

11-8-2013

## **Direction Package Advisory Board Agenda - Meeting #1**

Direction Package Advisory Board

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## Plan for Direction Package 2 (DP2) Kick off Meeting

11/8/13 9am – 1:00 pm

Brooks Student Center, Gorham

Two outcomes for this first meeting:

- Greetings and group organization
- Refine draft documents into a cohesive process for this advisory group to utilize

### 1. Kickoff (1/2 hour)

- a. Co-sponsor greeting (Theo and Jerry)
- b. President Justin Alford
- c. Theo's introductory remarks
- d. Jerry's introductory remarks
- e. Introduce Dave as the facilitator

### 2. Proposed process

- a. Set up and logistics
  - i. Suggested meeting times (handout – schedule)
  - ii. Review and clarify the charge to the group – highlight the outcomes
  - iii. Articulate the constraints
  - iv. Roles
    1. Co-sponsors
    2. Facilitator
    3. Inner and outer rings
    4. Recommendations and decision-making (preference and backup)
  - v. Nature of our meetings (how we plan to conduct ourselves)
    1. Attendance and sending reps for times you can't make it
    2. Minutes
    3. Ground rules discussion
      - a. Balance of openness and creating an safe environment to share ideas on tough topics – reasons and implied consent
      - b. Only one person talking and no vocal side bars
      - c. Treat each other with respect
      - d. Fuss and discuss encouraged
      - e. Steering our process
      - f. Electronic communications during meetings
4. Snow dates
5. Three phases (educate, analyze, recommendations)

- b. Education phase – already have had requests for the following presentations / interactions  
– *note: no order implied*
- i. 5-year financial planning projection
  - ii. Current enrollment data
  - iii. What are the general value equations for students and student-influencers?
    1. Market segments
    2. What we know about why students chose UM, or chose others (exit interviews, non-acceptance interviews, studies, etc)
    3. Retention studies
    4. Competitor analysis
  - iv. Framing system-wide expectations – Chancellor Page, VCs Wyke and Hunter?
  - v. Expectations from the regional community and Boards
  - vi. Summary of three groups from summer pilot
  - vii. Other process best practices for this type of group (how did they do it and what were results)
  - viii. Website (Sharoo)
    1. How to access
    2. What material is out there (handout – listing)
    3. Expectations of use – owning the data (browse, summarize, present, discuss)
- c. What other materials / data / presentations do we need?
- i. Group brainstorm
  - ii. Add to respective lists
- d. If time, start discussion of components of creating a competitive advantage – Dave
- e. Closing comments / thoughts to inform the next meeting (all – 15 min)
- f. Chancellor remarks (Jim Page will join for last 1/4 to 1/2 hour – your comments and his)