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Direction Package Advisory Board Agenda - Meeting #3

Direction Package Advisory Board

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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)