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Enrollment Management Committee Minutes

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2-3-2023

Minutes 2-3-2023 | Enrollment Management Committee

Rosemary Harper

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Enrollment Management Committee

February 3, 2023

Present: Jessica Wiggins, Logan DeBoer, Charlotte Cole, Chris Casey, Misty Ray, Dr. Staci Stone, Lauren Findley, Tim Garner, Dr. Russell Hammack, Dr. Joe Morgan, Dr. Erin Rider, Dr. Tim King, Tricia Nelson, Dr. Gina Mabrey, Emily White, Dr. Channing Ford, Ashlee Hanvey

Absent: Vinson Houston, Dr. Janet Bavonese, Justin Parker, Terry Casey, Kelly Martin, Jewelishia Johnson (SGA President), Courtney Peppers, Dr. Falynn Turley, Alice Wudarczyk

Item	Discussion	Decision/ Recommendation
Call to Order	Lauren Findley chaired the meeting due to Jessica Wiggins being under the weather. She asked if there were any edits to the previous minutes. A motion to approve them as was made by Terry Casey and a second was made by Tim Garner.	
Student Retention Data & Initiatives	Dr. Tim King gave a report on Student Retention Data & Initiatives. He stated that some of the data were not as reliable and not to focus on concentration, college, or majors. He pointed out that solid B students are not being retained at an acceptable rate. He stated that overall, JSU was doing well in terms of retention, but had struggled the last two years. He stated that universities all over the country had likewise struggled during this time. He added that a lack of understanding of our retention responsibilities was a leading cause of our retention issues along with COVID, lack of financial resources, no sense of belonging, and low levels of motivation among students. They are going to work with Dr. Valentin to identify and use data to support retention.	
Student Success	Dr. King stated that the Student Success group was continuing to work on their equity project. The IRB has approved the project. They will identify four or five African American faculty who will do focus groups to help identify action items to help the success rates among African American students.	
Undergraduate Recruitment	Lauren Findley gave the update for Undergraduate Recruitment. She stated that they are revamping aspects of the bus tour they provide. Due to the vacancy at the International House, they have been overseeing international admissions for the last two months. They are temporarily moving the position into their office to better collaborate. They are hoping to modernize and streamline the process. She stated they have been researching who JSU's main competitors are for freshmen and the top five are: Alabama, UAB, Gadsden State, Troy, and Alabama A&M. This will	

	allow them to look at these school's policies and course offerings to see if there are revisions they need to make. She also discussed the Growing Gamecocks program and how that will be used in recruiting.	
Graduate Recruitment	There were no updates from Graduate Recruitment.	
Post-Traditional Recruitment	Lauren Findley gave the update for Post-Traditional Recruitment in Kelly Martin's absence. She announced that they have a new committee member in the College of Arts and Humanities, Matt Hill. They are developing a new adult learner marketing piece that will be like a freshman viewbook, but for adult learners. It will have detailed information for potential adult learners about opportunities at JSU that she can hand out on her visits. They are also creating communication plans to reach out to adult learners at all stages of their interest in JSU. They are also working on a Canvas shell to serve as a point of reference for adult learners and to connect them to this group. They are also adding questions to the withdrawal form to find out more data about why students are leaving JSU.	
Financial Aid/Scholarships	Charlotte Cole gave the update for Financial Aid/Scholarship committee. She stated that Auburn Taylor has officially started as the new Assistant Director of Financial Wellness and Default Management She also stated that 2,300 students have completed the JAXApp and they are hoping to award all scholarships by April 1 st . She also discussed their efforts with NASA financials and training. She discussed the different credentials that are available and their work in this area.	
Red Tape Reduction	There were no updates from Red Tape Reduction.	
Other	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, April 14 th , at 10AM.	

Handouts*

Respectfully submitted

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