

.....UNIVERSITY PLANNING BUDGET AND ANALYSIS COMMITTEE
(UPBAC)
March 20, 2007

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 #1 and #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
- .

- 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

Discussion of
how to
effectively
manage this
program