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Enrollment Management Committee Minutes

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1-14-2022

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Rosemary Harper

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Jacksonville State University

Enrollment Management Committee

Date 1-14-2022

Present: Ms. Jessica Wiggins, Dr. Emily Messer, Dr. Janet Bavonese, Ms. Logan DeBoer, Mr. Chris Casey, Mr. Terry Casey, Ms. Kelly Martin, Ms. Misty Ray, Dr. Staci Stone, Ms. Lauren Findley, Dr. Channing Ford, Mr. Tim Garner, Dr. Russell Hammack, Dr. Joe Morgan, Mr. Justin Parker, Dr. Erin Rider, Dr. Falynn Turley, Ms. Alice Wudarczyk, Mr. Vinson Houston, Ms. Chandni Khadka, Dr. Tim King, Dr. Gina Mabrey, Ms. Tricia Nelson, Ms. Courtney Peppers, Ms. Brooke Robinson, Ms. Emily White

Absent:

Guests: President Don Killingsworth

| Item | Discussion | Decision/ Recommendation |
|---|--|-------------------------------------|
| Welcome and Introduction- Ms. Jessica Wiggins | Ms. Jessica Wiggins, Director of Financial Aid, welcomed everyone to the Enrollment Management Committee. She will be serving as the chair of the committee for 2022. Ms. Wiggins welcomed President Don Killingsworth to give the committee the charge for the 2022 year. | |
| Committee Charge – President Don Killingsworth | President Don Killingsworth thanked everyone for agreeing to serve on this very committee. The focus is to evaluate on how we are doing in recruitment and retention efforts as an institution. <ol style="list-style-type: none">1. Examine student recruitment practices that would cover both traditional, undergraduate, and graduate programs.2. Examine administrative processes through initial contact through graduation.3. Review SACSCOC guidelines to identify infrastructure issues. Theses could include environmental or infrastructure issues which could be parking, course availability, housing, physical plant, support personal, and classroom space.4. Examine our scholarship opportunities and distribution practices to make sure we are meeting the needs of our students. | |

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| | <p>5.Examine all EAB data that is presented to ensure that we are using the information effectively.</p> <p>6. Examine marketing efforts to ensure the university resources are being utilized in the best manner possible.</p> <p>7. How can we maximize recruitment efforts through the creative components of all our activities for Student Success?</p> | |
| <p>Review of Committee Goals – Dr. Emily Messer</p> | <p>Dr. Emily Messer welcomed everyone to this committee. She explained that the main focus of the group was to attract, enroll, and support undergraduate and graduate students with unique experiences from across the region, state, and globe. This is the specific area this committee will focus on. This falls under the Reach portion of the new university strategic plan.</p> <p>She thanked all of those who are serving as subcommittee chairs for this current group, and Ms. Jessica Wiggins for chairing the group. She discussed the goals of the committee that were listed on the presentation and that will be provided to the members.</p> | |
| <p>Enrollment Management Subcommittee Review – Ms. Jessica Wiggins</p> | <p>Ms. Jessica Wiggins discussed the various subcommittees and their chairs. The following are the subcommittee chairs:</p> <p>Student Success – Dr. Tim King Undergraduate Recruitment – Ms. Lauren Findley Graduate Recruitment – Dr. Channing Ford Post-Traditional Recruitment – Ms. Kelly Martin Financial Aid/Scholarships – Ms. Logan DeBoer Red Tape Reduction – Ms. Charlotte Cole.</p> <p>She asked each group to develop a statement of purpose for their subcommittee. Each group needs to create a set of goals to reach for the next academic year.</p> | |
| <p>Meeting Schedule – Ms. Jessica Wiggins</p> | <p>Ms. Jessica Wiggins asked each subcommittee to meet at least once a month to accomplish their goals. The chairs will provide a report to the full committee every other month at those meetings. She asked each person on the committee to email her by January 21st to let her know which subcommittee they would prefer to be on and provide an alternative choice. The next full committee meeting will be on March 11th.</p> | |

Handouts*

Respectfully submitted

-----*Rosemary Harper*-----