The University of Michigan - Flint
Chancellor's Advisory Committee for Budget & Strategic Planning

February 3, 2012
Minutes

Present: Ruth Person, Gerard Voland, Dave Bartholmes, Stephen Turner, Susan Gano-Phillips, Clement Chen, Jeannette Stein, Aviva Dorfman

Absent: Linda Knecht, Annie Szuch, Sharman Siebenthal-Adams

Guests: Steve Bernstein

The minutes of the CAC/BSP meeting of January 13, 2012 were reviewed. Susan Gano-Phillips motioned they be accepted, seconded by Clement Chen.

Items of Discussion

➢ Strategic Plan Implementation

Steve Bernstein was present in his capacity as Chairperson of the Strategic Planning Communication Committee group. Steve will act as a liason between the CAC/BSP committee and SPCC. A short discussion ensued regarding how best to convey progress on the identified initiatives and how often to report back to CAC/BSP. The development of a webpage was discussed and it was agreed this would be the most effective means of communicating progress. In addition, it was agreed that Steve will provide a report on an annual and/or bi-annual basis.

Steve expressed his concern about conveying challenges and obstacles with regard to specific initiatives (e.g. enrollment targets). This is a topic of great concern to the entire campus and an issue that has many different components. Many of the identified initiatives in the strategic plan will require thoughtful discussions, identifying strategies and a thorough review of current processes by the implementation group.

➢ Enrollment Management

The Winter 2012 Enrollment Comparison report produced by the Registrar's Office and the Winter 2012 Graduate Enrollment Report were distributed and a lengthy discussion ensued.
G. Voland indicated that the campus **must** begin to take a serious look at enrollment growth projections. The deans of the various schools and college have been asked to submit their assumptions and G. Voland will be meeting with them in the near future. G. Voland advised the group that unbeknownst to anyone (including the chancellor, provost, etc.), the former director of admissions instituted a change in admission standards for the campus that significantly impacted our enrollment. This matter has now been addressed, but it will take some time to see the results of this change. In the meantime, the need to have an honest conversation about the decline in our enrollment is crucial to future planning. SOM and SHPS have already begun this process and SEHS is revamping their program structure so the numbers may be somewhat skewed and the ability to forecast becomes somewhat problematic. CAS needs to begin this process as well and in addition, must take a serious look at program offerings.

**CAS** is the largest “feeder” and there is a need to engage the faculty with regard to collaborative efforts related to enrollment growth. S. Gano-Phillips and S. Turner both expressed their thoughts that the college (and faculty) need to become innovative and creative in developing courses that lead to student success (e.g. employment). If the campus truly believes we are unique, then every program we offer needs to have a uniqueness that affords our students the opportunity to become gainfully employed.

A discussion ensued regarding how to develop new initiatives and courses when faculty are already stretched in addressing administrative matters in addition to their time in the classroom.

S. Turner suggested that perhaps Fawn Skarsten might offer assistance in reviewing enrollment data the campus already has and/or in identifying other data that might be useful as we look to develop new program offerings and courses. It was agreed that S. Turner will contact Fawn with regard to her attendance at a future CAC/BSP meeting.

**Announcements**

- **Chancellor Person** discussed the new federal mandate that the campus establish an Office of Institutional Equity (Title IX). The job description has now been developed in collaboration with Flint and Ann Arbor HR (and their office of Institutional Equity) and the position will be posted soon. It was stressed that this was not an option but a mandate.
The CAC/BSP retreat will be held March 9th at Ross House ~ breakfast will be available at 8:15 with the meeting to commence at 9:00 and ending at noon. The deans and Chris Waters will be invited to attend.