Cabinet Meeting Agenda

Wednesday, October 24, 2018 | 9:00-10:00 a.m. | UH 004

• UM Minute
  o The “Teach In” was very successful and an excellent opportunity to gather faculty from across the disciplines and students at all levels.
  o The ATG acquisition by Cognizant promises new opportunities, and the celebration of 100th UM grad hire from across college was a big success.

• Minutes Approval – Unanimously approved

• Priority for Action #3: Embody the Principle of Mission First, People Always (Rosi Keller and Luke Alford)

  Current work underway
  o The group is starting to look at potential measures
    ▪ Turn-over rates
    ▪ Workforce make up
    ▪ Goal setting reviews
    ▪ Employee satisfaction
    ▪ Professional development
  o The group still needs to meet with Bryce and Dawn to develop a more fine-grained look at the measures and what is feasible.

Cultural Change
  o What are the measures that will drive behavior to develop a supportive culture and infrastructure?
  o Architecture around performance evaluation system – we need to train supervisors on how to give (and receive) these. How can we use performance evaluations as a way to provide clarity and alignment, to identify areas for development, and how can we do so in a supportive rather than punitive way?
• **Priority for Action #4: Partner with Place**  
  (Scott Whittenburg)
  - **Current work underway**
    - **Innovation Faculty** – three key partners:  BLP, BIG, Art
      - Will showcase the importance of innovation, entrepreneurship, and design and how it sits at the heart of UM
      - Will be a gathering space for faculty, staff, students, community
      - Will be just a prototype of what could become a much bigger initiative
    - **Asks of Cognizant** – how they can partner with the university?
    - **Meetings with the City on ideas for potential site on/near Missoula College**
    - **Accelerate Montana** – 1,000 clients
    - **Project CEDAR** – better track partner with place work on campus
    - **BIG** – co-creation with communications, working with over 200,000 people annually through innovateUM, SpectrUM, SciNation, EmPower Place, the Link – public library space
    - **AmeriCorps**

  - **Areas of Need**
    - More deliberate sharing of “current efforts” with the broader community – UM is the center of gravity for innovation, entrepreneurship
    - **Additional FTE to support Partner with Place**
    - **A physical space as a main portal for the community**

  - **Huge City appetite right now for join planning, initiatives, and positions**

• **Priority for Action #5: Proudly Tell the UM Story**  
  (Cathy Cole, Paula Short, Cindy Williams)
  - **Current work underway: UMF**
    - **Raising money for marketing and enrollment efforts** – already at $50,000
    - **Campaign Montana** – call to action – $341M already pledged
      - **Focused on priorities for action**
      - **Targeted communications and good news**

  - **Key communications: UMF**
    - **Student volunteering with soft landing -- video**
    - **Family weekend brunch** – opening video
    - **Blackfoot brunch w/a new video showcasing students**
    - **Campaign Montana webpage**
    - **Storytelling of impact, e.g. in Montanan**

  - **Current work underway: Paula**
    - **Since October 1 = 38 news releases** (most quality and rank releases)
    - **Looking to increase video production**
    - **UM Today** – Not for students. For employees.
    - **Outcomes videos**, e.g. video profiles of the students
    - **Nov. 8 National First Generation Student Day**
    - **#GrizBack**
- Current work underway: Cathy
  - Four recruiters covering whole of US – every single state
  - One recruiter just returned from China and Vietnam
  - KPAX and sister stations with media ads and spots to compliment the recruitment efforts – will begin just after the new year (raised $)
  - New marketing guideline publication to all of campus – to get us all singing from the new songbook – tools available to departments and offices
  - Call Center – November 1 ready – still determining how to staff it (15-20 student staff and one full-time staff member)
    - Individual departments can come in and use the equipment!
    - Ability to do 1,500 between 3:00 and 8:00 pm
  - Rewriting all financial aid and admissions communications, as well as the View Book to better aim toward 16 and 17 year olds
  - New social media sites with a recruitment bent – 1,000% increase of engagement weekly
  - UM To You – will visit with Seth all 8 of the local schools
  - IT team → will work with Renea’s shop to revamp the website
    - 90% of students come to the website first

- Public Comment
  - A member of the public asked how we can ensure that we respond to records requests more quickly. We are working on a number of public records requests that require sifting through a large volume of content to ensure we appropriately redact information that by law we cannot share publicly.