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Enrollment Management Committee Minutes

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3-11-2022

## **Minutes 3-11-2022 | Enrollment Management Committee**

Rosemary Harper

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**Jacksonville State University**

**Enrollment Management Committee**

**Date 3-11-2022**

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

**Absent: Dr. Channing Ford, Dr. Gina Mabrey, Vinson Houston, Dr. Janet Bavonese**

**Guests:**

| <b>Item</b>                                       | <b>Discussion</b>   | <b>Decision/<br/>Recommendation</b> |
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| <b>Welcome and review and approval of minutes</b> | Ms. Jessica Wiggins welcomed everyone to the meeting. She asked if there were any edits to the previous minutes. A motion to approve them as was made by Mr. Terry Casey and a second was made by Ms. Lauren Findley.   |                                     |
| <b>Introduction of Guest Speakers</b>             | Ms. Jessica Wiggins introduced two guests, Mr. Colin McGlynn and Ms. Sarah Parrott, to discuss the EAB partnership.   |                                     |
| <b>EAB Partnership Overview</b>                   | Mr. Colin McGlynn showed various slides that outlined the partnership between EAB and JSU. He discussed that their goal toward students is to help support student success at the university level and learn more about them through testing. He stated their goal with the universities they work with is to help them better understand their own institution. He stated that they had been partnering with JSU since 2018. Their strategy is to search out high school students, use application marketing to direct their interest toward JSU, and then survey newly admitted students to learn more about them and their goals. They take their best practice methods and use the JSU brand to reach out to potential students in targeted areas. He showed how Fall freshmen applications have grown at JSU since 2018 except for 2020 and Covid. He credited that success to their best practices and the well respected brand of JSU. |                                     |

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|   | <p>Ms. Sarah Parrott discussed how much tuition and fee revenue was generated by these various classes. She stated that JSU had outperformed many other universities who also partner with EAB. She showed the dramatic increase in first time freshmen enrollment and revenue increases from 2016 to 2021.</p> <p>Mr. Colin McGlynn stated that their research showed that JSU is well positioned to have an even bigger year in 2022.</p> <p>There was a good deal of discussion and questions after the presentation. One of those was whether JSU could do part of this process in-house.</p>   |  |
| <b>Looking Ahead: Trends and Data Needs</b> | <p>Ms. Jessica Wiggins discussed various national and JSU trends. She stated that nationally students are applying to more colleges, often as many as eight. She also stated that less students are taking ACT tests due to Covid and other factors. She stated another trend was that students want in-person events and interaction. There are also fewer students completing FAASFA applications nationwide. However, in Alabama that is now a requirement for high school graduation, so we are not affected by that trend. JSU is seeing an increase in orientation, housing, and admission applications. She stated that while these increases are positive for JSU, they do present challenges moving forward. She stated one issue that is receiving a great deal of attention nationally is online graduate programs. She stated that the sub-committees will need good data to develop the right action items. However, she warned everyone not to get overwhelmed with the sheer amount of data that is available.</p> |  |
| <b>Subcommittee Reports</b>                 | <p>Ms. Jessica Wiggins asked the various sub-committees to give updates.</p> <p>Dr. Tim King spoke on behalf of Student Success. He stated that are working on issues of student retention, attaining a degree, achievement, and advancement. They are developing action items that correspond to these goals.</p> <p>Ms. Lauren Findley spoke for Undergraduate Recruitment. Their focus in on generating freshmen prospects. They are studying national trends and data to help develop their action items. One goal is to attract diverse students and to make the university more accessible.</p> <p>Dr. Channing Ford was absent, but Ms. Jessica Wiggins discussed their subcommittee, Graduate Recruitment. She stated that had not yet held a</p>   |  |

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|              | <p>meeting but would do so next week. They will have more to report at the next meeting in May.</p> <p>Ms. Kelly Martin spoke on Post-Traditional Recruitment. She stated that they met in late February. Their main goal is to attract post-traditional students. They have defined this group as those who are over 25 years of age, students with dependents, military students, working students, and other students with unique educational experiences. Their main goal is to increase adult post-traditional student enrollment. One key data point will be to generate names of these potential students.</p> <p>Ms. Logan DeBoer discussed Financial Aid/Scholarships. Ms. DeBoer said their group is focused on identifying evaluate and select quality candidates for the Foundation Scholarship and to develop a diverse, well-rounded Scholarship Committee.</p> <p>Ms. Charlotte Cole spoke for the Red Tape Reduction group. She stated that their goal was to remove barriers to students attempting to enroll. The reinstatement process is one area they are addressing.</p> |  |
| <b>Other</b> | Ms. Jessica Wiggins thanked everyone for attending and reminded the group that the next meeting would be on Friday, May 13 <sup>th</sup> , from 10-11AM.   |  |

Handouts\*

Respectfully submitted

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