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Enrollment Management Committee Minutes

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5-13-2022

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Rosemary Harper

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Enrollment Management Committee

May 13, 2022

Present Ms. Jessica Wiggins, Dr. Janet Bavonese, Ms. Logan DeBoer, Mr. Chris Casey, Ms. Charlotte Cole, Ms. Kelly Martin, Ms. Misty Ray, Ms. Lauren Findley, Dr. Channing Ford, 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, Mr. Daniel Washington, Ms. Emily White

Absent: Dr. Emily Messer, Mr. Terry Casey, Dr. Staci Stone, Mr. Tim Garner, Dr. Russell Hammack, Mr. Vinson Houston, Dr. Gina Mabrey,

Guests:

Item	Discussion	Decision/Action
Call to Order	Meeting was called to order at 10:00AM Jessica Wiggins. The minutes from the previous meeting were approved. The motion to approve was made by Justin Parker and the second was from Kelly Martin.	
Welcome	Ms. Jessica Wiggins welcomed everyone to the meeting and stated that the main purpose would be to hear updates from the various sub-committees.	
Student Success	Dr. Tim King spoke for the Student Success committee. He first discussed high impact practices and stated that they would be establishing a standing committee as part of institutional effectiveness to coordinate HIPs across campus. He also discussed the issue of diversity and equity in terms of student success. They plan to conduct a campus climate survey on the topic to get feedback from student about how they view equity at JSU. They will then look at areas that need improvement. He also discussed their use of Navigate in terms of advising and providing basic student services. Finally, he discussed faculty support and the importance of it for student success and a new idea of Faculty Fellows is being developed.	
Undergraduate Recruitment	Lauren Findley discussed several issues her committee on Undergraduate Recruitment is working on currently. She stated they were working on Academic Marketing and Recruitment Workshops. This was one of their first goals and it is to evaluate current academic programs for their marketability and workforce needs by examining their websites. They will then provide recommendations to them to enhance their marketing impact. They hope to have representatives from each department attend the workshops and receive a certificate if they sign on to the initiatives they are proposing. She also discussed recruitment	

	<p>guides. They are working to update those and make sure they have the right information. They are looking at ways to share them more widely. She also discussed competitor marketing strategies and how schools like West Georgia are marketing their school and what JSU needs to do to combat such campaigns since higher education is becoming a much more competitive market. They have created a peer and competitor listing and used the National Student Clearinghouse data to determine who JSU's true competitors are. Their committee is also working to identify and remove potential enrollment barriers for all student groups. They are also working to create an information timeline for the enrollment process that will guide them in the releasing of information to prospective students based on where they are in the admissions process.</p>	
<p>Graduate Recruitment</p>	<p>Dr. Channing Ford spoke on behalf of the Graduate Recruitment Committee and stated that they were a little behind. Their main focus now was establishing goals and their primary one was to increase graduate enrollment by 8% for the Fall. Their second goal was to retain diverse qualified professional students. They are also working to update brochures and to hire a coordinator for recruitment efforts. She discussed how their admission standards were tied to the university catalog and how they are trying to streamline this process because most students go to the school that accepted them first.</p>	
<p>Post-Traditional Recruitment</p>	<p>Kelly Martin discussed the efforts of the Post-Traditional Recruitment committee. One of their main goals was evaluating scholarship practices and the use of discount scholarships. They are working on ways to make special package pricing work for students. They are also working to make more scholarships and more business partnerships available for students. They are also looking at the best ways to conduct direct recruitment opportunities, but this can be a challenge with this group. They have added Honda as a business partner, and this has helped in this area. They are also working hard on the Finish What You Started initiative. Their main focus is on those who have 60 plus earned hours. They are identifying those who would fit these criteria and those who have various holds that might prevent their returning. They are also working to identify what degree programs are available online or those that soon will be available. They are studying the issue of online fees/marketing and competitor comparison. They are examining what UWA is doing in this area and the resistance that online students have to paying fees for areas they will never use. They are also looking at post-traditional onboarding practices. They are looking to develop an online adult learner orientation that available if you are not required to attend regular orientation. Finally, they are examining ways to do post-traditional student tracking long term.</p>	
<p>Financial Aid/Scholarships</p>	<p>Logan DeBoer spoke on behalf of the Financial Aid/Scholarships committee. She gave a competitive scholarship update. She stated that after review, 140 scholarships were awarded on April 1st. Students were notified by email and given a month to accept</p>	

	<p>them. Those that were not accepted were re-awarded to new candidates. Any of those not accepted by June 1st will be re-awarded again. They are working to have all departments award competitive foundation scholarships no later than June 1st and that in the future they will all be awarded on April 1st. She also discussed the Birmingham Promise program that provides last dollar funding to cover tuition and fees for students that graduate from a Birmingham City school. They are working to make changes here that will make it easier for JSU students who qualify for these funds to use them.</p>	
Red Tape Reduction	<p>Charlotte Cole spoke for the Red Tape Reduction committee. One issue that they are working on is communication for at-risk populations. This involves identifying such students and determining the best practice for communicating with them about bills, financial aid, and payment options. They are also involved in advisor training to make sure that students understand the impact of their academic decisions. Another issue they are examining is housing scholarships. They are looking at ways to reform this process to make it easier for the students and for JSU. One part of this is better communication with the students about important dates regarding bills and housing deadlines. They are also looking at training recommendations to help alleviate the process of students being passed from one place to another without getting the information that they need. This training would ensure that everyone is on the same page in terms of correct information being provided to students.</p>	
Other	<p>Jessica Wiggins thanked everyone for attending. She encouraged everyone to reach out to anyone who spoke on an issue that they are interested in or want to be part of helping.</p>	

Respectfully submitted

Rosemary Harper