PARTICIPANTS

Members Present:
Craig Roloff  Jeanne Wagner  Warren Jones  Shelley McKamey
Carl Fox  Robert Marley  Bruce Morton  Susan Agre-Kippenhan
Doralyn Rossmann  Cole Arthun  Allen Yarnell  Jim Rimpau
Richard Semenik  Larry Baker  George Tuthill  Rolf Groseth

Members Absent:
Sue Leigland  David Dooley  Tom McCoy  Connie Talbott
Jeff Jacobsen  Elizabeth Nichols  Shannon Taylor

Others present:
Bruce Raymond  Gretchen McNeeley  John Sherwood  Kathy Attebury
Joseph Fedock  Greg Young  Ronda Russell  Linda Hyman
Jeff Adams  Doug Steele  Clyde Carroll  Chris Fastnow
Terry Leist

• Royall Program
  ➢ Current cost: approximately $700,000
    - Covered by Auxiliaries and previous commitment from UPBAC
  ➢ Review of current Royall programs
    - Royall provides prospects, does not “recruit” students for MSU
  ➢ Three suggested enhancements outlined in handout
    - Total cost: $67,737
    - Cost of additional possibilities: $193,930
    - All proposals would require base adjustments
  ➢ Discussion of recruitment strategies
    - 24% of non-resident incoming class comes from Royall prospects
    - Invest in non-resident scholarships rather than Royall?
    - Recruit more traditional freshman rather than transfers?
      - Reduced cost to educate at lower division
      - Transfer applications down 30%
    - Allen Yarnell: eliminate request #3 ($21,237); limit request to #1 and #2 ($46,500)
    - Need to make investment for future returns
      - Additional possible enhancements of $193,930
      - Delay in investment return until prospective students actually enroll
    - Allen Yarnell: Student Affairs will absorb $46,500 for items #1and #2; UPBAC to fund other enhancements of $193,930
    - Russell, Attebury, Leist to develop budget analysis for investment return over 5 years
      - Report to UPBAC at April 3 meeting

• Retention Awards
  ➢ Greg Young outlined award process
    - Provost has committed $100,000 to this effort
- Anticipate that other Vice Presidents will also contribute
- Eligible students:
  - Resident and non-resident undergraduate students
  - Graduate students

Discussion of how to effectively manage this program

- Communication is critical
- How to identify targeted students?
- Greg Young to coordinate this effort across campus

• Recruitment and Retention Strategies
  ➢ Need to move forward with strategies
  ➢ Success of budget plan dependent on these initiatives