

Athens State University
2014-15 Enrollment/Student Affairs Committee
January 23, 2015

The Enrollment/Student Affairs Committee held a meeting at 10:30 a.m. on Friday, January 23, 2015 in the conference room of Sanders Hall.

PRESIDING: Mr. Macke Mauldin (in the absence of chair Sandra Sims-deGraffenreid)

The meeting was called to order at 10:32 a.m. by Macke Mauldin. He welcomed the committee and thanked everyone for their willingness to serve.

ROLL CALL

The following committee members were present:

Macke Mauldin
Dr. Rosemary Hodges
Nikki Schrimsher
Sarah McAbee
Marsha White
Guy McClure, Sr.
Dr. Bob Glenn

Also present were Rick Mould, Vice President for University Advancement and Kim Braden, recording. Sandra Sims-deGraffenried, Maxine Randolph and Tazewell Shepard were absent.

NEW BUSINESS

Schedule four annual meetings for the committee

On a motion made by Guy McClure, Sr. and seconded by Dr. Hodges, all agreed to meet on the mornings of the scheduled Board of Trustees meetings. Time may flex between 10:00-11:00 depending on the agenda. The motion was approved by all present. (Scheduled Board of Trustees meetings for 2014 are April 17, July 17 and October 16).

Review of organizational structure of Enrollment and Student Support Services

Sarah McAbee distributed an organizational chart and reviewed each department.

- 2 new Admissions Advisors have been hired. They will be cross-trained as admissions staff and recruiters.
- Nikki Schrimsher will be moving to the Transfer Student Success Center as the advisor for the College of Education.

- Dr. Glenn reminded the committee that Enrollment management is going through tremendous change. We are no longer “wait and see” who enrolls. We are now looking at trends, following up with students to see what we can do to increase the yield of students applied to students enrolled. Thanked Sarah and Rick for their work. There have been a number of changes with enrollment and branding.
- Admissions/Recruiting is the “front door” for students. We are starting here and working to clean up all areas.
- Transfer Student Success Center is charged with retention, unofficial plans of study for students. They help them from the beginning to get on the right track. Retention is a new area for us. Focus on keeping students to graduation.
- Records office work with transcripts. They will also have more registration functions as we move forward.
- Financial Aid heavily supports enrollment. Students would not be able to attend without financial aid.
- Other support areas include the Career Development Center, University Center Managers (Wallace State, Northwest Shoals, Snead, Northeast and Redstone Arsenal), Campus and Community Engagement. We also have a representative at the Calhoun campuses 4 days a week.
 - Dr. Glenn hopes to enhance our relationship with Calhoun with the new president they have coming in. They will have a meeting in February hoping to engage him as a full partner. For example: There are 5 courses in the College of Education that all students must take before entering into the Education program. Dr. Glenn is hoping to have our faculty teach those 5 classes at Calhoun for their students. This will help students tremendously.
- Dr. Hodges asked about our default rate and employment rate being readily available on our website. Sarah thinks our default rate is published in the right to know section of our web but she will check to make sure. Discussion about how hard it is to receive feedback from students after graduation regarding employment.
- Discussion about how our retention efforts are different than that of traditional students. Much cheaper to retain students than recruit students.

Review of Goals for 2014

Sarah handed out a copy of the Enrollment Management Plan that was submitted to the board in July 2014.

- Sarah explained this plan was created from something Jim Hutto had started. Athens State had never had an enrollment management plan. Enrollment and Student Support Services will work on annual reports to see how we are meeting our goals. Feedback will be given after the first year to see how we met tasks.

- Macke Mauldin requested an update to the enrollment management plan at each committee meeting. Today's update: working on graduate programs with much help from Rick Mould's area. Discussion about competing with for profit schools—learn from these models to increase our marketing funds. 60% of for profit schools budget is advertising, 80% of non-profit budget is personnel. We are competing with all of these universities. It's important to reach students where they are and right now that is social media. Traditional media is better suited for our older students.
- Rick's area is doing a good job working on marketing for the master's program. Sarah hopes all funds will not be used to market this program but it does help to market one program to students. Dr. Glenn pointed out that ACHE recommended us and UAH for a master's degree in Logistics which is very unusual. He hopes this means they see us as different. Important to determine what message we should send about our master's program and how we send it. 32,000 Alabamians are paying out of state tuition. 10% of that 32,000 could double our enrollment. Students do not know about Athens State they know about the "Phoenixes" because that's what they see advertised. Rick stated we are advertising on major websites we can see who is looking at our site this way. The bulk of graduate program advertisement will be digital.

Board Presentation Update on Enrollment

Sarah handed out her slides for the Board of Trustees update on enrollment.

- Enrollment nationally is declining
- New trends coming up: 2021 will be the next time we see a big growth in college age students.
- Hispanic population is growing. We have choices to make as an institution. How will we serve these students financially? They are very family orientated, how will we handle that? Converting our website to Spanish would be very beneficial but it's also very costly. We will need to reach out to the high schools with heavy Hispanic population, meet those families and determine how to recruit.
- Best College Majors for 2014/15—we offer almost all of those majors. This should be a great help with increasing enrollment.
- Spring Goals: 28,500 credit hour production was the goal of Enrollment and Student Support Services, we are happy to have exceeded all of our goals for spring registration.
- DL courses out distances all methods of course offerings. Still have students that want face to face courses but you can see DL opens our borders. Face to face creates a 100 mile radius for the most part.
- Sales Force update:
 - We are seeing some benefits
 - Still a work in progress

- Been using for 1 year.
- Will be sending 2 staff to training in February.
- This is a national product used all over.
- Degree works Update:
 - Overview to faculty/staff before turning it loose to students.
 - Tweaking to meet needs of departments
- Career Services events scheduled for the spring semester
- Recruiting events for spring will mostly include community colleges. We have been invited to recruit in Tennessee at Columbia State Community College. This is a huge opportunity for us.

Other Discussion:

Things we would like to discuss at our next meeting:

- Enrollment Management Plan update
- Recruiting/retention update

Dr. Hodges asked about the protocol to follow with letting other faculty know meetings are open. Macke Mauldin indicated that they should seek advice from co-workers, ask what they would like us to discuss, reach out, discuss issues that are important to everyone, increase retention and enrollment. Committees are an effort to have open communication with the Board of Trustees. Dr. Hodges will meet with faculty members to let them know what we are discussing. Dr. Glenn suggested faculty meetings might be a good place to start. Let faculty talk about questions and concerns.

These committees are uncharted territory but a great step to getting back on the same page.

ADJOURNMENT

On a motion made by Dr. Rosemary Hodges and seconded by Marsha White, Macke Mauldin adjourned the committee meeting at 11:30 a.m.