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 Alfond
   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)