

University of Maine System  
Board of Trustees  
at the University of Maine System

June 24, 2015

**Executive Committee  
Conference Call**

**Present:** **Committee Members:** Samuel Collins; Chair; James Erwin, Norman Fournier, Gregory Johnson, Michelle Hood, Marjorie Medd, and Karl Turner. **Other Trustees:** Paul Nelson. **Chancellor:** James Page. **Presidents:** Glenn Cummings. **Staff:** Tracy Bigney, David Stevens, and Rebecca Wyke.

**Absent:** Kurt Adams and Bonnie Newsom.

Trustee Collins called the Executive Committee to order and thanked everyone for participating in the conference call.

**Allocation of Budget Stabilization Funds, USM.** Dr. Rebecca Wyke, Vice Chancellor for Finance and Administration & Treasurer and President Glenn Cummings explained as part of the FY2015 Budget for the University of Maine System, the Board of Trustees authorized the University of Southern Maine to draw down up to \$7 million in Budget Stabilization Funds. In January, the University of Southern Maine projected the actual need would be only \$5 million. The University of Southern Maine has expended (or committed) \$2 million of these funds to date.

President Cummings stated that USM enrollment has declined 9-10% since last year. The residence halls in Gorham do not have Wi-Fi; therefore, in an effort to increase enrollment a portion of the \$700,000 for residence hall improvements will be used to start the process for Wi-Fi capabilities for the residence halls. The Committee discussed the return of investment (ROI) for marketing and advertising expended by USM and Dr. Wyke offered to provide the Committee a copy of the UMS marketing plan strategy.

Following is an outline for the remaining \$3 million in expenditures focused on strategic investments to support enrollment. It is anticipated that these funds will need to be carried forward and expended in FY2016.

USM Website Enhancement	\$250,000
Community College Partnerships	50,000
Transfer Student Scholarships	1,000,000
Residence Halls Improvements	700,000
Marketing:	
• Creative Development, Production	315,000
• Paid Media	<u>685,000</u>
	\$3,000,000

**Executive Session**

On a motion by Trustee Medd, which was seconded by Trustee Turner, the Executive Committee agreed to go into Executive Session under the provisions of 1 MRSA Section 405 6-A to discuss the consideration and discussion of appointments, employment and duties.

On a motion by Trustee Turner, which was seconded by Trustee Medd, the Executive Committee concluded the Executive Session.

On a motion by Trustee Medd, which was seconded by Trustee Hood, the Executive Committee, acting on behalf of the Board of Trustees, authorized Chancellor Page to conclude negotiations and execute a contract with the selected candidate to serve as Interim President of the University of Maine at Augusta.

On a motion by Trustee Turner, which was seconded by Trustee Medd, the Executive Committee, acting on behalf of the Board of Trustees, authorized Chancellor Page to conclude negotiations and execute a contract with the selected candidate to serve as Interim President of the University of Maine at Fort Kent.

Adjournment

Tracy B. Bigney  
Clerk of the Board