

Athens State University  
Enrollment/Student Affairs Committee  
January 20, 2017

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The Enrollment/Student Affairs Committee held a meeting on Friday, January 20, 2017 in the conference room of Sanders Hall.

**PRESIDING: Mr. Macke Mauldin**

The meeting was called to order at 1:13 p.m. by Mr. Mauldin.

**ROLL CALL**

The following committee members were present:

Mr. Macke Mauldin  
Dr. Bob Glenn  
Dr. Bruce Thomas  
Mrs. Felicia Mucci  
Mrs. Sarah McAbee  
Mr. Guy McClure, Sr.  
Ms. Paula Watkins

Dr. Greg Holliday, Necedah Henderson, Bethany Campbell, Crystal Creekmore and Kim Braden (recording) were also present. Dr. Sandra Sims-deGraffenried and Ms. Maxine Randolph were absent.

The agenda was approved by all committee members (Glenn/Watkins).

The minutes from October 21, 2016 were approved as written by all committee members (McAbee/Glenn).

**OLD BUSINESS**

NONE

**NEW BUSINESS**

**1. Hispanic DL Opportunity—Bethany Campbell**

- a. New opportunity to increase Hispanic enrollment as outlined in our strategic plan. Presented to us by David Brown (Director of Institutional Development).
- b. Cristo Rey High School located in Sacramento, CA provides education to urban youth who live in areas with limited educational opportunities. The school's enrollment is

95% Hispanic and 45% of last year's graduates enrolled in a community college. Plan is to offer promotional materials in the form of 2 brochures.

- i. Initial plan is to create a clear path from Sacramento City College to Athens State University College of Business. This brochure will be geared to the high school counselors with information such as University and COB accreditation, student to teacher ratio and return on investment. Determine which general education courses will transfer, give specific information regarding online degree programs in the College of Business.
- ii. Second brochure will be student specific and include more general information about Athens State. Due to limited household income in the area this brochure will focus on course options with price comparison. Also include scholarship opportunities with payment plan options. High lite flexible course offerings.
- iii. We will high lite the flexibility of our online schedule while stressing that our COB is dedicated to upholding a tradition of academic excellence. We will also address the availability of our faculty to distance learning students.

c. Discussion:

- i. Great opportunity—have we thought about language barriers? We will be working with Mr. Brown to develop brochures. Students transferring to Sacramento CC are constantly looking for other options to complete a degree.
- ii. Athens State is significantly less than other California colleges. Students can stay in their community and obtain a degree for us.
- iii. Exciting opportunity—doesn't take huge numbers to make significant impact on Hispanic numbers.
- iv. Sacramento City College—30% of population is Hispanic. Enrollment is 22,000; our target is 8,000 students. May potentially be able to get materials to college counselors.
- v. Public universities are becoming more expensive than private universities with endowments.

**2. Spring Recruiting—Necedah Henderson:**

- a. ALACRAO/TACRAO organizations arrange college and high school days—we attend almost all of the events.
  - i. High School days: (Sept-Nov) we attended 20 events
  - ii. College Days: (Dec-Feb) we will attend 30 events
  - iii. This week we have been in Wallace-Dothan and Enterprise. Next week we visit the Birmingham area and then South Alabama and Opelika.
  - iv. Average 3-4 visits each week. We attend many more than what ALACRAO schedules.
- b. We have applied to be a member with TACRAO (TN Association of Collegiate Registrars and Admissions Officers)—once approved we can then attend these same events in TN.

- i. Not able to go into TN in recent years due to SARA (state law regarding physical presence in recruiting across state lines). Now we have documentation settled so we can go back to TN.
    - ii. Students living in counties within a 50 mile radius of campus receive instate tuition rates.
    - iii. UNA is a current member of TACRAO.
  - c. Google document has been created to allow faculty to sign up and attending recruiting events. High percentage of faculty have participated in recruiting events.
  - d. Sales Force—CRM tool used to collect/track and communicate with students through the enrollment funnel.
    - i. Track how often and how we communicate with prospective students
    - ii. Segment by interest then create mailings specific to their interests.
    - iii. Track through the enrollment cycle, calling students and measuring efforts.
    - iv. National tool used by many, can do anything
    - v. Total prospects June –December = 3,547
      - 1. Applied = 541
      - 2. Accepted = 456
      - 3. Enrolled = 405
    - vi. Enrolled 10% of prospective students. (How many actually came to campus during this time? Not sure, we don't have any statistics on that since so much is done online. Transfer day we average 100 students)
    - vii. What happened to the other 90%? Less than 5% go somewhere else. Most just don't go or come to use in a later term—we continue reaching out to these students.
    - viii. Prospect—students didn't know about us, we reached out to them. We get 45+ list from community colleges (students with 45 hours or more). This contains directory information and we reach out to them.
  - e. We track recruiting events and web inquiries. Students that begin applications but do not finish—we contact these students and we reach out to students that we see “hit” our website.
  - f. Organize main campus visits with area schools and bring students to campus. February we have 100 students from Morgan Co visiting campus. Beville State is bringing 30 students.
  - g. Collaborating with Community College recruiters to team up and present to High School groups. Present our 2+2 plan to these students.
  - h. Transfer Day for new students is coming up March 19 for fall. Students can be advised, register for classes, take a campus tour and speak with clubs and organizations on this day.
  - i. Planning mini transfer days at our off campus sites during the summer. Admissions and recruiters will help center managers at their campuses.
  - j. Graduate school recruiting
    - i. Talladega College grad school fair (good turnout)
    - ii. Belmont University in Nashville—March 6

- iii. 2 AL global logistics and supply chain management fairs coming up in Mobile and Huntsville. Faculty from College of Business will also attend.
- k. Discussion:
  - i. When recruiting is there something students are looking for that we don't offer:
    - 1. Nursing—UNA and UAH both offer nursing programs and both would be opposed to us offering. Reality of the situation, there is no need for additional programs. Something we could do easily but will never be able to.
    - 2. Do we have minorities on our recruiting team? Yes, we do!

### 3. Schedule Opportunities—Crystal Creekmore (see PowerPoint handout) :

- a. Hoping to build options for online (completion colleges). Focus on quality matters as much as possible.
- b. Make request weekly to the provost office based on closed classes.
- c. Continue to survey students to see how they want to take classes.
- d. Degree Works feature is a piece of the puzzle: report that shows how many students need courses, must take vs. optional
- e. Weekly report of high demand classes to the provost (Nov 3-Jan 3)
  - i. Report shows demand and we offered recommendations
  - ii. Students are voting with their “feet” provide courses the way students want to take them not how we want to offer them. Look at demand and offer based on that.
  - iii. If a class a student really needs is already closed and they sit out a semester we also lose 2 or 3 other classes.
  - iv. Some faculty have challenges to teach online—not that they are unwilling
  - v. Open up other sections = go through proper channels
  - vi. Does the delivery of online have to be based from campus? No, but we have to make sure quality meets our needs. Can we recruit from other geographical areas? We could but it's hard to find.
- f. Courses reported during Nov 3-Jan3:
  - i. Separated by colleges and high demand
  - ii. College of Arts and Sciences-service classes (general education courses not completed at community college) high % of 5 or less seats
  - iii. Seats were added as a result of report which is good news.
  - iv. Added seats vs sold seats: Sold 71% of COAS seats added, 49% of COB seats added and 58% of COE seats added
  - v. 90% of 0-5 seat classes were online classes
  - vi. If 11:00 class isn't making can we change the time? Yes, realign at some point in registration, make sure changes are approved.
- g. Process will take time for everyone to get used to. A huge stride from one person developing the schedule as it has been in the past.
- h. Faculty are mostly flexible except in certain areas. Is it appropriate to teach some courses online? Matter for faculty to decide, can you teach art/acting online? What

- are other schools doing? Are they teaching Art online? Struggle we are engaging in, in good faith.
- i. Revenue generated from additional seats for spring = \$248,000.00. All based on demand.
  - j. This is a new process. Looking for new opportunities and providing data everyone can understand. Data is collected and used for good; each semester we will get better and better.
  - k. Criminal Justice doubled in enrollment when changed from Traditional to Online courses.
  - l. Data also proves courses that we no longer need to offer.

**Other Discussion:**

- a. Community of Faculty working on next logical program to bring forward.
  - i. Cyber security for small businesses is a good opportunity.
  - ii. Engaging faculty to look down the road and create new programs.
- b. Personal touch is very important; means something to people. Separates us from larger institutions.

The meeting was adjourned at 2:15.