

University Budget Committee

Tuesday, March 31, 2015 3:30 - 5:00 in MCM 305

Meeting Summary

1. **Welcome and announcements:** Called to order at 3:31 by co-chair Saldivar.
2. **Chancellor's Update:** Community leaders and Big Sky Economic Development staff met with President Cruzado after the 1MSU symposium. The community leaders each expressed how important MSUB is to the economy of Billings and Yellowstone County. Strategic planning next year will include community members.
3. **Process for collecting and prioritizing investment requests:** Discussion included what information should be requested now as a pre-proposal and what information should be collected later to justify requests and assist in decision-making. The issue of who would be asked to submit a pre-proposal form was discussed. Would it be open to all campus members? Deans and directors? Department chairs? Vice Chancellors? Previous processes were explained. There was interest in staying consistent with past practices. It was stated that the proposals should not be considered new position requests but new initiatives to advance the institutions. It was also stated and understood that this would not be an opportunity to request reinstatement of prior budget reductions. It was decided that what is really needed are ideas on strategic allocation of funds that may become available.
4. **Develop strategic guidelines to inform budget allocations if funds are available during the 2015-17 biennium:** The committee broke into 5 smaller groups and generated lists of suggestions to guide budget decisions if one time only funds become available. The lists were combined and grouped by common themes.
5. The meeting was adjourned at 5:03 PM

UBC suggestions to inform decision making on OTO budget allocations 03/31/2015

Facilities

1. Improve curb appeal on 27th street
 - demolish poly building
 - Tear down the computer annex
 - New signage out front – stone
 - Tear down some of the rental houses
2. City College - Students build a steel building – each class could add on
3. Athletics – long term - Fieldhouse for athletics and student recreation
4. Athletics – short term - facilities for track and field and attract new students
5. Living spaces - support auxiliaries with gen fund dollars to free up dollars to renovate residence halls.

Enrollment

1. Transfer funds for recruitment and retention scholarships
2. Compete with other universities – incentives for faculty to connect better with students – personal connection
3. Develop clear articulation/pathways for students to start here and transfer cleanly into 4 year programs or programs at other universities – help them succeed and perhaps they will stay
4. 2+2 programs between CC and University
5. Treat students better
6. Develop a firm philosophy for online education - Know who we are

Marketing and promotion

1. Market research and develop marketing plan to target adults for degree completion/grad programs
2. Determine audience and develop alternative delivery formats to meet their needs
3. Data analysis (identify niche programs and market)
4. Buy specific student lists
5. Look at programs with capacity
6. Review APP data
7. Determine online markets matched to programs
8. Market analysis and needs analysis – workforce needs

9. Research current students - why are you here?
10. Measure the initiatives – What worked? What didn't? Adjust, try again.
11. Strategic (targeted) marketing for distance education
12. Increase the advertising budget

Student Success/Increase Student Completions

1. Create an internal fund with predictable allocations to implement ideas and initiatives the committee proposes
2. Demographic related solutions – single parents living learning community
3. Eliminate graduation fee
4. Audit transcripts to determine completions
5. PLA and degree completion programs
6. Sophomore retention programs
7. SOS/Early alert systems – case manager for students

Technology

1. Data analysis
 - Dashboards
 - Early alerts
 - Build up IR capacity
2. Provide training on how to use data
3. Investment with Teal Technology – exposure to more students
4. \$\$ to mentor faculty on Teal and Distance delivery

Other

1. What is our identity? We don't know who we are.
2. Keep 50% of budget in instruction
3. \$\$ for professional development for faculty and staff
4. Enhance customer service
5. Follow 4 principles used before
6. Linkages between college and community – speakers bureau - reciprocal
7. Put \$\$ back into the reserves
8. Early retirements (if allowed and would provide cost savings)
9. Provide funding for DIG (diversity initiatives)