

Athens State University
Enrollment/Student Affairs Committee
October 16, 2015

The Enrollment/Student Affairs Committee held a meeting at 1:00 p.m. on Friday, October 16, 2015 in the conference room of Sanders Hall.

PRESIDING: Dr. Sandra Sims-DeGraffenreid

The meeting was called to order at 1:13 p.m. by Dr. Sandra Sims-DeGraffenreid.

ROLL CALL

The following committee members were present:

Dr. Sandra Sims-DeGraffenreid
Maxine Randolph
Dr. Bob Glenn
Dr. Rosemary Hodges
Nikki Schrimsher
Sarah McAbee
Guy McClure, Sr.
Marsha White
Dr. Keith Ferguson

Also present were Dr. Greg Holliday, Necedah Henderson, Lisa Payne, Saralyn Mitchell, Mrs. Laurie Glenn and Kim Braden, recording. Macke Mauldin, and Ronnie Chronister were absent.

Amendment to minutes from July 15, 2015: Maxine Randolph was present, her name was left off of the list. Motion was made by Sarah McAbee to accept minutes, seconded by Rosemary Hodges.

OLD BUSINESS

NONE

NEW BUSINESS

Sarah McAbee—2015/16 Enrollment Management Plan:

New ideas for 15/16. Directors are here today to highlight changes for their areas.

Necedah Henderson, Director of Admissions:

New initiatives:

- Records office implementing Reverse Transfer Agreement through the National Clearing House. Dr. Glenn added that this is very important for Community College graduation rates, students leave for a 4 year school before completing 60 hours at the community college.
- Recruiting: distributed brochures for graduate school
 - Recruiters have attended first recruiting event for graduate program. Dr. Kerner from the College of Business also attended. Did not make many contacts. Next up will be The Nashville Career Fair. Currently we have 26 applications for the graduate program.

Saralyn Mitchell, Director of Counseling and Career Development Center:

- Distributed post card of upcoming events—most events are on campus and at Redstone Arsenal, very well attended.
- Federal Workforce Recruitment Program (WRP) is under way. This program hires a certain number of students with disabilities each year. University has requested to participate—not all schools participate. 15 students registered this year, phone interviews will take place next week. 8 students were placed in jobs last year through this program. Great job opportunities for our students.
- Disability Services invited to speak at Redstone Arsenal next week about working with students with disabilities.
- Working on activities to grow international students on campus. Hosted a lunch in September for these students (6 attended). Looking for other ways to connect with these students and bring more to campus.
- Federal Work Study program was transferred from the financial aid office. 16 positions filled, next 6 months will work to bring institutional work study over to office.
- MDA notified Career Services this week about a job announcement that is coming out soon. They will fill 65 positions with students and recent graduates.
- Army Contract Command will also be filling 60 positions. Only contacted 5 universities and we were #1 on their list.

Greg Holliday—Associate Registrar/Systems Manager:

- Rolled out Degree Works to advisors in April.
- Live to students in early August.
- Identifying general education courses that are approved at the state level, looking at how we articulate these courses.
- 1700+ courses in State of Alabama. Reviewed catalogs of other institutions. Based on review we have updated Banner tables to articulate courses. Working to update 1600+ transfer student records to reflect changes.
- Reviewing private schools and feeder schools in TN to make equivalencies.
- Working on a few faculty tweaks from SAM.

- Discussion:
 - Dr. Glenn—very important for our students, lot of change for faculty. DW is used at most community colleges. Helps students plan/transfer better.
 - Sarah—lots of conversations, will provide consistent advising
 - Q: why all the work if community colleges are already using DW? Numbering system is different at community colleges and students come from multiple schools. All have different numbers for courses.
 - Q: How is this tool different than Sales Force? Sales Force is for prospect students, DW is a student's degree plan once they are enrolled.

Lisa Payne—Transfer Student Success Center Director:

- Responsible for transfer advising for students
- Working on 3 initiatives with Retention:
 - October: reach out to stop out students (students previously enrolled that have stopped attending). Emailed 600 students from Spring/Summer 2015 that were stop outs. Will be making phone calls to these students also.
 - November: Phone-a-thon. Reaching out to students that have been admitted but not registered. Completed last semester with good response.
 - Researching retention tools/early alert systems.
- List of new admits are sent to the college Deans every month. Reach out to students at the very beginning.
- Discussion:
 - Dr. Glenn: Early Alert/retention increasingly more important. 60% graduate rate (6 year rate for a 2 year program). Less expensive to retain a student than to recruit a student. Recruit 10 students for every one that we lose. Reduced upper level hours required from 60 to 51. We were the only school to require more than 44 hours. Some of our majors required 60 hours.

Sarah McAbee:

- Glad to have Dr. Keith Ferguson on board.

Committee Discussion:

- Report on course analysis—where are we with this project? For spring we have increased our courses offerings for each method (distance, blended, traditional). Offering fast path courses at the arsenal, good response so far. Looking to “beam” classes to other locations at our sites using collaborate tools with cameras and starboards. UNA offers their MAED program this way on our campus.
- Dr. Glenn: enrollment management has gone the extra mile. No EMP when he arrived on campus. There are 500,000 Alabamians with no degree, there are markets we can be taking advantage of. Marketing plan in the works to help students move through our programs.
- Q: Where are we with military recruiting? Center Manager located in the Education Center on Redstone Arsenal—no military force on base. We are one of four schools that

recruit on the Arsenal. Logistics and Supply Chain Management is popular among Armed Forces students.

- Dr. Sims-DeGraffenreid thanked everyone for all of their hard work.

Meeting Adjourned at 2:00 p.m.