



Volunteer Leadership Summit

University of Northern Colorado
April 9, 2016

UNC



Volunteer Leadership Summit

Five-year Fiscal Sustainability Plan FY15-FY19

Michelle Quinn
Robbyn Wacker
April 2016





Plan Goals – By 2018:

- Grow enrollment to over 15,000 students.
- Increase the proportion of graduate students in our total enrollment from 20% to 25%.
- Increase the average year-to-year undergraduate persistence rate by 2 percentage points (to 83%).
- Identify at least \$2.4 million in new sustainable cost savings.
- Pursue funding for Campus Commons and complete construction.

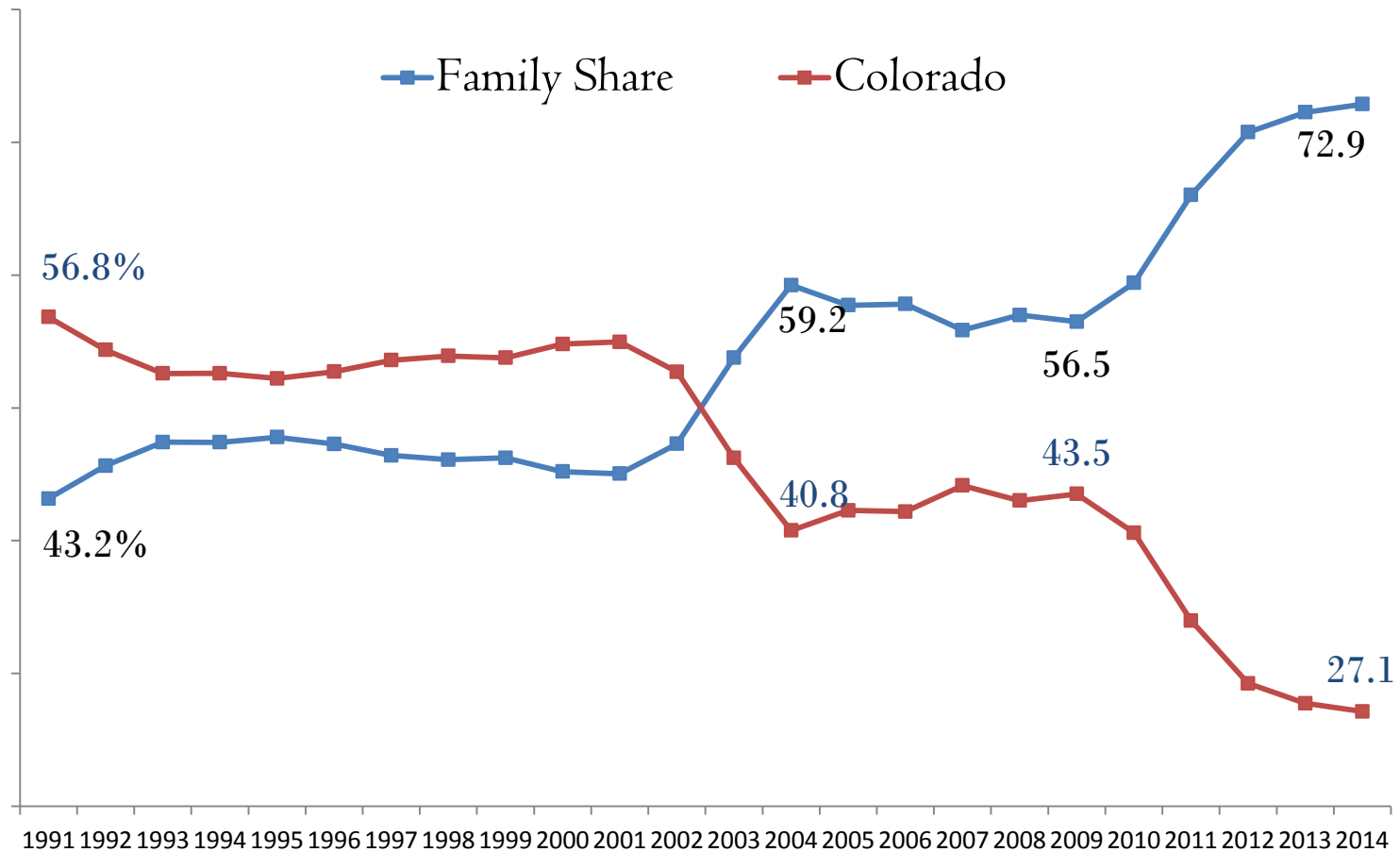


Changing landscape of higher education

- Job market and the economy
- Concerns: high cost of tuition, value of a college degree
- Increased oversight
- Declining numbers of HS students nationally;
- Competition in higher education;
- Permanently changed funding model



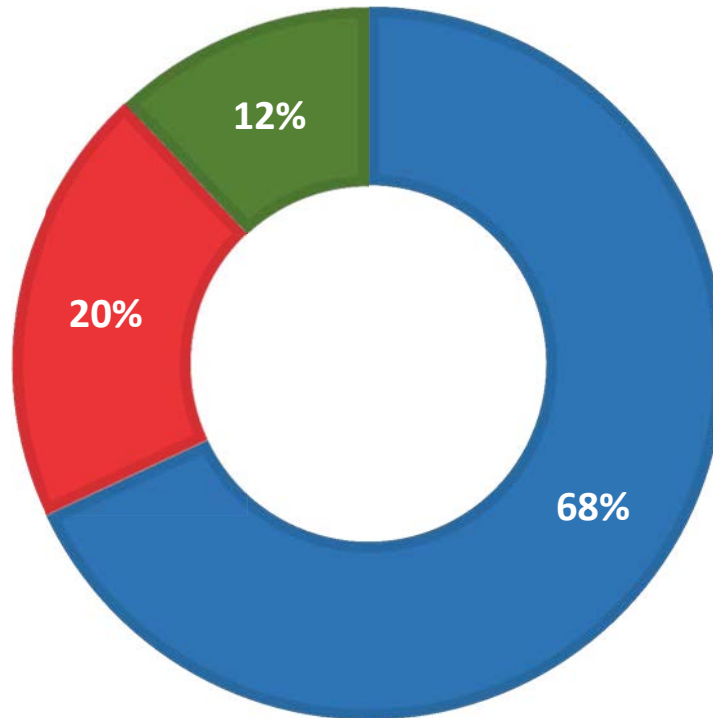
State and Family Share of Public Higher Education Operating Revenues





UNC Revenue Implications

■ Students ■ State ■ UNC-Other





Continued Commitment to Affordability

Institution	2010-11 Resident Tuition and Fees (30CR)	2015-16 Resident Tuition and Fees (30CR)	5 Year Dollar Increase Tuition and Fees
Metropolitan State University of Denver	4,093	6,420	2,327
Fort Lewis College	4,924	7,601	2,677
Colorado Mesa University	6,248	8,008	1,760
University of Northern Colorado*	5,997	8,166	2,169
Colorado State University - Pueblo	5,615	8,282	2,667
Western State Colorado University	4,776	8,451	3,675
Adams State University	4,971	8,574	3,603
University of Colorado - Colorado Springs*	7,417	9,428	2,011
University of Colorado – Denver*	7,099	10,389	3,290
Colorado State University*	6,985	10,557	3,572
University of Colorado – Boulder*	8,511	11,090	2,579
Colorado School of Mines*	13,424	17,353	3,929

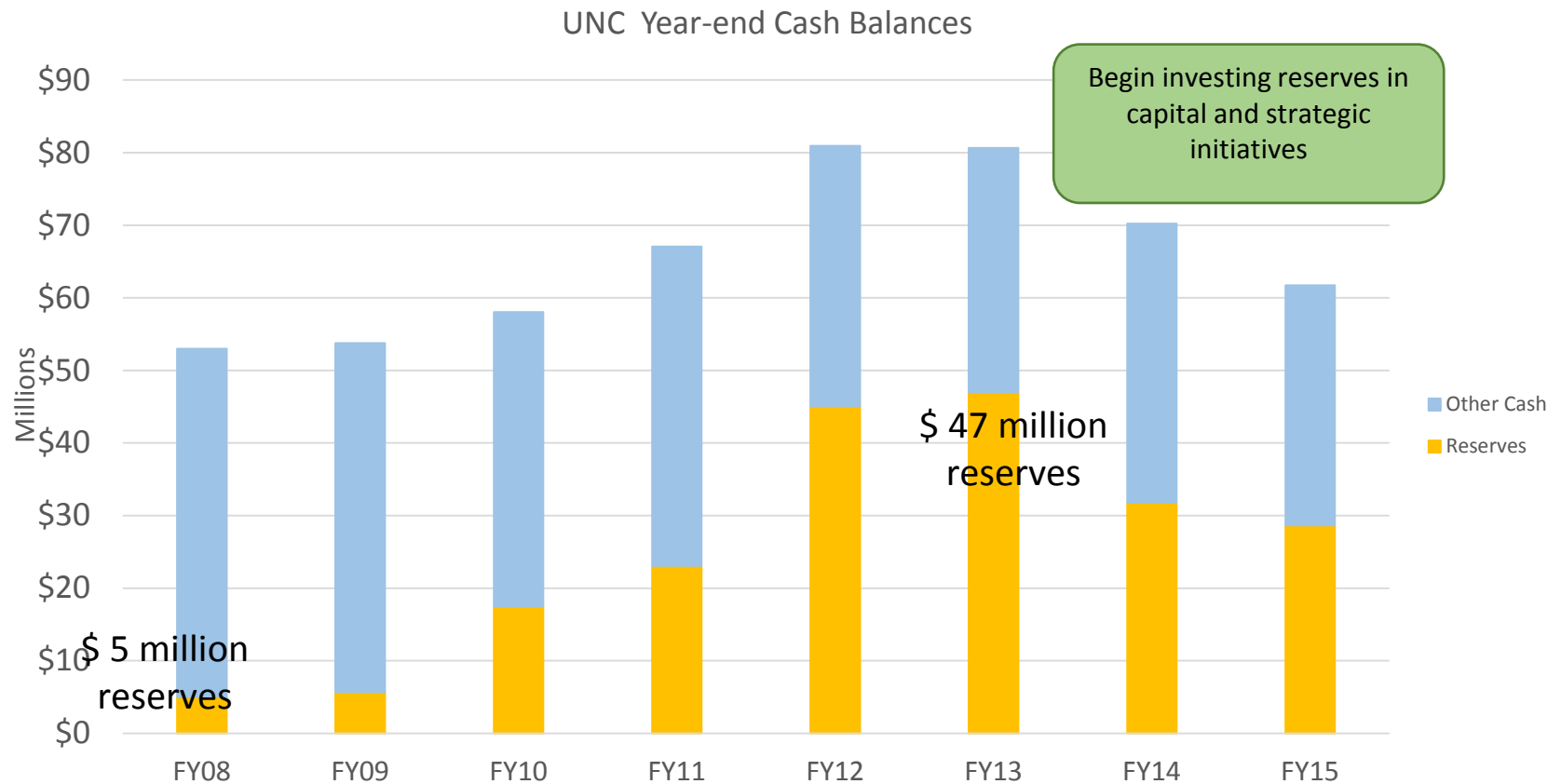
*Research Institutions



Transformation not Restoration



Cash Balances





Strategic Investments in Quality

- First-rate Academic Experience ~ \$16 million
 - High-quality teaching
 - High-quality research
 - High-quality degree programs
- Customized Learning Opportunities and Individual Support ~\$5 million
 - Student success
- Livable Community ~ \$ 33 million
 - Facilities and technology infrastructure and equipment (capital)



First-rate Academic Experience

- Expanding research, scholarship and creative works opportunities
 - Support for our faculty who are teacher-scholars
 - Support for our students to engage in research
- Classroom and laboratory equipment
- I@UNC



Customized Learning Opportunities and Individual Support

- Community and civic engagement
- Student success collaborative
- Transferology
- Campus Commons

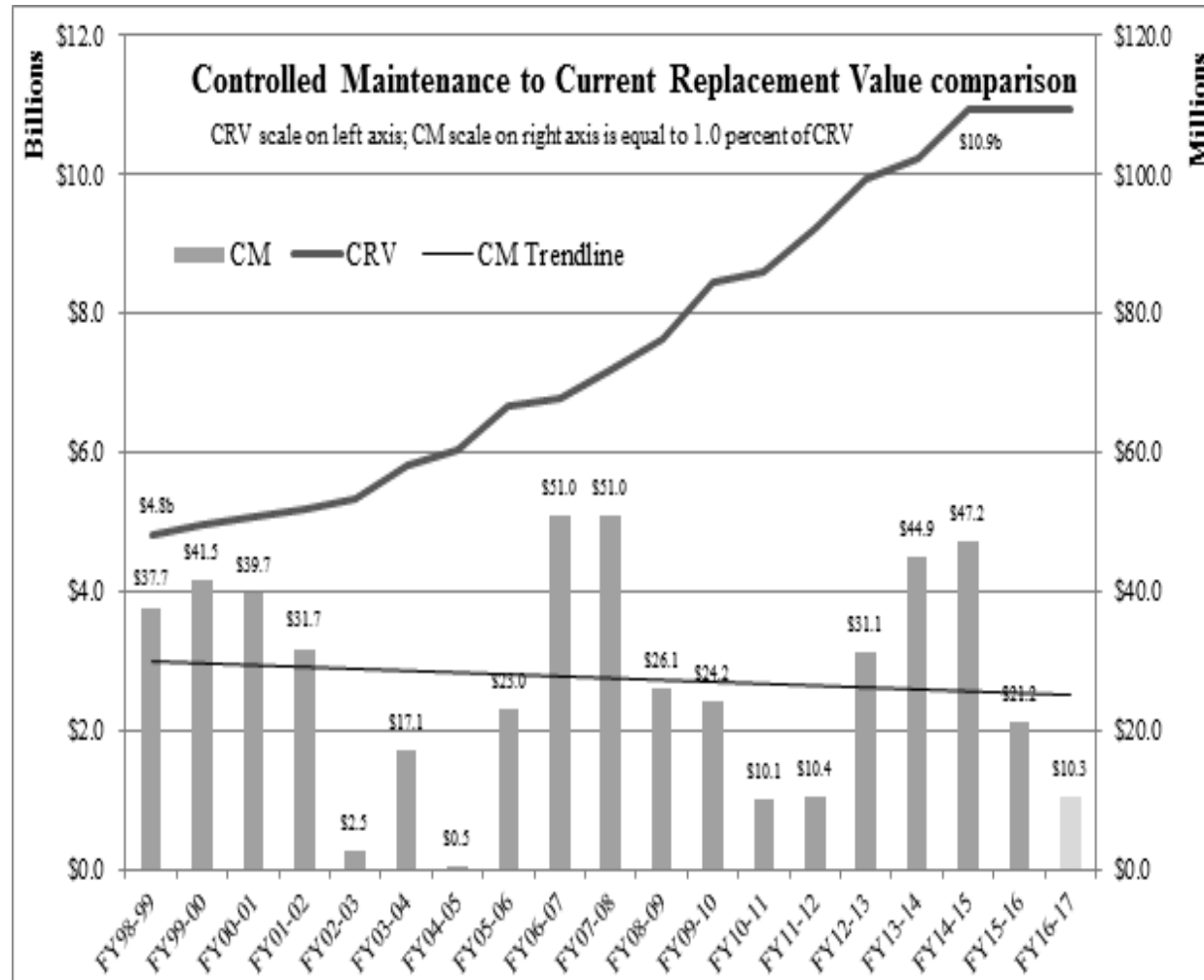


Livable Community

- LEAF conservation and sustainability projects
- Wireless improvements
- Data security
- Cloud technology
- Deferred maintenance
 - Building chillers, boilers, windows, residence hall bathroom renovations, roofing, fire alarms/sprinkler systems, sidewalks



Declining Statewide Capital Funding





Five-year Fiscal Sustainability Plan Progress Year 2 of 5

- Enrollment
 - Fall 2015: 5% growth in new freshmen; 22% growth in new graduate students; more diverse; 83.5% persistence rate
- Continued investment of reserves through FY18 to meet plan goals
- Cash-flow positive FY19

Enrollment

Enrollment Planning Team –

Robbyn Wacker, Michelle Quinn, Tobias Guzmán, Linda Black, Jeanie York, Tom Smith, Katrina Rodriguez, Gloria Reynolds, Sean Broghammer, Cindy Thill, Matt Goetzel

Integrated Recruiting and Marketing Team –

Dan Weaver, Rob Trubia, Jason Hughes (others)



UG Recruiting

- Undergraduate
 - High schools – in and out of state
 - Program based targeted marketing
 - Social media and CRM
 - College fairs
 - Financial Aid prep sessions
 - HS counselors to campus
 - Diversity
 - On-campus tours, visits and preview day



Retention & Persistence

- Student Success Collaborative
 - SCC is a web-based platform - analyzes UNC-specific longitudinal data to provide information for student advising and identify trends that inform broader support practices.
 - Advisors can use this tool to detect risk factors early in a student's academic life before a student finds themselves in academic trouble.
- Math and English assessment and placement
- Campus Commons - integrated student support



Graduate Recruiting

- Master's and Doctoral
 - Program based targeted marketing for on and off-campus programs.
 - 1:1 conversations with program faculty, chairs/directors, & deans to set enrollment targets by program.

Integrated Recruiting Marketing

- Branding UNC – teacher-scholars
- Branding graduate education
- Marketing strategies that generate UG and Graduate applications and enrollment (yield)
- Program marketing – primarily at graduate level



Enrollment Growth



Academic Portfolio

Offering the right
“product”

1



Academic Quality

Providing a quality
“product”

2



Who We Target

Student market
segments

3

Academic Portfolio

Academic Portfolio

Offering the right
“product”

1

- New Degrees, Certificates
 - 2012 8 new BA or MA degrees
= 200+ new students
- Revisions to Current Degrees
 - 2012- 21 changes to curriculum
significant enough to go through
curriculum review process
 - Sport coaching - 24

Program Review – Keeping Current Programs Current

Academic Portfolio

Offering the right
“product”

1

Academic Quality

Providing a quality
“product”

2

Revisions to current degrees

- evaluate quality, identify opportunities, and make recommendations on actions and resources, if any, necessary to realize desired levels of excellence

Quality of our Product Begins with Faculty

Academic Quality

Providing a quality
“product”

2

Recruit and retain qualified faculty

- Competitive salaries
- Support for instructional needs
- Support for research, scholarship and creative works activities

Instructional technology investment



Expanding into Other Market Segments

Who We Target

Student market
segments

3

- Partnerships with other universities
- International
- Transfers
- Community college 2+2 programs
- Adult degree completers
- Summer

International Partnerships

China

- 6 active partnerships
Capital Normal; North China Electric & Power; Jufe, Shandong; Qufu and Yichun
- 2+2; 2+2+I; 3+2 and graduate programs
- High school student recruiting
- Summer workshops

Thailand

- 3 active partnerships
Burapha; Mahidol; Kasetsart
CEBS - 2+2+I
School of Music

Vietnam

- 3 active partnerships:
Eastern International;
Hong Bang; Pham Gnoc Thac
- Masters and PhD programs in Nursing



Modes of Delivery

Face-to-face and/or hybrid programs

-Denver, Colo Springs & Loveland:

– Graduate: 17

– Undergraduate: 7

Who We
Target

Student market
segments

3

Online

(degree, endorsement, licensure & certificate programs)

- Graduate: 32
- Graduate Certificate Programs: 12
- Undergraduate Degree Completion: 5
- Undergraduate Certificate Programs: 5



Campus Commons Update

Kay Norton, President

Dr. Robbyn Wacker, Provost & Senior VP

Dr. Leo Welch, Dean College of Performing and
Visual Arts

April 9, 2016



Purpose of the Campus Commons

- Provide an integrated support hub for students
- Showcase for the university's world-class arts programs, and
- Act as a portal to welcome and educate visitors about UNC.

Size and Cost

- ~114,000 sq.ft. Just slightly smaller than UC
- \$73.6 million
 - State Capital funds \$38m (over two funding cycles)
 - April '15 - received \$23m from State for first phase;
 - May – will know if we have funding for the remainder of the project (\$15m)
 - Donors \$12m
 - Bonds \$24m supported by a portion of the student fee (\$160 year)



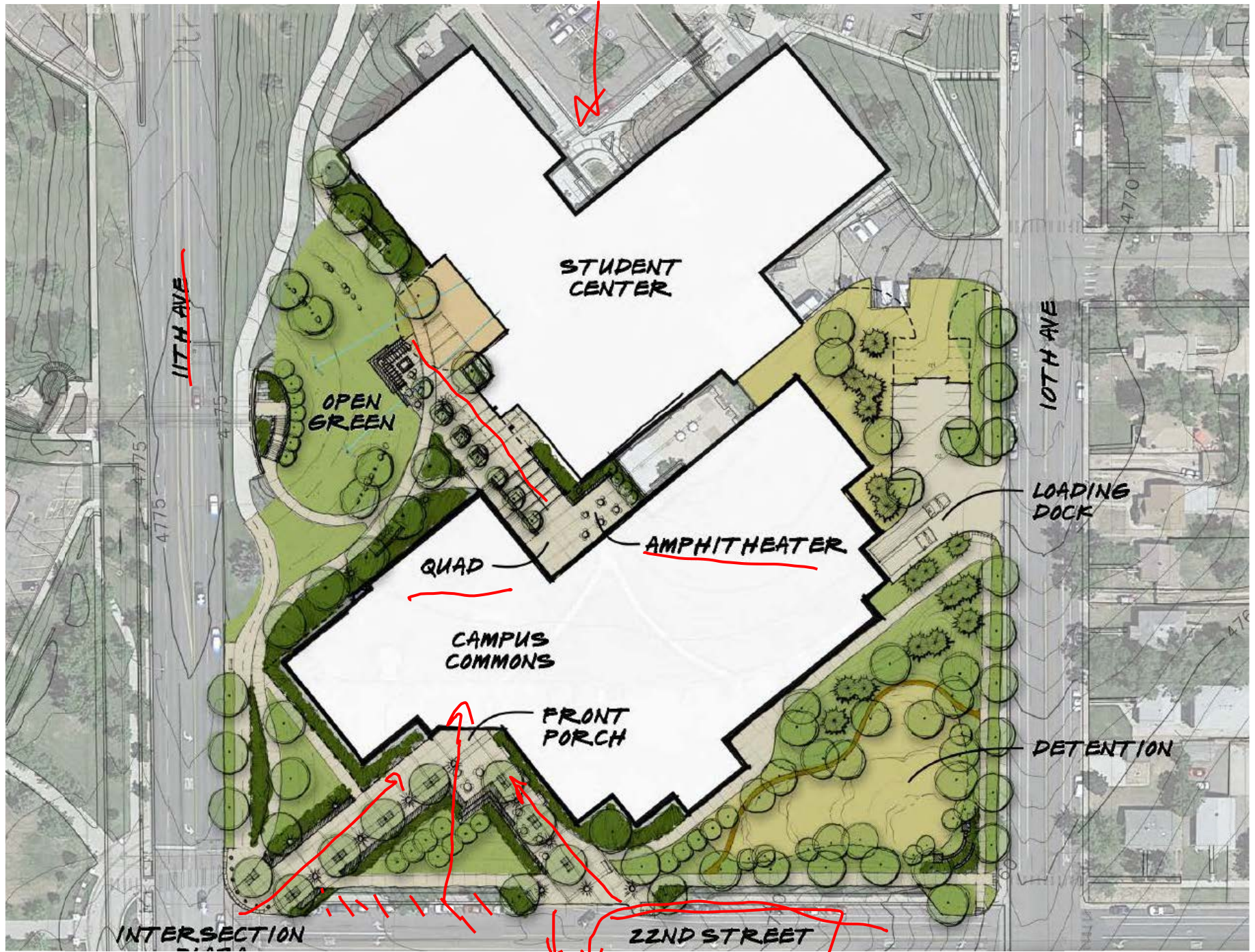
Process

- Fall '15 - architects selected and design team and engagement committees formed
- Campus feedback for SD (Oct '15 – April '16)
- Building design: Oct '15 – Nov '16
- Building construction: Fall '16 – Fall '18

Operations in the Commons

- Alumni Relations
- Admissions - Tours
- Career Services
- Center for International Education
- Community & Civic Engagement
- Gallery
- Integrated student support
- New Student Orientation
- Ticket Office
- 400 seat multipurpose space
- 600 seat performance hall
- Student run café





STUDENT
CENTER

OPEN
GREEN

QUAD

CAMPUS
COMMONS

FRONT
PORCH

AMPHITHEATER

LOADING
DOCK

DETENTION

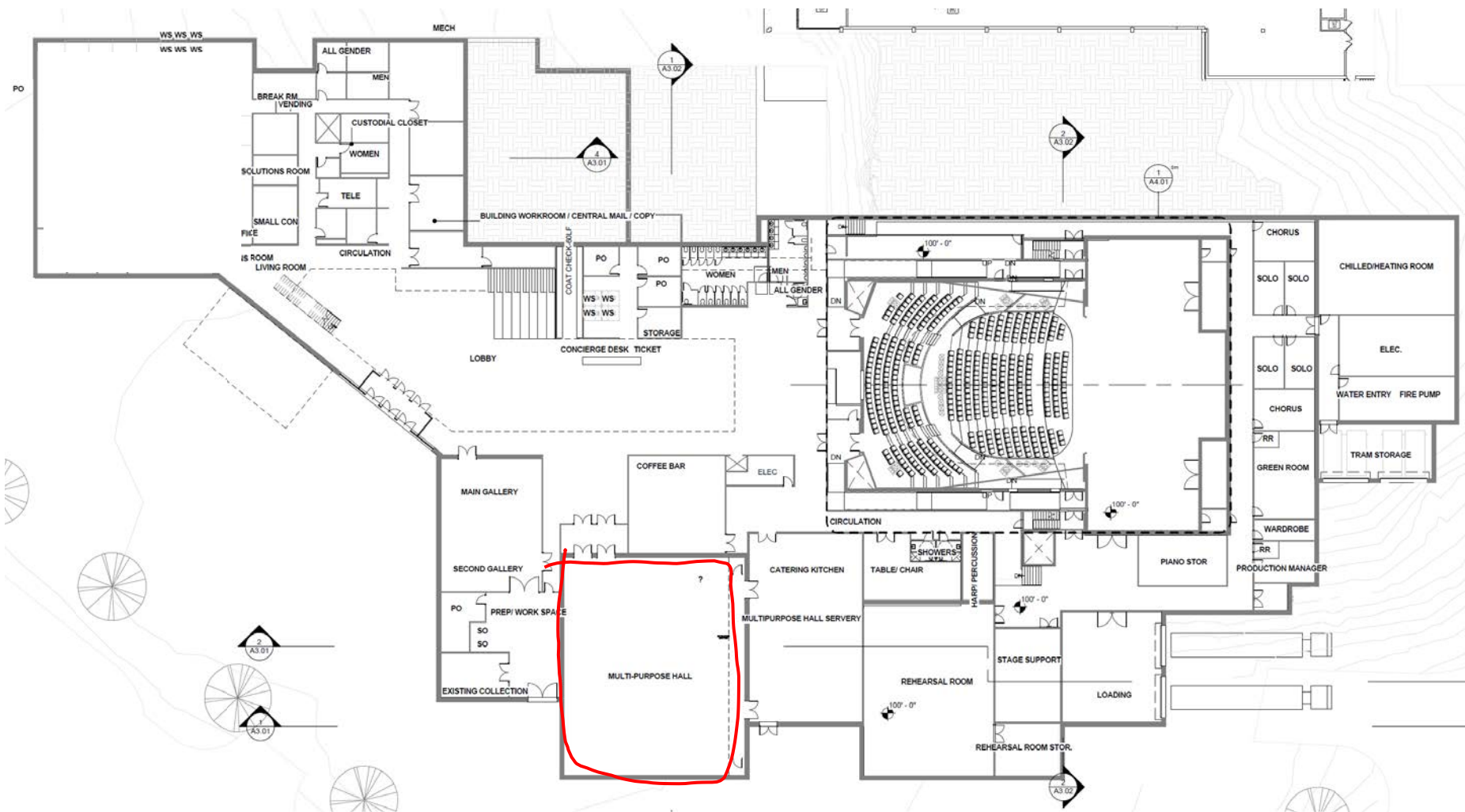
INTERSECTION

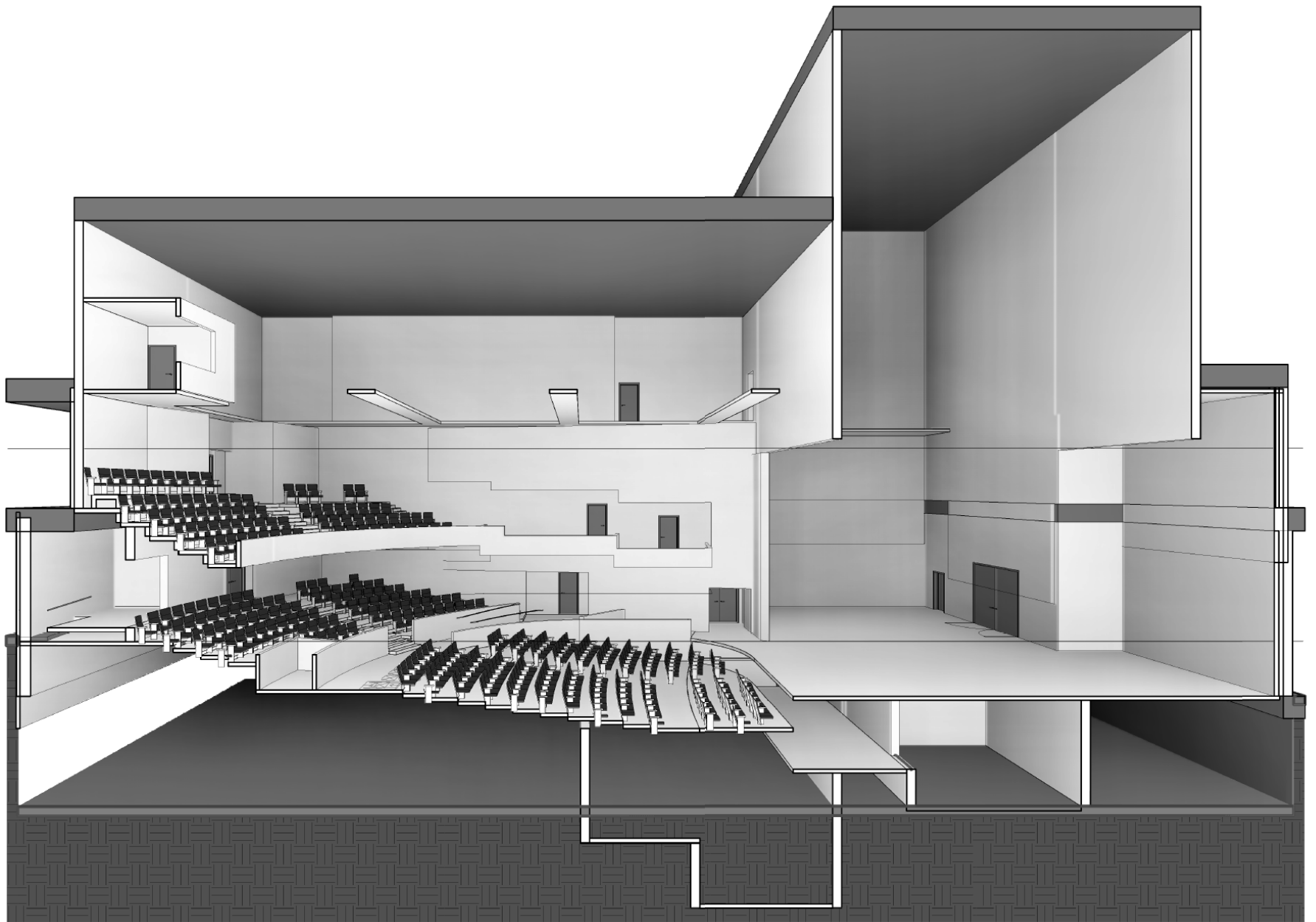
22ND STREET

11TH AVE

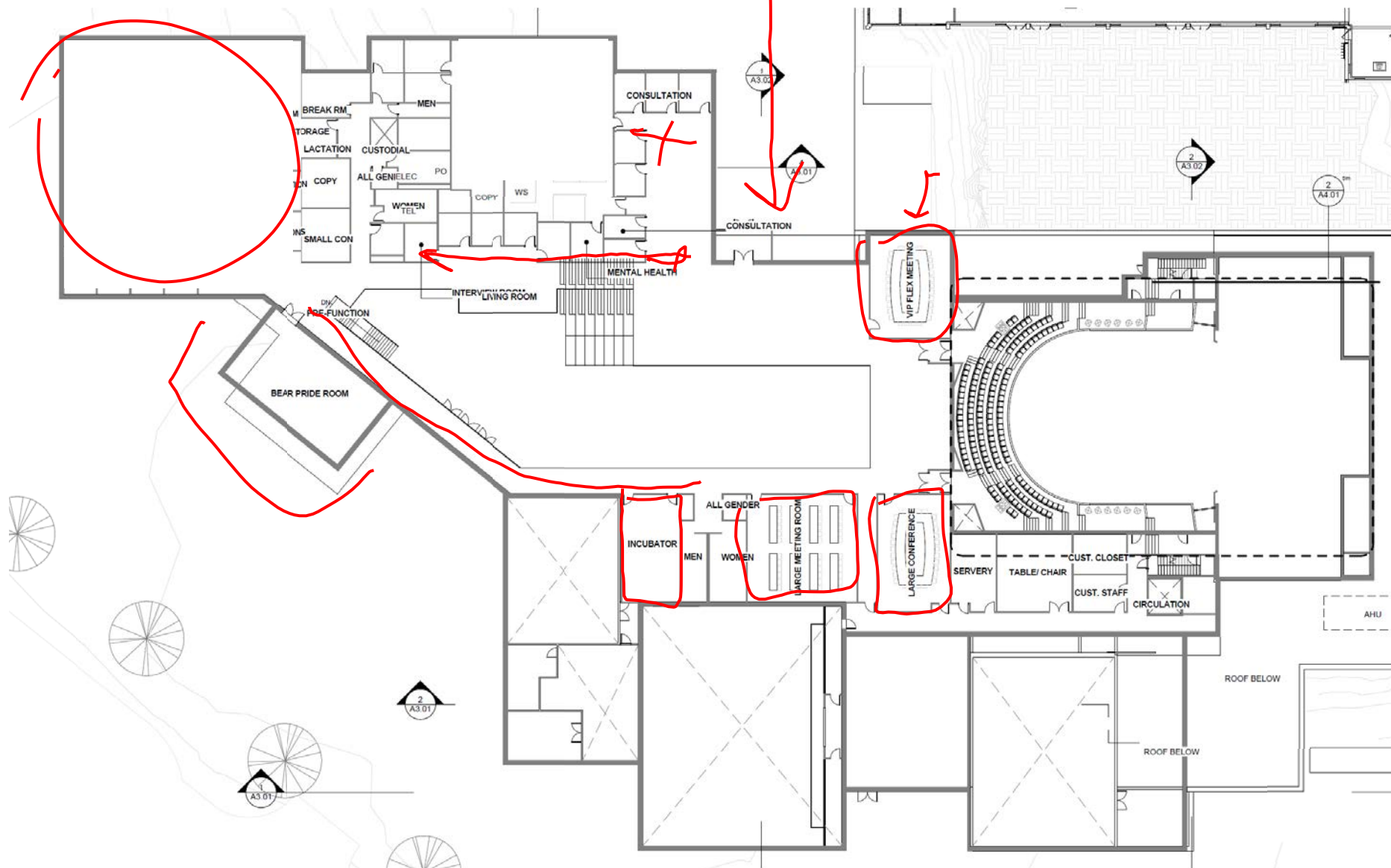
10TH AVE

1st Floor

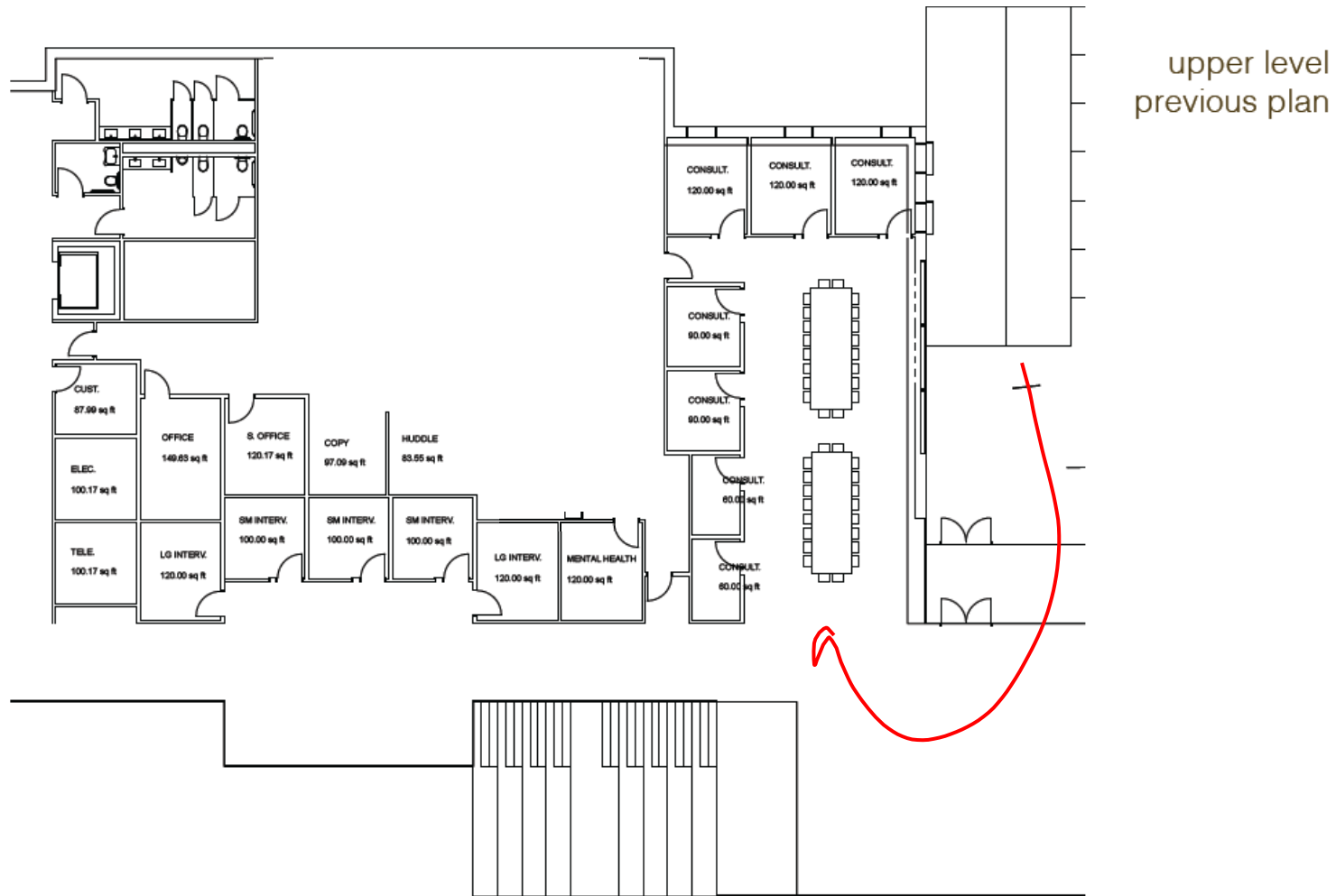




2nd Floor



Integrated Student Support



What do students experience?

- Expectation that they first know how to diagnose their issues (academic, financial, life skill, personal) and second, know where to go to solve their issues.
- Interact with staff who have different levels of knowledge and abilities.
- Conflicting messages/advice.
- The ‘pinball effect’ for both transformational and transactional needs.

Vision

- The Commons will house a *comprehensive, integrated student support* hub that facilitates a fundamentally different approach to student success.
- Rather than a traditional student services model that simply co-locates functions, the Commons will integrate student support operations, so that with a single conversation, a student can access a full range of opportunities. This new approach will create a clear and simple path for students to access services.



5

SOUTH AERIAL PERSPECTIVE

NOT TO SCALE



3

NORTHWEST AERIAL PERSPECTIVE

NOT TO SCALE



6

NORTH AERIAL PERSPECTIVE

NOT TO SCALE



Expanding Our Recruitment Reach: Alumni Volunteer Program

Dr. Tobias Guzmán
Assistant Vice President
April 2016

UNC



Recruiting 21st Century Students and their Family

General Context

1. Existing practices and moving to a new future
2. UNC is a place of opportunity and not simply a destination for the privileged
3. Our market (students) is changing in size and characteristics
4. Families are engaged more than ever
5. Value, Cost, and Outcomes

Operating Framework

Student Recruitment is rooted in:

- Cultivating relationships
- Involving the whole family
- Creating an enticing experience
- We must develop awareness, buy-in and commitment



This theoretical framework influences our organizational efforts



Foundations of an Alumni Recruitment Program

- Alumni are those with the most genuine and authentic voice.
- Alumni mentor can provide support, give career advice, and impart the wisdom they've gained from their unique experiences.
- We have the opportunity to show who we really are.
- Alumni participation increases national recognition, yielding, and retention efforts
- Alumni-student/family interactions help alleviate students' nervousness about what awaits them on campus and beyond.
- Alumni are in a position to illustrate the benefit of a UNC education and degree through their experiences and successes



We ~~can't~~ don't want to do it without you!

- Those who are interested, we invite you to take part in a training session to be part of the inaugural year of a coordinated effort to help recruit and yield new students to UNC.
- Beginning Fall 2016 a process that seeks to coordinate alumni (the people) and recruitment efforts (the work) will commence.
- Engagement considerations:
 1. Participate in national, regional, and/or local college fairs
 2. Participate in a Google Hangout session
 3. Mingle and welcome families at a large/special events
 4. Deliver a keynote/formal welcome at a large/special events
 5. Submit an article for our monthly blog
 6. Participate in social media sharing, re-posting, etc.
 7. Connect with a guidance counselor/teacher/administrator of one of our feeder schools or your high school alma mater
 8. Write a follow-up postcard/note – your personal touch makes a profound impact
 9. Phone corps campaign to admitted or 'students on the fence'
 10. Invite students 'Home for the Holidays', spring break or a summer send off
 11. Connect your social service, LLCs, or community organizations with UNC (pipeline development)



Things to keep in mind

- You're not expected to know it all
- Provide insight as well as what it means to be a UNC Bear
- Engage in conversation that invites comfort
- Instill a sense of trust
- Be an advocate



Engagement Opportunities

Let us know how you would like to get
involved by completing our
Alumni Admissions Volunteer Form:

<https://www.uncalumni.org/alumni-admissions-volunteer>



**THANK YOU for helping us
find the next generation of
UNC Bears!**

UNC



Who will YOU be after UNC?



970-351-2127
www.unco.edu/careers

The Coral Reef



Hawaii Volcanoes



The Desert



The Rocky Mountains



Glacier Bay, Alaska



Atlantic Barrier Islands





Success Looks Like ME



UNC Connect

powered by  **FIRSTHAND**

[Find Your Advisor](#)

or [become an advisor](#)



Get advice, coaching, and prep from the people who have been there.



Nate

Nate Alder has established a reputation as a forward thinker, innovating new technologies,...



William

A values oriented professional with experience in project management, creative leadership, and...



Ryan

Management experience in inventory, system/workflow efficiency, customer service,...

Connect to your future career through UNC's network of alumni advisors



Career Conversations

Take the hassle out of networking and



Resume Critiques

Have actual company and industry



Mock Interviews

Practice for your big interview with



Career Services



YOU are our brand

Volunteers as brand ambassadors

Lyndsey Crum
Volunteer Leadership Summit
04/09/2016

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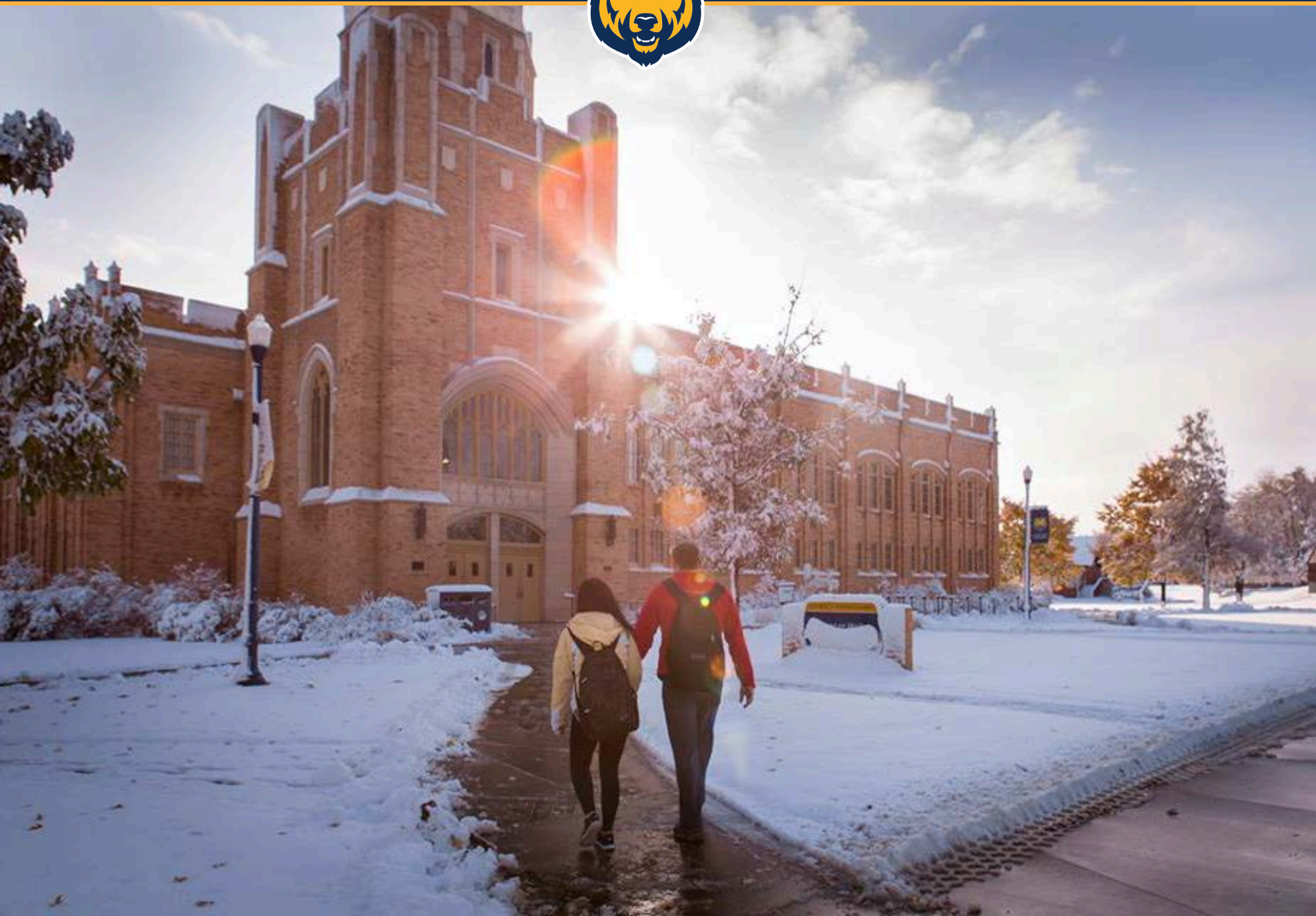


Poll

How many of you talk about UNC?



- Potential student or parent
- Co-worker
- Hiring authority
- Community member
- **On social media?**





...more than a logo

Experiences

- Memories
- Educational
- Athletics
- Student Life
- Cultural

Our experiences inform

Expectations

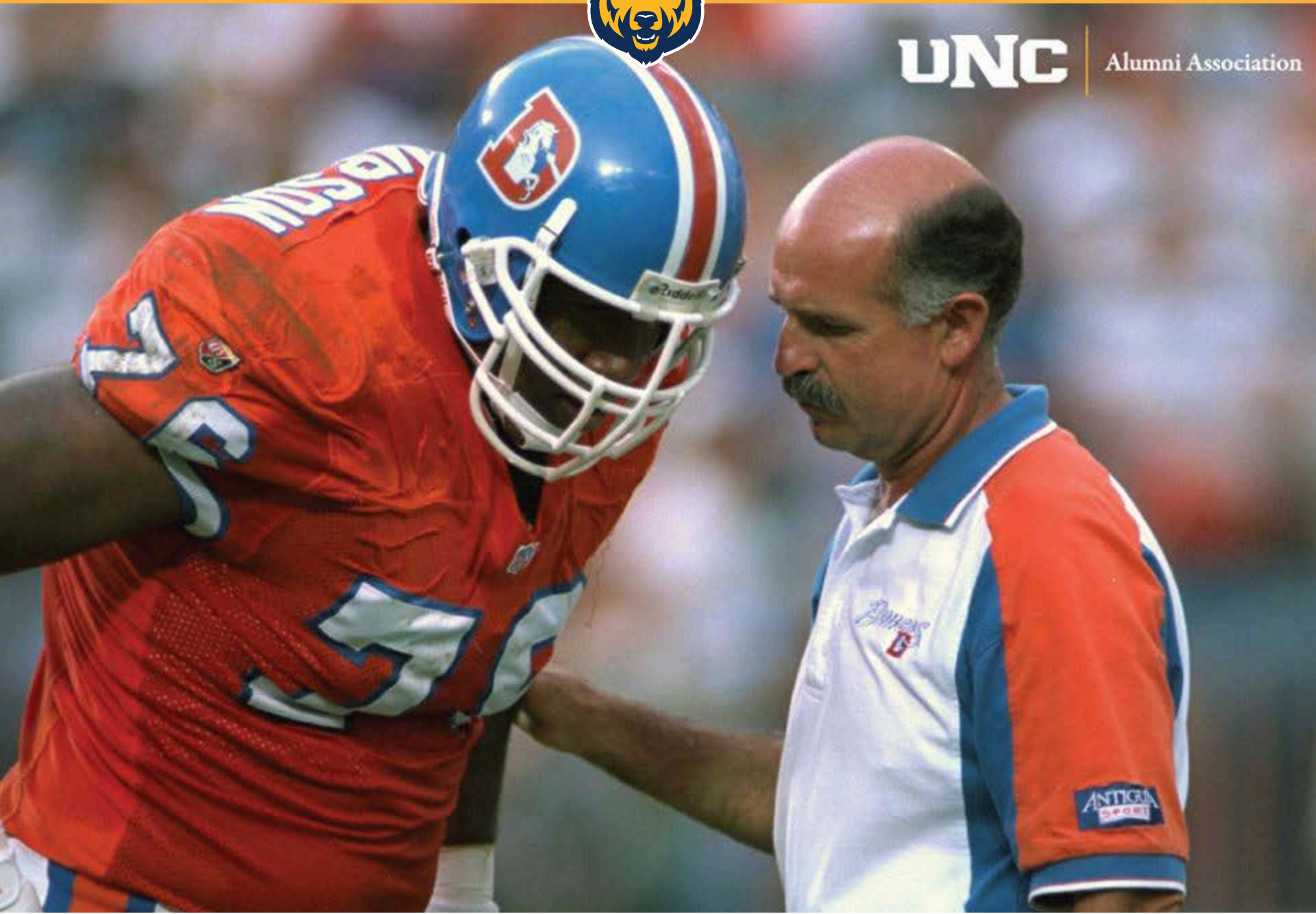
- Quality education
- Personalized support
- Post graduation success
- Lifelong opportunities

**Our expectations
influence**



UNC

Alumni Association





Poll

How many of you follow
a UNC social media
site?



How many of you read
or follow UNC news?







...it takes a team

Information from us

- What UNC is doing and why
- What is interesting and special about UNC
- Stories, outcomes and opportunities

Engagement with you

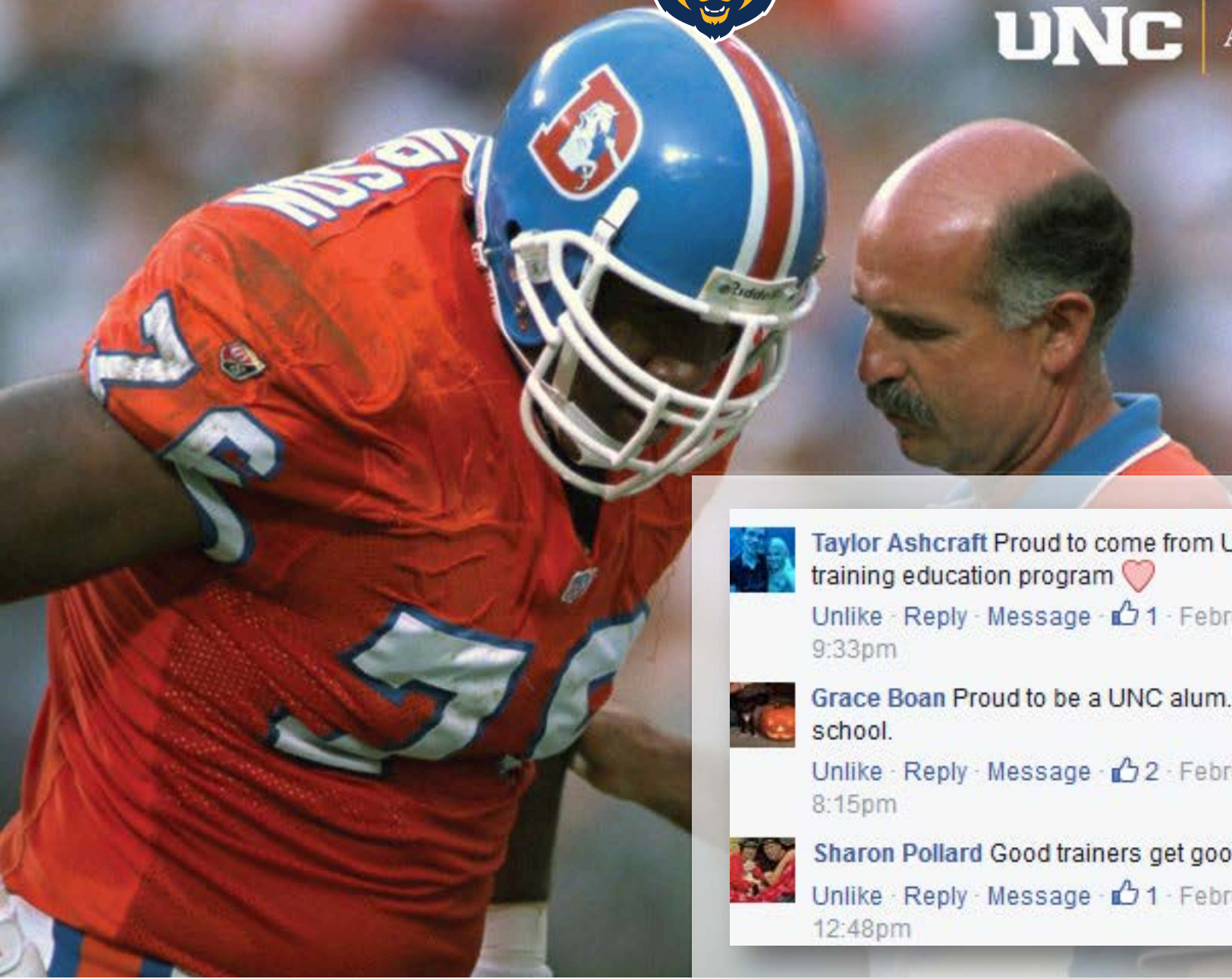
- Share
- Comment
- Invite
- Encourage action





UNC

Alumni Association



Taylor Ashcraft Proud to come from UNC's athletic training education program ❤️

Unlike · Reply · Message · 👍 1 · February 1 at 9:33pm



Grace Boan Proud to be a UNC alum. Twice. Great school.

Unlike · Reply · Message · 👍 2 · February 1 at 8:15pm



Sharon Pollard Good trainers get good teams.

Unlike · Reply · Message · 👍 1 · February 2 at 12:48pm



<https://vimeo.com/160811691>



Monfort College of Business

Reactions

- What did you learn?
- What did you feel?
- Did this remind you of something?
- How does this reflect your perception of UNC?
- How does this reflect your perception of MCB?

Recommendations

- How can UNC share this?
- How can YOU share this
- Who would you share this with?





Be a Social Am**BEAR**ssador

Follow & Check-in

- UNC social media
- UNC Monthly & UNC Magazine
- Emails
- Board & Council meetings
- News & public media

Share & Share Back

- Social sharing
- Post comments & reactions
- Initiate personal conversations
- Refer and encourage action
- Give us **FEEDBACK** & ideas

