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Enrollment Management Committee Minutes

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2-16-2024

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Enrollment Management Committee

February 16, 2024

Present: Ms. Jessica Wiggins, Dr. Janet Bavonese, Matt Chumley, Chris Casey, Terry Casey, Charlotte Cole, Logan DeBoer, Ashlee Hanvey, Dr. Tim King, Kelly Martin, Justin Parker, Misty Ray, Emily White,

Absent: Lauren Findley, Ingrid Galinat, Tim Garner, Dr. Christie Calhoun, Dr. Gina Mabrey, Tricia Nelson, Gina Glass, Dr. Marie Valentin, SGA President – Tierra Thatch, Dr. Kimberly White, 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 Justin Parker and a second was made by Dr. Tim King.	
Spring 2024 Enrollment Synopsis	<p>Jessica Wiggins gave an overview of Spring 2024 enrollment milestones from institutional research.</p> <p>Spring 2024 Milestones</p> <p>Record high Spring Enrollment A record 8,887 total students enrolled (previous record: 8,753 in Spring 2009).</p> <p>Record high Spring undergraduate enrollment (previous record: 7,438 in Spring 2012)</p> <p>Record high Spring Dual Enrollment 956 total dual enrollment students enrolled (previous record: 888 in Spring 2023)</p> <p>Record high Spring international Enrollment 333 total international students enrolled (previous record: 164 in Spring 2018)</p> <p>Record high Spring CHP 105,569 credit hours produced (previous record: 102,119 in Spring 2023)</p> <p>Jessica Wiggins stated they are already looking at Fall enrollment based on applications, number of admits, and students who are register for GO Orientation. In the April meeting. we will start looking at our Fall numbers.</p>	
Overview of ReUp Partnership	Jessica Wiggins gave a brief discussion for ReUp. She stated the university entered a partnership with this company in October 2023, and they specialize in re-enrolling undergraduate stop-outs students. They directly market to students over multiple marketing platforms. If a student says states they are interested in returning they are connected to a success coach that will follow them throughout the entire enrollment process. JSU provided ReUp with our list of stop-out dating back to 2007. Student information is provided to ReUp after a student has been inactive for 2	

	<p>academic years. Currently, JSU is the only institution in the state that has partnered with Re-Up. They are lobbying at the state level for the entire state of Alabama to sign a contract with Re-Up. Jessica Wiggins is advocating that JSU gets the right to do this for at least a year before the rest of the state signs a contract.</p>	
<p>2024-2025 FAFSA Updates</p>	<p>Charlotte Cole gave the 2024-2025 FAFSA Update. FAFSA started a slow rollout in December. She stated that although the changes have resulted in long delays, the end result will make it easier for families to receive more funding thru Pell Grants. They expect to have more rejected FAFSAs early on due to various issues. The Financial Aid Office has developed a website that includes information regarding FAFSA updates for students, families, and faculty/staff. They hope to start receiving submitted FAFSAs by mid-March and send aid offers in April. Any first-time freshman that has completed the FAFSA by April 1st will receive a \$500.00 completion grant . Any transfer or continuing student who submits their FAFSA by April 1, will be entered to win:</p> <ol style="list-style-type: none"> 1. Three full tuitions scholarships 2. Ten \$1,000 scholarships, \$ 3. Forty \$20.00 gifts cards to the bookstore 4. Faculty parking decals 5. JAX State swag bags <p>Financial Aid is hosting several FAFSA days and nights for students and parents during March. They will have virtual help sessions if they can not come into the office. FAFSA event information went out in the Red and White to students, a post was made in the new parent/ family platform, and information was sent by the Undergraduate Admissions Office to high school counselors.</p>	
<p>Financial Aid/Scholarships</p>	<p>Charlotte Cole gave the update for Financial Aid/Scholarship committee. She stated that the 24/25 General Scholarship Committee has met and is now reviewing JAXAPP submissions. They have received 2,417 so far which is a 7% increase from last year. She stated that although overall FAFSA submissions are down, we are up in scholarship applications.</p> <p>Financial Aid is also testing a Financial Wellness Module in Canvas this semester. They are partnering with Amy Simon with one of her classes. This will help teach students basic budgeting skills. They will make adjustments to this frequently based on student feedback. This will replace what is currently in SSC 101 starting this Fall. They are doing several outreach efforts for student groups throughout the semester. In April they are doing Financial Capability Month programming. They will also host a tax filing session.</p>	
<p>Post-Traditional Recruitment</p>	<p>Kelly Martin gave the update for Post-Traditional Recruitment. She discussed the SWOT Analysis they had done earlier. They identified general focus areas that they wanted to spend time on</p>	

	<p>over the next committee cycle. She discussed several of these. One was the Credit for Prior Learning/ Prior Learning Assessment which was their top priority. She stated that are looking at academic programs that offer credit for prior learning and how they can expand that. She also discussed the review of cost and pricing barriers. She also gave an update on marketing and communication in general and enhanced support of adult learners. She also discussed their partnership with the Police Academy. She also gave an update on the ReUp program.</p>	
Graduate Recruitment	<p>Ashlee Hanvey gave the update for Graduate Recruitment. She discussed the work they are doing on package pricing for the graduate students. They examined the issue and are looking at a restructure of how they charge at the graduate level. They are looking more at course prefix than package pricing. They are getting advice from Dr. Harmon and deans. This restructure will take some time to develop, and they will have to have conversations with different people. They think this change would help with military students, as changes would allow them to be eligible for the Military Tuition Rate.</p> <p>Ashlee also discussed the Legacy Path. They will do a pilot launch in April with a start date of Fall 24. This program would identify specific students who meet the requirements and send them offers letting them know they are pre-qualified for certain programs. This would be a very targeted program. She also stated that the Graduate Program Fair which will be on Tuesday, February 27th, from 11-1 in the TMB auditorium. She also discussed how they might could fund some graduate scholarships.</p>	
Undergraduate Recruitment	<p>Jessica Wiggins gave the update for Undergraduate Recruitment due to Lauren Findley's absence. She discussed some of their goals for this year, one of which is the value of the JSU degree. They will need a good amount of data to make this point to potential students. They are also looking at specific recruitment for academic programs. They are choosing programs that they are losing students from to other universities such as nursing. They are also looking at sending out reports to deans giving them information about applicants or admits in their college or major. They are also looking at parent and family recruitment. They are looking to survey first generation students to see how they chose JSU. They are working to improve Latin X and international recruitment. They are also working on dual enrollment matriculation.</p>	
Student Success	<p>Dr. Tim King gave the update for the Student Success group. He discussed three presentations from the Student Success Center. The first one concerns the black student survey on campus. Another had to do with a faculty development program. He also discussed future ideas they are working toward such as examining high school transcripts. They are also looking at how to get them to take advantage of the resources of the Student Success Center.</p>	

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 April 12, 2024, at 10 AM, but might be rescheduled.	
Next meeting	April 12, 2024	

Respectfully submitted

Rosemary Harper