I. Call to Order
The meeting was called to order by Chair Terry Leist, VP for Administration & Finance.

II. Approval of Minutes
The November 26, 2019 minutes were approved.

III. University Information/Announcements
None

IV. Assessment Presentations
   a. Admissions Recruitment Cost Increase (Ronda Russell)
   Ronda Russell presented the current challenges and trends of college recruitment. Two million fewer students are now enrolled in college/university nationally than ten years ago. Yields have decreased across the country (percent of students who attend compared to the number who applied), which likely reflects increased competition. Due to increasing competition, many colleges/universities are taking drastic measure to generate prospective students and applicants. It has become very common for schools today to waive all application fees and to send t-shirts/sweatshirts/trinkets to pretty much any prospect who asks for it. In the current market, prospective students (and their parents) seem to tend to prefer deeper discounts over lower tuition prices. For example, a $20,000 discount off a $40,000 tuition fee is regarded more highly than a $15,000 discount off a $35,000 tuition fee, even though the net cost to the student is the same in each case.

   Historically, MSU began partnering with a lead generation agency twenty years before it became standard practice, which has helped MSU maintain recruitment numbers. The cost of recruitment is small compared to the revenue generated from out of state tuition revenue. The FY20 allocation for recruitment is just under $3M. Funds are used to pay Education Advisory Board (EAB/Royall), print and send materials, travel expenses, subscriptions, postage, etc. Orientation revenue contributes around $200,000 toward recruitment costs. Additional funds are needed due to inflation.

V. Action Items
a. **International Student Recruitment**
   i. **Discussion:** International student recruitment was not successful using EAB (Education Advisory Board). The committee would like to request either a refund or more names. There may have been a misunderstanding around the definition of “prospects”. This will be discussed with President Cruzado during the budgeting process. Members want to invest in recruiting efforts for the Office of International Programs (OIP), but they would prefer a different recruitment plan. Funds will remain earmarked for OIP recruitment, and OIP will need to submit a new proposal.
   ii. **Motion:** Discontinue funding for EAB contract for international student recruitment.
   iii. **Vote:** Motion passed (8 ayes, 1 abstention).

b. **Meritorious Graduate Student Recruitment**
   i. **Discussion:** MSU has talked about investing in the recruitment of meritorious graduate students, but not much has been invested to date. The acceptance rate of meritorious graduate students fluctuates. This vote is to provide the $45,000 in base funding for recruitment of meritorious graduate students.
   ii. **Motion:** Continue funding for Meritorious Grad Student Recruitment.
   iii. **Vote:** Motion passed unanimously.

c. **Admissions Recruitment Cost Increase**
   Motion to suspend guidelines was made, seconded, and unanimously passed (Standard Operating Guidelines were suspended to allow the vote on the same day as the assessment presentation).
   i. **Discussion:** Admissions requested and received a total increase of $235k for FY17 and $358,795 for FY19 to their allocation for recruitment funding.
   ii. **Motion:** Recommendation to continue current level of funding, which includes the FY17 and FY19 increases.
   iii. **Vote:** Motion passed (8 ayes, 1 abstention).

VI. **Public Comment/Member Feedback**
   a. Terry thanked Lisa Hespen for past administrative support. Leslie Schroeder will support Budget Council going forward.

Meeting was adjourned at 4:46 p.m.

**Next Meeting:** February 25, 2020 at 3:30 p.m. in PCR

**ACTION ITEMS:**
- Review Minutes
- Training: Fiscal Shared Services will discuss investments, and University Information Technology will discuss their “Team of Team” models.