

## PASC Guest Star Meeting Minutes

March 2, 2015

11:00 AM – 12:00 PM

University Center, Council Room

1. Call to Order - 11:00am
2. Reminder of upcoming PASC elections
  - 14 open council positions
  - Nomination form available & due March 11
3. Welcome Guest Speakers
  - Dr. Robbyn Wacker, Provost & Senior VP, Graduate School
  - Dan Weaver, VP External & Relations, VP University Relations
4. Enrollment & Integrated Recruitment & Marketing—presented by Robbyn Wacker and Dan Weaver
  - Reasons for focusing on integrated recruitment and marketing
    - Changing Higher Education Landscape:
      - Fewer high school graduates nationwide
      - Competition from more institutions (48 college/universities in Colorado alone)
      - Much criticism surrounding cost versus value
      - Permanently changed funding model
        - a. State share versus family share has shifted completely from 1991-2014
        - b. 66% of UNC's revenue is from student tuition
        - c. 22% from Colorado legislature
        - d. 12% other (grants, indirect funds, etc)
  - Five Year Sustainability Plan
    - Targeting enrollment at 15,000 for the 2018-19 AY
    - Target increase in graduate enrollment: 20% to 25%
    - Diversifying revenue streams
      - Increase number of community college transfer students
      - Increase number of International students
      - Target adult degree completers
        - a. Significant percentage of adults in CO have 75+ completed credits but no degree
    - Increase Dual Degree Programs
    - Increase number of professional, high-quality Master's degrees
    - More summer semester options
    - More delivery options (face to face, online and hybrid)
  - UNC has created a Recruiting & Marketing Team to work on above goals
    - To ensure all marketing efforts are seamlessly connected
    - Provides a single University perspective
  - Goals of Team
    - Who Are We?
      - Unique doctoral research university
      - Faculty focus on both research and teaching rather than one or the other
      - UNC doesn't have Researcher OR Scholars
      - UNC has Teacher Scholars

- a. Faculty who not only do the research but teach their findings in the classrooms
  - b. Faculty are experts in their fields
  - c. Students have a unique experience wherein they connect with faculty in both the classroom and in the field
- Why does this matter?
  - More interaction for students with faculty outside of the classroom enriches the college experience
  - Students are able to customize their educational experience
- 5. Guest speakers fielded questions from audience
- 6. Next PASC meeting is April 6<sup>th</sup>. Guest Speaker will be Dr. Robbyn Wacker and the topic will be the Campus Commons
- 7. Adjourn – 12:00pm

Attendance:

Elizabeth Mahoney  
Matthew Doyle  
Eva Rodriguez  
Chris Garcia  
Christine Krause  
Chris Gomez  
Nate Gismot  
Melissa Hoffner  
Hayley Hull  
John Wieser  
Kim Betz  
Rick Hoines-Brumback  
Aimee Rogers  
Robin Weber

Guests:

Dan Turnbeaugh  
Tamara Yakaboski & HESAL students  
CSC Representatives  
Various campus students & staff