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Enrollment Management Committee Minutes

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10-27-2020

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Rosemary Harper  
*Jacksonville State University*

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**Jacksonville State University**

**Enrollment Management Committee**

**October 27, 2020**

**Present:** Mr. Chris Casey, Mr. Terry Casey, Ms. Lauren Findley, Dr. Channing Ford, Mr. Tim Garner, Mr. Keaton Glass, 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:**

<b>Item</b>	<b>Discussion</b>	<b>Decision/ Recommendation</b>
<b>Adoption of Agenda</b>		
<b>Minutes</b>	Motion to approve made by Dr. Tim King; seconded by Dr. Joe Morgan.	<b>Minutes approved</b>
<b>Sub-committee Updates</b>	<p>Dr. Emily Messer reminded everyone that we are in the midst of Fall B. She also discussed the upcoming Winter term and the limit of four hours. There will be a limited number of classes offered.</p> <p>Student Success – Dr. Tim King gave the update and stated that they will be focusing on data collection. He said they hope to report census and retention dates and to have feedback from those outside the department to help them make sense of what they are doing. He also wants to formulate a survey for faculty to find out what they can do to help support Student Success. They hope to open the Student Success Center in February in Houston Cole Library and would like to host a tour or a meeting of this Committee.</p> <p>Dr. Messer posted a link to the Fact Book and encouraged all of the sub-committees to make use of data collection. She stated that Ms. Kim Preston is available for any help or information needed.</p> <p>Undergraduate Recruitment – Ms. Lauren Findley stated that they had met two times and discussed strategies to increase enrollment. She has asked all of her</p>	

members to submit a SWOT analysis. They are using that information to develop different goals and strategies to fulfill their purpose. She discussed the test optional waiver that is currently in place. She also discussed the new scholarship that are being offered, automatic and competitive. She went over the different types of merit-based scholarships.

Dr. Messer asked all the members to be familiar with the scholarship process. Dr. Messer stated that there was a 9% decrease in the number of first-time freshmen. However, she stated that this was still below the national average that was due to COVID. She also stated that this Fall they recorded the highest Freshmen enrollment in a decade.

Graduate Recruitment – Dr. Channing Ford discussed their recent meetings and stated that they would like to set up various weeks through the year to highlight various programs and have a fee waiver during that time. She discussed various outreach efforts they are making to encourage undergraduate students to consider Graduate school.

Post Traditional Recruitment – Mr. Justin Parker gave an update and stated that they also did a SWOT analysis. They are focusing on four groups: military, adult learners, business and industry partners, and transfer students. Ms. Stefanie Nelson added they were identifying various strengths that JSU has in place for these four groups. They also identified weaknesses such as offering more undergraduate courses online for adult learners and continuing to grow flexible class offerings. They would like to grow the integrated studies program for adult learners and also increasing their work with law enforcement and other state agencies. They are also identifying various barriers for adult learners and the threat of competitive schools. Mr. Justin Parker also discussed various goals they have to recruit greater numbers of adult learners.

Dr. Messer discussed the Finish What you Started program and how it relates to adult learners. She also discussed the partnership that JSU has entered into with the Southern Company.

Financial Aid/Scholarship Committee – Ms. Jessica Wiggins gave the update for this group. She stated that their charge is task oriented and will be working

	<p>with the Jax App applicants. They are still searching for additional members for their sum-committee. They will not hold their first meeting until January. She also gave an update on the 20/21 FASFA and shared a link that gives help in completing the form.</p> <p>Red Tape Reduction – Dr. Staci Stone gave the update for this group. She stated that they had met and discussed their future goals. Dr. Stone will meet with the SGA’s Diversity Committee to discuss any potential barriers they can eliminate. She asked that if anyone was aware of forms or issues that students were struggling with to let them know and they would try to work on the issue. They are going to post a form that allows students, faculty, and staff to mention issues that might be something that needs to be addressed.</p>	
<b>Other</b>	<p>Dr. Messer stated that she would like to do a Strategic Enrollment Management report. Once the various sub-committees have met a few times, she would like to start crafting a Strategic Enrollment Plan based on all of their results. She also discussed the salary increase that was added for employees that was made possible by the good enrollment numbers. Dr. Messer thanked everyone for attending and stated that the next meeting would be on December 2nd.</p>	

**Dates:**

Handouts\*

Respectfully submitted

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