

Strategic Planning & Budget Committee
January 28, 2022
1:00-2:30pm via Zoom
Approved 2.18.2022

Attendees: Abel Knochel, Amy Hietapelto, Curt Albertson, Charlene Aaseng, Greg Sather, Joel Sanderson, Jeremy Youde, Ken Gilbertson, Chancellor Black, Lisa Erwin, Mary Keenan, Matthew Rosendahl, Patrick Schoff, Parker Schultz, Sue Bosell, Scott Laderman, Neil Wilmot, Jennifer Mencl, Chuck Bosell, Xuan Li
Excused: Braden Nissen

Matt Rosendahl, Chair, called the meeting to order at 1:00pm. The meeting minutes of December 15, 2021, and the agenda were approved as presented.

For Discussion/Action

[Strategic Enrollment Plan 2022-2026](#) – Mary Keenan, AVC Enrollment Management
Mary provided highlights of the enrollment plan and shared that the SP&B members can assist with one of the six strategies stated - *develop accountability structures supporting implementation of the SEM Plan, achievement of enrollment goals, and ongoing monitoring of student satisfaction* - by ensuring accountability with the plan review process.

Items of discussion included asking about the efforts of attracting international students to higher education at UMN. Amy indicated the system is looking at improving the recruitment of students with several initiatives in process that could have a significant positive impact. There still are geopolitical considerations, especially over the last few years, along with the pandemic that have adversely impacted international student enrollment, especially from places such as China. Lisa Erwin shared that the visa process is also an issue because admitted enrolled students could not get an appointment in the embassy in their home country. Jeremy shared that UMD has been hurt in recent years when the Twin Cities opened their wait list and students who would have otherwise come to UMD chose to attend the Twin Cities campus. On a system level what conversations are happening with strategic enrollment management? Mary explained that initiatives are ongoing and have been for the past few years; an example is the Share My App program which occurs when a student applies to the Twin Cities, they can share their application materials with other UMN campuses without having to pay additional fees. A system-wide recruitment campaign (enrollment funnel campaign) includes communication that there are five campuses within the University of Minnesota and they're each distinct and unique. One strategy being explored is when the Twin Cities denies a student to automatically admit that student to one or more of the other UMN campuses. Mary shared that the Twin Cities also has more donor scholarships per student, and we can't compete with the discounting. The Promise Plus Plan covers tuition for any student from a household of less than \$50,000; however, what it doesn't cover is their fees and room and board and any extra expenses. When asked how Mary envisions the role of faculty in strategic enrollment management, she shared that a dashboard will be shared with faculty that will allow them to drill down on data to their program level so they can better understand what percentage of

their students are having that high impact practice in their first year, which is a very critical year. In addition, one of the best predictors of retention for the second year is the first term grade point average (GPA) and credits completed. In the upcoming week, student satisfaction inventory will be launched so we will have those results that assess the entire experience so there will be more opportunities for conversations based on student feedback. Lisa Erwin shared the President's Mental Health Initiative will have a work group about faculty and for faculty to talk about and explore and possible practices that faculty could implement in their instruction and in grading and exams and other sorts of things that would contribute to the positive.

Matt Rosendahl made a motion that SP&B will serve as the oversight governance group of the Strategic Enrollment Plan 2022-2026. Seconded by Jeremy Youde and passed.

FY23 Budget Instructions – Sue Bosell, Interim VCFO Finance and Operations

Sue shared UMD currently has about a \$3.5m tuition shortfall this fiscal year which will carry forward based on continuing student numbers, and as Mary mentioned in her report, we need about 570 students to make up the structural deficit. For FY23, we have system mandated compensation and fringe increases that depending on UMN Board of Regents approval may be upwards of \$7.2m. The compact instructions include a very modest proposed increase for UMD tuition of about 1.75%. The system O&M reallocation target that we need to meet is \$2.25m.

The Chancellor shared the committee can assist leadership by providing input on the primary objectives listed on page 8 of the [FY23 Budget Instructions: Academic Units](#) that are to be included in the compact and any other non-salary reductions that could be proposed to the campus by emailing chan@d.umn.edu. In addition, include any suggestions about discretionary spending that could help us reach the \$2.45m target.

Adjourn 2:30PM
Wendy J. Larrivy