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Rosemary Harper

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Enrollment Management Committee

November 4, 2022

Present: Ms. Jessica Wiggins, Chris Casey, Terry Casey, Charlotte Cole, Lauren Findley, Ashlee Hanvey, Chandni Khadka, Dr. Tim King, Dr. Gina Mabrey, Kelly Martin, Dr. Emily Messer, Tricia Nelson, Justin Parker, Misty Ray, Dr. Erin Rider, Dr. Staci Stone, Dr. Fallynn Turley, Alice Wudarczyk

Absent: Dr. Channing Ford, Dr. Janet Bavonese, Tim Garner, Dr. Russell Hammack, Vinson Houston, Dr. Joe Morgan, Courtney Peppers, Emily White

Guests:

Item	Discussion	Decision/Action
Call to Order	Jessica Wiggins asked if there were any edits to the previous minutes. A motion to approve them as was made by Lauren Findley and a second was made by Justin Parker.	
Fall Enrollment Overview and Enrollment Trends	Jessica Wiggins discussed several milestones that have been reached in enrollment. She stated that the Fall 22 class represented the highest overall enrollment in JSU history. It also had the largest first-time freshmen class. It was also the largest undergraduate class in school history. The class also the largest dual enrollment and international class. She stated that the graduate class was still in some flux. She gave additional details about the dual enrollment class and stated that if these students continued at JSU after high school graduation they would receive priority registration. Oxford was the largest group, but other schools like Anniston also contributed to the total numbers. She stated there had been a record number of undergraduate applications for this class, a total of 12,700. She said they had clearly identified their out of state market as Georgia, Florida, and Tennessee. She displayed a map of Georgia and highlighted the counties where most Georgia students lived. She stated this shows where the focus and effort needs to be made. She discussed the ethnicity of the class and stated that there were no large changes there. She also discussed the ability to pay for the first-time freshmen group. She said that the inability of some to pay or have family financial support for college illustrated how important the merit scholarship program is. She then shifted to future enrollment trends. She stated that high school graduation rates nationally will peak in 2025 and begin to decline in 2026. She said that our region generally and Alabama would peak in 2026 and begin the decline in 2027. She said there would be a decrease of about 5% in graduation rates between 2020 and 2030. She said that this coming trend along with the fact that less high school graduates are going straight to college after	

	<p>graduation will have a great impact. This will mean that JSU will have to be creative and innovative and make sure we are maintaining our marketability as a university. She stated that this will also lead to a greater importance on reaching non-traditional students. This will mean an increased demand in virtual and online course offerings. Another group that she mentioned that needs special attention, were those who have some college but no degree. She stated that all this information makes the work of the sub-committees very important and that she wants them to let this information guide them as they move forward next year. There was much discussion about all of this information among the members.</p>	
Student Success	<p>Dr. Tim King gave the update for the Student Success group. He stated that they are focused on equity in Student Success. They are focusing on Black/African American student success. He stated that Dr. Erin Rider and Sarah Donnely are developing questions for a focus group in the Spring with African American students. He stated the retention level in that group is lower than with white students and they are looking for a solution to that issue. They hope to have data from the focus group by March 2023.</p>	
Undergraduate Recruitment	<p>Lauren Findley gave the update for Undergraduate Recruitment. She discussed the different ‘Gamecocks on the Go’ events they are having around the state to provide information to potential students. One of their areas of focus in these meetings is on First-Generation students. They are also attempting to become First-Gen Forward distinguished through NASPA. They are applying for that program to help increase this group at JSU. She discussed the Growing Gamecock Program that helps build affinity for JSU in children from birth to 18. They would receive prizes on their birthday. This program is not active yet, but they are hoping it will be soon. They are close to launching the new Admissions website. It will be much more user friendly and contain much more relevant information. It should be live within a couple of weeks. They will be having a ‘free application November’, so that students can apply that month free.</p>	
Graduate Recruitment	<p>Dr. Channing Ford gave the update for the Graduate Recruitment area. She discussed recent recruitment efforts that they are using. They had a Graduate Program Fair that was well attended by over fifty prospective students. She stated that the Faster Master’s program would relaunch in Fall 2023. She discussed new Graduate programs. One is the ES in Education with a concentration in Elementary Ed. She also discussed the EDD program in Educational Leadership will launch this Spring. They hope to launch the application process next week. In Fall 2023, they will launch Master of Public Health program.</p>	
Post-Traditional Recruitment	<p>Kelly Martin gave the update for Post-Traditional Recruitment. Due to the way the dates fell, they have only met once since the last large meeting. She gave an update on the (Re)Engage Alabama Grants. The grants are too small for scholarship purposes but will be used toward marketing materials. They are also using it</p>	

	to develop print materials for the Adult Learner program. They are doing a photo shoot for this particular group. She also addressed the adult new student survey data. They will review that data and make changes in the questions to make them more specific. She also gave an update on the 'credit for prior learning' initiative. They were going to focus on this issue, but discovered another group is already doing that. Instead of duplicating efforts, they are going to turn their attention to students in the Police Academy and look for ways to convert them into degree seeking students.	
Financial Aid/Scholarships	Charlotte Cole gave the update for Financial Aid/Scholarship committee. She stated that the 2022/2023 scholarship structure had been announced. Around 3,500 students were awarded merit scholarships for 23/24 this week. She announced that 23/24 Banner has been set up and that the full structure is there. They were on track to award students earlier than ever, but some software glitches had slowed things down. She stated that they had been doing both day and night FASFA meetings and would continue those throughout the semester. She said there would be some changes to FASFA next year, especially as relates to the needs portion. They are also doing continual training to stay in compliance with all the Financial Aid regulations. She also stated that the Scholarship Awarding Committee had roughly 400 JAXAPP's submitted and about a 1,000 pending.	
Red Tape Reduction	Charlotte Cole spoke for the Red Tape Reduction group. She stated they are transitioning this committee to 'as needed.' She said they had dealt with many of the major issues. She will continue to meet with the Student Senate once a semester to see if they raise other issues that need to be addressed.	
Other	Jessica Wiggins 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 February 3, 2023, at 10AM.	
Next meeting	February 3, 2023	

Respectfully submitted

Rosemary Harper