

11-8-2013

Direction Package Advisory Board Agenda - Meeting # 1

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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 ½ hour – your comments and his)