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Enrollment Management Committee Minutes

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4-14-2023

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Enrollment Management Committee

April 14, 2023

Present: Dr. Janet Bavonese, Charlotte Cole, Logan DeBoer, Lauren Findley, Tim Garner, Dr. Tim King, Kelly Martin, Tricia Nelson, Misty Ray, Dr. Staci Stone, Dr. Falynn Turley, Dr. Marie Valentin, Jessica Wiggins, Emily White

Absent: Vinson Houston, Dr. Channing Ford, Ashlee Hanvey, Chris Casey, Terry Casey, Dr. Gina Mabrey, Dr. Emily Messer, Dr. Russell Hammack, Dr. Joe Morgan, Justin Parker, Courtney Peppers, Alice, Wudarczyk

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 was made by Dr. Janet Bavonese and a second was made by Kelly Martin.	
Committee Member and Subcommittee Changes	Jessica Wiggins welcomed Dr. Marie Valentin to the committee. She stated that some people had rolled off the committee and others had rolled on since it was a two-year commitment. She stated that if anyone had suggestions for new members to email her the information. She stated that the sub-committee Red Tape Reduction group had transitioned to ‘as needed.’ She announced that the scope of the Financial Aid/Scholarship sub-committee will be expanded and will focus on student financial wellness, but will still include the General Scholarship Committee. Charlotte Cole will be leading the full Financial Aid/Scholarship subcommittee. Jessica asked all the sub-committee leaders to let her know if they had lost or added members to their groups. She also reminded them that they needed to be meeting once a month.	
Undergraduate Yield Initiatives Presentation	Jessica Wiggins asked Lauren Findley to discuss the undergraduate yield initiatives. She explained that the reason for this presentation was the changing demographics across the nation and in Alabama and the coming drastic downturn in the size of high school graduating classes. Lauren Findley then presented her information on this topic. She discussed the ‘Enrollment Funnel’ and explained how it is shaping their recruitment efforts and strategies. She discussed how the declining number of high school graduates will increase competition among universities for those students. She stated that they will be working collaboratively with other groups on campus to help enroll students. They will also be using various events and communication. She described several different types of events and specific forms of communication they use to attract and retain students.	

Strategic Enrollment Management Plan	Jessica Wiggins discussed the Strategic Enrollment Management Plan. This is a project she has been tasked with putting together. She is going to put together a rough draft and give various parts to the sub-committees to review and respond by May 15 th . She is hoping to have a complete report put together by the date of the next meeting on June 2 nd .	
Student Success	Dr. Tim King gave the update for the Student Success group. He stated they had three updates. One was on the Equity in Student Success Project. They have established their focus group leaders and they will be meeting soon. The second was on the Faculty Fellows for Student Success. They are putting this team together now with the goal of creating various initiatives. The third was concerning retention technology, Navigate. They are looking at using JSU Navigate to help faculty have better acquisition skills.	
Undergraduate Recruitment	Lauren Findley gave the update for Undergraduate Recruitment. She discussed international recruitment and the efforts they are making there. They are developing new communications, updating the website, and adding a ‘next steps’ section.	
Post-Traditional Recruitment	Kelly Martin gave the update for Post-Traditional Recruitment. She discussed the work they are doing on the Withdrawal Form. They are adding two questions to the form to gather more data about why students leave. She also gave an update on the Adult Learner Communication process. They are working to help those who start an application but do not complete it. Another is to send out Registration dates. She also discussed returning students with balances and how they are trying to help the ones they can. She also discussed the Transfer and Adult Learner night.	
Financial Aid/Scholarships	Logan DeBoer gave the update for Financial Aid/Scholarship committee. She stated they had their annual meeting in February. All the competitive scholarships assigned to the committee have been awarded and emails have been sent to students. They have until May 1 st to accept them, or they will be awarded to other students. They have asked other committees to have their scholarship award selections made by May 1 st .	
Graduate Recruitment	Jessica Wiggins gave the update for the Graduate Recruitment area at the request of Ashlee Hanvey. She stated their recruitment numbers were trending upwards. They will be adding new programs to the Faster Master program. The Academic Partnership launch is estimated to go live on May 17 th . There will be a graduate reception for graduating graduate-level students on the Saturday following Commencement.	
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 June 2, 2023, at 10AM.	
Next meeting	June 2, 2023	

Respectfully submitted

Rosemary Harper