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Enrollment Management Committee Minutes

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10-6-2023

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Enrollment Management Committee

October 6, 2023

Present: Ms. Jessica Wiggins, Dr. Christie Calhoun, Chris Casey, Matt Chumley, Charlotte Cole, Logan DeBoer, Lauren Findley, Ingrid Galinat, Tim Garner, Gina Glass, Ashlee Hanvey, Dr. Tim King, Dr. Gina Mabrey, Dr. Joe Morgan, Tricia Nelson, Justin Parker, Dr. Marie Valentin (Blake Hunter), Dr. Kimberly Gaiters-White, Emily White, Alice Wudarczyk, SGA President – Tierra Thatch

Absent: Terry Casey, Dr. Janet Bavonese, Kelly Martin, Justin Parker, Misty Ray, 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 was made by Emily White and seconded by Tricia Nelson.	
Review of Committee Structure and Subcommittee Assignments	Jessica Wiggins welcomed new members who are joining the committee. She stated the group was formed in 2020 and gave a brief history of the charge to this committee. She stated that the first three parts of the charge have been in place since the committee formed and are in alignment with the Strategic Enrollment Management Plan. She stated that the group meets on the first Friday of every other month at 10AM. Each member gets to choose or is assigned to one of the subcommittees. These groups meet at least once a month. The chairs make that decision, and they also provide a report back to this group at the bi-monthly meetings. In May and June, they collect all the accomplishments of the subcommittees and that goes into the annual progress report.	
Student Success	Dr. Tim King gave the update for the Student Success group. He stated that they made changes to the last year’s Success Summit and that another one will be held on February 6 th . They will play a big role in that as well. They have faculty doing research about student success to help improve student outcomes. They are also conducting a retention technology review. Dr. Janet Bavonese is chairing a group who is trying to make Navigate as easy to use as possible. He stated that their other goal for this year is continuation of the Equity in Student Success Project. Their goal is to make sure they are meeting the needs of the African American students on campus.	
Financial Aid/Scholarships	Charlotte Cole gave the update for Financial Aid/Scholarship committee. She stated that JSU had been recertified for Title IV Aid for the next six years. JSU now has the most fully credentialed Financial Aid administrators in the state. They have	

	<p>also been reviewing and editing the 2024-2025 JAXAPP to make it easier for students to complete. Since September 1, they have seen a 20% increase in submitted applications. They are also evaluating merit scholarships to be financially prudent while remaining competitive. The COVID pause for student loan repayment has ended, and so the university has about 7,800 students who are now entering repayment on their loans. Financial Aid is contacting them individually. She discussed the Student Employment Fair from the Fall and stated they had a large increase in attendees. She discussed the Financial Wellness Initiative and stated they are trying to develop a peer mentoring program. They will be having 20 FAFSA filing events in February and March to help students adjust to the new changes. They are also pursuing initiatives to have more student involvement in such events.</p>	
<p>Post-Traditional Recruitment</p>	<p>Jessica Wiggins gave the update for Post-Traditional Recruitment. She discussed the Adult Learner marketing piece and how they were able to develop a brochure with the help of Marketing. They also looked at the new student survey that is sent to freshmen and transfer students. They were able to revise approximately 12 questions to make them more targeted to adult learners. The survey will be sent out in the next few weeks. They also made enhancements to the Adult Learner Communication Plan creating some automated communication and making it easier for them to reach out to the university. She discussed the new Transfer and Adult Learner Night event and that they added Finish What You Started students to this as well. She also discussed the communication that went out to superintendents and principals about the P-12 Educator’s Scholarship, which proved to be very successful. She also mentioned the action plan that is being developed for the (Re)Engage Alabama Initiative and announced that the Withdrawal Form Update would be live on November 13th, which includes optional questions for students to answer regarding their reason for withdrawing.</p>	
<p>Undergraduate Recruitment</p>	<p>Lauren Findley gave the update for Undergraduate Recruitment. She discussed the communication plan for ‘non-consumer population.’ This refers to those who choose not to go into higher education or consume higher education. They communicated with 2,700 students who had been admitted since 2020, but never enrolled. The communication was to highlight the importance of college education and how it could be valuable to them. She also discussed their work on using NSC data to do a better job with targeting students that we are losing to our competitors by knowing what they are offering that is pulling students away from JSU. She stated that over the summer they hosted their second year of marketing and recruitment workshops. This allowed them to make sure that new degree list is correct and up to date along with other information that is vital to recruitment. She also discussed yield initiatives they are developing and attempts to reenergize old concepts like “Gamecocks on the Go.” They will be traveling to</p>	

	about ten cities this year with these events. She discussed the new Campus Map Project. The old campus map was not interactive and did not show areas that were accessible to disabled students, along with other features. They have been working with various groups, specifically Marketing Services, on creating the new interactive campus map that will be a big step forward in this area.	
Graduate Recruitment	Ashlee Hanvey gave the update for Graduate Recruitment. She discussed the academic partnerships launch for the MBA program that started this Fall. They have learned several important things through the start of this new program that is on a block schedule. They are hoping to transfer that information into other graduate areas as they move forward. They have also found success with their Navigate referrals project that targets students who are eligible for Accelerated Senior Privilege and Faster Masters. Graduate staff have met with the undergraduate advisors and now they are advising students about the accelerated senior privilege and the Faster Master's programs. She said they are also continuing the recruitment events. They had their Fall Graduate Programs Fair yesterday, and had 151 students attend. They are continuing to work on those types of events but feel very confident they are gaining traction. They are also hoping to develop a 'pathways' program for undergraduate students like what Nursing provides.	
Other	Jessica Wiggins thanked everyone for attending and reminded the new members to let her know which subcommittee they would be interested in joining within the next two weeks. She also told the current members that if they wanted to switch groups to also let her know. She stated that the next meeting would be on December 1, 2023, at 10 AM.	
Next meeting	December 1, 2023	

Respectfully submitted

Rosemary Harper