

UNIVERSITY OF  
**NORTHERN COLORADO**

**AGENDA – September 24, 2021**  
**BOARD OF TRUSTEES RETREAT MEETING**  
**The Rally Hotel**  
**Wynkoop Ballroom, 3<sup>rd</sup> Floor**  
**1600 20<sup>th</sup> Street, Denver, CO 80202**

**CALL TO ORDER**

**8:15 a.m.**

**1. Information Item**

8:15 - 9:00 Welcome/Introduction to Thinking like a "Futurist"

- Developing a regular habit of thinking about the future
- Introduction to and practice of a critical skill of future thinking: identifying and analyzing "signals" of the future

9:00 - 10:15: Understanding Enrollment Competition

- Overview of national and state enrollment projections based on Nathan Grawe's updated work
- Recognizing the importance of market share, in addition to demographics, when thinking about future enrollment trends
- Signal discussion: future of higher ed competition

10:30 - 11:45: Meeting Student Expectations

- Overview of students' demand for a "return on experience" and how the pandemic has intensified it
- Approaching student experience from a UX perspective
- Signal discussion: future of student experience

11:45 - 1:00 Expanding Enrollment

- Overview of competitive enrollment levers in an increasingly competitive landscape: market expansion, strategic aid, new markets
- Introduction to a framework for strategically considering growth opportunities
- Signal discussion: future of lifelong learning

1:30 - 2:45 Strategic Differentiation

- Overview of innovative strategies for differentiating a higher ed value proposition
- Signal discussion: future of higher ed partnerships

2:45 - 3:00 Closing business

**2. Executive Session** (Personnel and/or legal issues pursuant to C.R.S. 24-6-402 et seq., (if necessary))

**ADJOURNMENT**