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Enrollment Management Committee Minutes

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Jacksonville State University

Enrollment Management Committee

September 22, 2020

Present: Mr. Chris Casey, Mr. Terry Casey, Ms. Lauren Findley, Dr. Channing Ford, Mr. Tim Garner, Dr. Russell Hammack, Mr. Vinson Houston, Ms. Chandni Khadka, Dr. Tim King, Dr. Gina Mabrey, Dr. Emily Messer, Dr. Joe Morgan, Ms. Patricia Nelson, Ms. Stefanie Nelson, Mr. Justin Parker, Ms. Courtney Peppers, Ms. Misty Ray, Dr. Erin Rider, Mr. Jerod Sharp, Dr. Staci Stone, Dr. Falynn Turley, Ms. Emily White, Ms. Jessica Wiggins, and Ms. Alice Wudarczk

Absent:

Guests: President Don Killingsworth

Item	Discussion	Decision/ Recommendation
Welcome	Dr. Emily Messer welcomed all the members to the new committee.	
President's Charge	The President thanked all the members for their service on the committee. He charged the committee with finding creative ways to increase enrollment and retain current students. He asked them to develop short- and long-range proposals to achieve this goal that align with the university strategic plan.	.
Definition of Enrollment Management	Dr. Messer defined Enrollment Management as a process that developed in the late 1980's and early 1990's to replace traditional admission programs with a strategy that provides a comprehensive process toward recruitment, retention, and graduation rates.	.
History of SEM at JSU	Dr. Messer stated the most recent Strategic Enrollment Management plan at JSU was in 2016. There was an earlier plan developed in 2008.	The need for a new SEM plan was stated

<p>Power Point Discussion of SEM (Strategic Enrollment Management)</p>	<p>Dr. Messer gave an overview of a Strategic Enrollment Management planning framework. She stated that a new plan needs to align with the university's strategic plan. She stated that creating sustainable enrollment outcomes would be a key part of their work. She discussed the organizational framework of the new committee. She stated that the committee would be divided into a recruitment side and a retention side. She discussed the four major objectives of the committee. They are: examine relevant data, monitor success of goals, monitor success of scholarship and financial aid strategies, and promote a diverse student body.</p>	
<p>Enrollment Management Sub-committees</p>	<p>Dr. Messer stated that the new committee would divide into six sub-committees and she announced the chairs for each one. Undergraduate Recruitment – Lauren Findley, Graduate Recruitment – Dr. Ford, Post-Traditional Recruitment – Justin Parker & Stephanie Nelson, Financial Aid/Scholarships – Jessica Wiggins, Student Success – Dr. King, Identifying Administrative Barriers for Students – Dean Stone (Red Tape Reduction).</p>	<p>The sub-committees chairs were identified.</p>
<p>Action Item</p>	<p>Dr. Messer asked everyone to email her by Friday, September 25, with their top three choices for subcommittee assignments.</p>	<p>The group was asked to email their top choices for sub-committee assignments.</p>
<p>Next Meeting</p>	<p>The next scheduled meeting will be on Tuesday, October 27th, at 2PM. The sub-committees will meet in between the monthly meetings and then provide updates to the entire committee. She stated that Mr. Jerod Sharp, the current SGA President, would be serving on the committee as a representative of the student population.</p>	

Dates:

Respectfully submitted

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