

UMKC Faculty Senate Meeting Minutes

1 April 2014

Plaza Room, Administrative Center (Volker Campus)

Present: Abreu, Bethman, Ellinghausen, Flowers, Gardner, Gerkovich, Grieco, Igwe, Kilway, Luppino, McArthur, McCall, Pennington, Plamann, Schweitzberger, Sykes Berry, Taylor, Van Horn, Ward-Smith, Wyckoff

Excused: Barber, Dilks, Kumar, Petrie, Solose

Absent: O'Brien, Richardson, Rydberg-Cox, Srivastava, Stancel, Van de Liefvoort, White

Guests: Anne Hartung Spenner (Vice Chancellor for Strategic Marketing and Communications)

Welcome and Announcements (Ward-Smith, Chair)

The final three meetings of the semester will be busy. On April 15th, the Total Rewards group will discuss the faculty benefits packet. Gary Allen will visit Faculty Senate on May 6th to discuss PeopleSoft. On April 10th the workload policy will be presented to the curators.

There are three nominees for IFC representatives. Ballots will be sent out April 14th. There are many senators rotating off the Faculty Senate this year and some units may want to stagger the terms for their senators. Someone can run for 1 year, or 2 years. There are two empty positions on the UM System Faculty Committee on Tenure, and a 2-year term is preferred. There are six openings for the UMKC Undergraduate Curriculum Committee.

Approval of Agenda

Agenda approved.

**Brainstorming for Student Recruitment Marketing Campaign (Anne Hartung Spenner,
Vice Chancellor for Strategic Marketing and Communications)**

The goal by 2020 is to have 20,000 students, which is connected to the strategic plan. This number will be reached by retaining students and through transfer students, but the major focus of the campaign will be to attract more first-time college students.

To attract more students the marketing campaign will focus on building familiarity. It is important to get the attention of the target group, have them consider your offer, persuade them it is credible, motivate them to take some action and ensure they are committed (retain them).

UMKC will differentiate ourselves from the competition, and the good news is that UMKC has great rankings and wonderful faculty achievements. We have not reached the top, but are moving in the right direction.

UMKC had no reputation with people in Kansas City and the original campaign aim was to raise positive awareness. In the first campaign there were slogans created and it was the first campus-wide effort at marketing. This campaign did succeed in getting more students to UMKC. The next campaign goal (prior to 2009) was to keep the same positive slogans and also focus on student recruitment.

In the marketing campaign for 2012 to present, there has been a multi-tiered effort around three goals. 1. Grow student enrollment, especially undergraduate. 2. Continue building positive community awareness. 3. Tout UMKC's affordability.

Student recruitment is focused around some key distinguishers: UMKC wants to communicate that we are a major urban research campus, has ability to deliver on small class size, topnotch faculty and great education. Also recruitment focuses on UMKC's connection

with Kansas City and the diversity and vibrancy of student life on campus. For the 3rd year in a row, UMKC has attained a high rating in Princeton Review's value and affordability ranking. The campaign focuses on the affordability of UMKC. Through these efforts the focus has been primarily on first-time students coming from high school and the marketing campaign shows students in the city experiencing culture, to mitigate the perception that UMKC is strictly a commuter campus.

The marketing campaign asked for impressive facts from each of the units to add into the marketing material and these will be updated frequently. The campaign also focuses on the alumni connections around Kansas City and how valuable those can be to students.

UMKC is hoping to partner with Sporting KC, because the demographic that supports Sporting KC is ideal for UMKC. The types of people they recruit to those games are younger people and families and being associated with Sporting KC is really helpful.

Faculty senators encouraged the marketing campaign to include more information on the core and general education curriculum and include the ways it encourages students to be engaged in the community and apply their learning. Also, include information on the partnerships and internships with companies in the community that UMKC has for students.

Meeting adjourned at 4:15.