

University of Central Missouri
Board of Governors
Work Session with the Alumni Foundation Board of Directors
October 24, 2024

The University of Central Missouri (UCM) Board of Governors convened in a Work Session with the UCM Alumni Foundation Board of Directors on October 24, 2024, at 2:33 p.m. in Lovinger 2600 on UCM's main campus in Warrensburg, Missouri. Board of Governors participating in the meeting were Board President John Collier; Governors Stephen Abney, Phyllis Chase, Mary Dandurand, Stu Rogers, Gus Wetzel II, and Ken Weymuth; and Student Governor Hadley Oden. Alumni Foundation Board of Directors participating in the meeting were Board President Leslie Krasner and Directors Tracy Beebe Palmer, Doug Bennett, Cory Bittner, Craig Coen, Phyllis Collins, Barry Davis, Carol Dobies, Chip Gentry, Brett Ginn, Michael Harding, Mike Hough, Phyllis Huang, Homer Kay, Ken Kempker, Steve Lacey, Pat Lancaster, Patricia Leicht, Brock Lewark, Scott Loveland, Maryl Lin McKean, Joe Neuerburg, Rob Park, Jim Pollard, Dane Power, Steve Ritter, Aaron Slater, David Turner, Tim Van Zandt, and Kristi Westhead. Alumni Foundation Board of Directors participating in the meeting virtually were Rick Bennet, Rob Ruth, and Marc Tuttle. Additionally, the following were present for the meeting Dr. Roger Best, University President; Ms. Courtney Goddard, Vice President of University Advancement and Executive Director of the UCM Alumni Foundation; Dr. Jackie Jackson, Associate Vice President of University Advancement; Ms. Peggy Shaul, Director of Foundation Financial Operations; Ms. Shelly Bachus, Assistant Secretary to the Alumni Foundation Board of Directors; Ms. Kristen Plummer, Assistant Secretary to the Board of Governors; and Dr. Chad Jolly, Gonser Gerber.

UCM Comprehensive Campaign Presentation - Agenda Item No. 1

Ms. Goddard introduced Dr. Jolly, who presented on the UCM Comprehensive Campaign and discussed how boards can effectively help in the campaign (Attachment 1). Dr. Jolly stated campaigns are a great tool in higher education to move an institution forward more quickly than it might have otherwise been able to and provided an overview of advancement work and campaigning. Dr. Jolly explained the concept of Leading from the Center, where the boards see themselves in the middle of the campaign, and provided suggestions for how to best support the campaign through the role of a board member and how to engage personally. Dr. Jolly opened the floor for questions following his prepared remarks. In response to a question about how the campaign compares to other regional institutions, Dr. Jolly stated that UCM's campaign is very well thought out, respectable, and aggressive. Dr. Jolly further defined quiet leadership to be the behavior of a board member in front of others that demonstrates their affinity and commitment to the university. In response to another question, Dr. Jolly explained the benefits of including a reach back in a comprehensive higher education campaign noting it gives the campaign a rolling start and does not exclude gifts that may have been received just before the beginning of the campaign. A campaign volunteer interest inventory was distributed to attendees for their consideration in completing.

Note: Following Dr. Jolly's presentation, the Boards took a break at 3:10 p.m., and Dr. Chase departed. The meeting resumed at 3:25 p.m.

University Update - Agenda Item No. 2

President Best provided an update on the seven priorities from the 2023-24 academic year (Attachment 2) highlighting the successful reaccreditation of the university through the Higher Learning Commission (HLC) with no findings or monitoring items, noting that only 4-5% of colleges achieve this. The university also launched a new marketing campaign, “Redefining What’s Possible,” and he shared examples of the new campaign assets. President Best reported that overall enrollment for the Fall 2024 semester was up .5% for a total of 12,857 students and provided an overview of the undergraduate and graduate headcount. President Best reported the total undergraduate enrollment was up by 5.3%, sharing that this resulted from increases in retention for first-time full-time students, transfer students, and new undergraduate international students. He reported that new first-time full-time enrollment was down by 2.8%, or 30 students, and explained that issues with the FAFSA likely contributed to this decrease. He also stated the decline in international graduate students was expected and accounted for in budget forecasts for the academic year. President Best shared an overview of the 2024-25 academic year priorities.

Following his prepared remarks, President Best opened the floor for questions and clarified the enrollment numbers included students at the Warrensburg and Lee’s Summit campuses but not those participating in workforce development programs. Approximately 2,400 students currently live on campus in Warrensburg in either campus apartments, which are at 99% capacity, or residence halls, which are at 82% capacity. In response to a question about whether the university tracks where international students go after graduating, President Best stated that under work visa requirements, the university must track students for the first few years. While he did not have specific data available, he did note that UCM is one of the top ten institutions nationally whose international students attain permanent residency in the United States following graduation.

In response to a question about the enrollment cliff, President Best shared the university has been watching this closely for several years, and with Board of Governors approval, the university began putting a lot of focus on growing graduate enrollment, which has led from a shift in a percentage of student makeup from 80% undergraduate/20% graduate in 2019 to 60% undergraduate/40% graduate currently. Other strategies the university has focused on are capturing the market share of undergraduate students with the intent to hold that class size once the decline begins in 2026, modernizing the housing inventory, and efforts to increase the college-going rate. President Best stated that UCM’s tuition falls in the middle compared to other state regional institutions.

President Best shared the university has been very fortunate to receive increases in core appropriations for the last three to four years from the State of Missouri as well capital dollars, including \$39.8 million for the Humphreys Building renovation, almost \$1 million for the Skyhaven Airport self-service fuel farm project, and \$1 million in MoExcels funding. President Best noted that the university is closely monitoring the tax receipts in Missouri, which have slowed down this year and could impact state support.

President Best expressed his appreciation for the support of the Board of Governors and Alumni Foundation Board of Directors and their service to the university.

Alumni Foundation Board President Leslie Krasner thanked the Board of Governors for attending the meeting and expressed appreciation to Dr. Stephen Price and the students of the Corporate Freelance class for their assistance with the meeting. The meeting adjourned at 4:02 p.m.

Note: The members of the Board of Governors departed once the meeting adjourned.