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Enrollment Management Committee Minutes

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7-15-2022

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Enrollment Management Committee

July 15, 2022

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

Absent: Ms. Logan DeBoer and Ms. Jessica Wiggins

Guests:

Item	Discussion	Decision/Action
Call to Order	Jessica Wiggins was out of town, and in her absence, Lauren Findley chaired the meeting. She asked if there were any edits to the previous minutes. A motion to approve them as was made by Justin Parker and a second was made by Kelly Martin.	
Welcome	Lauren Findley welcomed everyone to the meeting and stated that the main purpose would be to hear updates from the various sub-committees.	
Student Success	Dr. King stated that one of their main goals had to do with equity in student success. They are examining several options for their campus climate survey. He stated that they are also looking to form a Student Success Equity Committee. They will partner with Sociology in this effort. They are also looking at how they can support faculty and provide them with the tools they need to help improve student success.	
Undergraduate Recruitment	Lauren Findley gave the update for Undergraduate Recruitment. She stated that they have already had four Academic Marketing and Recruitment Workshops and have two more scheduled. They have three goals with these workshops. One is to have the department submit degree information to their new website. The second is for them to provide a fact sheet about the major. The third is to update recruitment communication they send out. They started with about 15% of the degree information website surveys filled out and are now over 50%. They plan to extend these workshops in the Fall to non-academic departments. They are also updating their faculty and staff recruitment guides. She also discussed their 'Gamecocks on the Go' initiative. Finally, her group is working on efforts to market to diverse populations and international students who are non-English speakers.	
Post-Traditional Recruitment	Kelly Martin gave the update for Post-Traditional Recruitment. They have developed a free online orientation for adult students	

	<p>who are over the age of 25. They are also working on ways to better track adult learners. When students over 25 registers now they are given the adult learner attribute. They are also trying to plan events for students who are parents. They have developed a list of next steps for adult learners that can be found on the online orientation website that Justin is developing. They are also working on a travel piece brochure that will be geared to adult learners and have the information that they need.</p>	
Financial Aid/Scholarships	<p>Charlotte Cole filled in for Logan DeBoer. She stated that all the competitive scholarships have now been awarded and accepted. She stated that there would be 62 incoming freshmen that would receive the Birmingham Promise award along with 70 returning students who are also receiving this funding. It pays all tuitions and course required fees for students who graduated from a Birmingham City school after a Pell Grant is applied. She stated that the question for the JAXAPP had been changed to, "How has education impacted your life?" She also announced that Logan DeBoer is leaving JSU on August 3rd.</p>	
Red Tape Reduction	<p>Charlotte Cole spoke for the Red Tape Reduction group. They have developed a revision to the intentional payment deadline communication to make it more understandable for students. They will be sending out the first round of communication for the void list which is currently 5,200 students. The following week they will call each of them and speak to them in detail about what they need to do. They are also trying to get the Student Feedback Form out in front of students so they can utilize it. They have also addressed the issue of adjusting aid on the backend using fund codes for housing scholarships. They are also looking at the issue of how difficult it is to register for classes.</p>	
Other	<p>Lauren Findley thanked everyone for attending and reminded the group that chairs are to meet once a month. She stated that the next meeting would be on Friday, September 16th, at 10AM.</p>	
Next meeting	Friday, September 16 th , 10:00-11:00am	

Respectfully submitted

Rosemary Harper