses. **President Kaler has issued a statement emphasizing that the U of M stands by its values of equity and inclusion and the rights of transgender and gender-nonconforming members of the U of M system community to learn, teach, and work without any form of harassment and discrimination.** The University's support for these rights will not change. [Read the statement.](https://president.umn.edu/content/u%E2%80%99s-support-transgender-rights-will-not-waver-president-kalers-message-university-community)
<https://president.umn.edu/content/u%E2%80%99s-support-transgender-rights-will-not-waver-president-kalers-message-university-community>

Accolades

The University of Minnesota Crookston has been ranked among the “Most Affordable Colleges for Incoming Freshman with Financial Need” by the Student Loan Report, an online resource providing information about the student loan industry. The data used to compile the rankings came from Peterson's Financial Aid Data and focused on the percentage of students with financial need and the average amount given to students with financial need. The Student Loan Report analyzed over 1,000 colleges and universities and narrowed the report down to the top 250 that offered the most need-based scholarships and grants to incoming freshman. The U of M Crookston came in at number 59 nationally, and is among only a handful of colleges on the list from the Upper Midwest. See the full list at <https://studentloans.net/affordable-colleges-incoming-freshman-financial-need>.

Student Stories

Business students at the University of Minnesota Crookston worked to compete in the Harvard Global Case Competition. The Golden Eagle Team, made up of five students including one online student, was the only team from the University of Minnesota system and competed against more than 125 teams from other outstanding universities around the world. While UMC's team did not make the list of ten finalists, the competition organizing committee said in their notification email that all the participating teams, without exception, showed a wealth of experience, creativity, financial literacy, and strategic management decision

making skills. In any case, the team will attend the main event at Harvard in early April, which should be a very good networking and learning experience for them all. Learn more at www.crk.umn.edu/news/harvard-global-case-competition.

This spring, sophomore honors student Zach Greenberg has an opportunity to speak at a conference about something he loves—sports. The sport and recreation management major will present at the International Association for Communication and Sport's summit conference, held March 30 through April 2 in Phoenix, Ariz. Greenberg will present with Assistant Professor Danielle Johannesen along with professors from Duquesne University and University of Wisconsin Stout on famous sports venues. Greenberg's research and presentation are focused on the U.S. Bank Stadium and will expand on research from a recent book, *Iconic Sports Venues: Persuasion in Public Spaces*, published by co-editors Johannesen and Professor Mark Huglen. Learn more at www.crk.umn.edu/news/zach-greenberg.

Ben Koisti's favorite place to visit is Disney World because he believes dreams really do come true. At a young age of two years old, he was given his first set of golf clubs by his parents. Since then, golf has become second nature to Koisti even landing him a spot on the University of Minnesota Crookston Men's Golf team. Koisti has a passion for golf but even a bigger passion for education. The sophomore from Lake Norden, South Dakota, majors in golf and turf management with big dreams. Learn more at www.crk.umn.edu/news/golden-eagle-golfer-ben-koisti.

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