Cabinet Meeting Minutes

Wednesday, March 13, 2019 | 9:00-10:00 a.m. | UH 004

Attendees

Seth Bodnar, Alex Butler, Cathy Cole, Lucy France, Jon Harbor, Paul Haber, Paul Lasiter, Renae Scott, Matthew Semanoff, Sarah Swager, Kelly Webster, Jessica Weltman, Scott Whittenburg, Cindy Williams

UM Minute

- On Tuesday, March 12, a group of great Native faculty, staff and students volunteered to make calls to 240 admitted native students.
- President Bodnar continues to visit academic departments. Many are sharing the good work they are doing to help with recruitment.

Minutes Approval

Approved

Priority for Action #3 (Kelly Webster, Jessica Weltman)

Broad Efforts through Self-Assessment and Data Gathering

- Balcony-level review: March 18-20 comprehensive external review of diversity, equity, inclusion, and safety efforts; will include 80+ UM participants and provide a view of our strengths and areas of immediate need
- Student Climate Survey: Longitudinal data currently being analyzed (last survey was in 2015 and will provide our baseline); significant increase in percentage of population participating; will provide some clarity on potential points of intervention/action
- Developing an annual employee experience survey and performing an inventory of what has been collected

Discrete Actions

- Sexual Assault Awareness Week: OneStudent trainings and educational sessions
- Clery Team: Have identified areas for improvement; making changes to rhythm of work
- Women’s empowerment initiative: Year-long jumpstart effort to showcase existing work, catalyze new connections and opportunities, fundraise; will lead up to the centennial celebration of 19th amendment
• President’s Native American Advisory Council: AIMA Campus Plan completed, inventory of existing efforts completed and development of website started, tribal college and high school outreach role drafted, admitted Native student outreach effort
• Creating an “Employee Dashboard” (Data Office)
• Launched the Great Colleges to Work for Survey. Encourage participation
• The CelebrateU event will include not only trainings and professional development opportunities but also a chance for supervisors to actively express appreciation for their employees.

Priority for Action #4 (Scott Whittenburg)
• Work on building out our internship connections and infrastructure continues.
• InnovateUM will take place on April 16. The tentative schedule includes:
  o Remarks by President Bodnar, Mayor Engen, and Grant Kier (MEP)
  o An array of speakers focused on local collaborations taking innovative approaches to solving problems and embracing opportunities
  o A focus on “Opportunity Zones,” hosted by the Economic Innovation Group
  o Breakout sessions that will focus on existing and new opportunities for innovative collaboration

Priority for Action #5 (Cathy Cole, Cindy Williams)
UM Foundation
• We are at $44.5 million toward $60 million goal
  o We anticipate meeting our goals
  o The number of participating donors is lagging by about 10%; In response, the UMF is investigating donor acquisition and retention
  o Most of our donors are giving gifts of $250 or less
• The UMF continues its storytelling efforts
  o The latest Montanan issue is devoted to Campaign Montana
  o The UMF continues to develop video stories about our students; Some videos will be used for television campaigns
  o The Nike event was a success
  o The President’s Club Newsletter has been sent, with video
• The UMF will be in Seattle with the Board this April for the biannual meeting
  o They will host a gathering with alumni donors – expect 200-300 donors
• The UMF is coordinating with Athletics and President’s Office for the GSA spring tour

Recruitment
• We are getting ready to roll out new pieces with our “new” brand – Cathy will give a preview
  o This will come with new messaging and a new style guide
• We are redesigning the website to better function as a recruitment tool
• We now have data on best-fit students and on market targets and are adjusting to align with areas of potential growth (with social media and physical presence)
• The tuition elasticity study is finished
• We now own the Doubletree signs
• We are close to signing a contract with a company that matches 1.4 eligible high school students in country to UM (100% of those in Montana); This will provide us with channel to communicate and target those students.
• More than 1,000 students have accepted scholarships; this is good indication that they may come; 400 students are confirmed for fall

Public Comment