

# Executive Council Minutes

## October 12, 2020

**Present: Dr. Peggy Doss, Alex Becker, Dr. Moses Goldmon, Crystal Halley, Linda Rushing, Bob Ware, Jeff Weaver, Dan Boice, Christy Pace**

### 1. Strategic Planning Task Force Update – Mr. Boice

A steering committee has been formed to oversee the development process of the strategic plan. An environmental scan will be completed to look at external challenges. The Executive Council was asked to identify internal strengths and weakness. Responses included:

Weakness – facilities, thin bench, budgetary restraints, lack of community amenities, “we’ve always done it this way”, diversity, risk averse, fear of change, infrastructure (IT), lack of academic programs, identity.

Strengths – dedicated staff/faculty, community support, UAM alumni, facilities, size (student/faculty ratio), open admissions, colleges of technology.

### 2. Update on Focus Group – Bob Ware

The UAM task force committee for racial equity, diversity and inclusion has met twice. Assignments have been given to committee members with focus on what is happening on UAM’s campuses. A recommendation will be given based on data and facts, instead of opinion.

### 3. Update on Task Force – Dr. Goldmon

The UA System task force on racial equity meets monthly. Data is being reviewed and ways are being looked at to keep information confidential.

### 4. University Growth: Thinking Creatively and Futuristically – Dr. Doss

- Recruitment and Enrollment Management Techniques for Today’s Students: Steps being taken for spring 2021 and fall 2021 were discussed, including: establishing where students are in the financial aid process and taking action now, reviewing lists of students who are eligible/not eligible to register for the spring, beginning pre-registration early, calling students who registered but did not attend in the fall, hiring student workers.
- Virtual/Digital Recruitment and Retention: The ways that UAM currently recruits virtually was discussed, as well as other possible avenues that might be useful such as Netflix, Youtube, Tik Tok, etc. Input from local current high school students could be beneficial.
- Retention:
  - This is the second fall semester to have Career Pathways in place. Students are developing good relationships with academic advising.
  - College of Technology courses held on the Monticello campus and vice versa are important for retaining students.

- There are many students who are in need, and not just academically, but mentally, physically and financially.

5. Partnership/Program/Grant Innovation Leader – Dr. Doss

Ideas are being considered for the restructuring of an existing position or release time for a partnership/program/grant innovation leader.

6. Scholarship Recommendation Request – Dr. Doss

A request has been made to add the following scholarship awards:

- 12 additional transfer scholarships awarded to students transferring from a four-year campus who have at least a 3.00 gpa and 36 hours or more - \$2000/term
- 12 additional transfer scholarships awarded to students transferring from a four-year campus who have at least a 3.00 gpa and 24 hours or more - \$1000/term

The Executive Council approved this request.