

11-22-2013

## **Direction Package Advisory Board Agenda - Meeting #3**

Direction Package Advisory Board

Follow this and additional works at: [https://digitalcommons.usm.maine.edu/direction\\_package](https://digitalcommons.usm.maine.edu/direction_package)

---

### **Recommended Citation**

Direction Package Advisory Board, "Direction Package Advisory Board Agenda - Meeting #3" (2013).  
*Direction Package*. 13.  
[https://digitalcommons.usm.maine.edu/direction\\_package/13](https://digitalcommons.usm.maine.edu/direction_package/13)

This Article is brought to you for free and open access by the Institutional Memory at USM Digital Commons. It has been accepted for inclusion in Direction Package by an authorized administrator of USM Digital Commons. For more information, please contact [jessica.c.hovey@maine.edu](mailto:jessica.c.hovey@maine.edu).

## Plan for Direction Package 2 (DP2) Meeting -#3

11/22/13 12 noon – 4:00 pm

1. Brief comments (20)
  - a. Theo
  - b. Jerry
2. Finalize process
  - a. Education phase – review with DPAG the following requests we have collected for 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. Multi-year financial analysis (other universities) and BOT/System response
    - vi. Expectations from the regional community and Boards
    - vii. Summary of three groups from summer pilot
    - viii. Other process best practices for this type of group (how did they do it and what were results)
  - b. What other materials / data /presentations do we need?
    - i. Group brainstorm
    - ii. Add to respective lists
3. Setting up subgroups or resources to address the educational materials requested
4. Discussion of components of creating a competitive advantage – Dave
5. Closing comments / thoughts to inform the next meeting (all – 15 min)