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Enrollment Management Committee Minutes

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6-2-2023

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Enrollment Management Committee

June 2, 2023

Present: Ms. Jessica Wiggins, Logan DeBoer, Tim Garner, Dr. Russell Hammack, Ashlee Hanvey, Vinson Houston, Dr. Tim King, Dr. Gina Mabrey, Kelly Martin, Dr. Joe Morgan, Tricia Nelson, Justin Parker, Misty Ray, Dr. Marie Valentin, Emily White, Alice Wudarczyk, SGA President

Absent: Dr. Channing Ford, Dr. Janet Bavonese, Courtney Peppers, Lauren Findley, Charlotte Cole, Chris Casey, Terry Casey, Dr. Emily Messer, Dr. Staci Stone, Dr. Falynn Turley,

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 Tim Garner and a second was made by Justin Parker.	
Overview of Strategic Enrollment Management Plan	Jessica Wiggins presented some of the highlights from the Strategic Enrollment Management Plan. She stated the purpose of the SEM Plan was to guide the university to reach its overall goal of increased enrollment. This is done by targeting and identifying which populations/groups to address and developing strategies to reach them. These strategies align with the work of each of our subcommittees. The subcommittee chairs each provided feedback and recommendations from their groups which were reviewed by the President and Dr. Messer. There is currently a final edit and review of the plan taking place. The six target groups focused on in the plan are: first-time freshmen, dual enrollment, first and second-year retention, transfer students, adult learners & post-traditional students, and graduate enrollment. Each group will be targeted by specific strategies developed for them. She discussed the specific strategies that will be used for each target group. She also addressed the next steps that would be taken toward final approval of the plan. The approval by a majority of those on this committee will be needed. She needs any feedback by June 12.	
Student Success	Dr. Tim King gave the update for the Student Success group. He gave an update on the Equity in Student Success Project. They have conducted focus groups and will do it again in August. The main response they received both male and female African American students was that they wanted to see more faculty and staff who looked like them. He stated that they were looking add additional people to their subcommittee.	
Undergraduate Recruitment	Jessica Wiggins gave the update for Undergraduate Recruitment. She discussed new members they have added to their subcommittee. She gave a First Generation update. JSU has been approved for the First Gen Forward program done by NASPA. She	

	<p>also stated that they are looking at the data from the National Student Clearinghouse Data Project to learn what top majors were chosen by those students who did not enroll at JSU but enrolled elsewhere. The next Future Gamecocks week will run from the 5th thru the 9th. She discussed the Academic Marketing & Recruitment Workshops. These helped admissions have up to date information for academic programs. These will be offered again on July 11th and August 1st. She announced that Admissions is working on a new website for out of state students to provide them helpful information. They are also hoping to do a Parent Surveys to try and discover the information that parents most want communicated to them. She also discussed non-consumer market information. These are those who never enrolled anywhere after high school. They are hoping to send out communications to them to try and build a line of discussion with them about their needs.</p>	
Post-Traditional Recruitment	<p>Kelly Martin gave the update for Post-Traditional Recruitment. She discussed new members they have added to their subcommittee. She also discussed the (Re)Engage Action Plan and stated that there is good work between their subcommittee and the (Re)Engage committee. They will work with this for a year, and they are developing a longevity plan to make sure that what is being done does not end when the initiative ends from the state. They are developing goals for this next year to increase the number of adult learners. They are watching state legislation that once approved will provide state grant funds for adult learners. They are also developing solutions to achieve their goals. One is better communication to adult learners. They also want to improve academic support services for adult learners and have more robust financial aid for them. They have also finalized their adult learner brochure.</p>	
Financial Aid/Scholarships	<p>Logan DeBoer gave the update for Financial Aid/Scholarship committee. She stated that all competitive scholarships have been awarded for 2024. They are reviewing the STEP Scholarship program and how it is administered. She announced the new Financial Wellness page on their website that includes information on workshops. She stated a federal student aid webinar series was being offered on FAFSA changes and to contact Charlotte Cole with questions. They are also preparing to send out postcards on student loan repayment on August 29.</p>	
Other	<p>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 August 4, 2023, at 10AM.</p>	
Next meeting	<p>August 4, 2023</p>	

Respectfully submitted

Rosemary Harper