UNIVERSITY OF MICHIGAN-FLINT

Council of Deans Meeting
Thursday, March 10, 2011
2:00 p.m. – Shiawassee Room

~ Minutes ~

Members Present: Mary Jo Finney, Donna Fry, Vahid Lotfi, and D. J. Trela

Gerard called the meeting to order at 2:00 p.m.

Approval of Minutes ► The deans approved the minutes of February 24, 2011, with no additions or corrections.

Enrollment Management Task Force ► Discussion regarding the Enrollment Management Task Force focused on the purpose and membership of the task force. The purpose will be to create an enrollment plan of multiple years for individual units.

Vahid provided a handout of over twenty potential areas in the university where members of the Task Force could be asked to serve. He hoped the list would be a starting point for a conversation regarding membership. After some discussion it was thought the Task Force should consist of about seven members, branching out to others when their expertise was needed.

Discussion ensued regarding areas of recruitment such as identifying clusters of programs to which we might want to recruit; targeting specific high schools or locations where there is talent or interest in a certain program; and, focusing on out-of-state students. Gerard pointed out that over 50% of our students are transfer students.

Currently the university plan is to have an enrollment growth of 4% over the next few years. That percentage is an increase of approximately 300 students per year. Enrollment research or marketing analysis is needed to identify areas that are untapped. By focusing on new programs, recruiting to existing ones, and being more aggressive outside the local area, we should be more successful.

Strategic Plan – Priorities ► Brief discussion took place regarding the Strategic Plan.

The meeting adjourned at 3:55 p.m.