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Enrollment Management Committee Minutes

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4-5-2024

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Rosemary Harper

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Present: Ms. Jessica Wiggins, Dr. Janet Bavonese, Matt Chumley, Charlotte Cole, Logan DeBoer, Ashlee Hanvey, Dr. Tim King, Kelly Martin, Justin Parker, Misty Ray, Emily White, Ingrid Galinat, Tim Garner, Dr. Christie Calhoun, Dr. Gina Mabrey, Gina Glass, Dr. Marie Valentin, SGA President – Tierra Thatch,
Guests:

Absent: Chris Casey, Terry Casey, Lauren Findley, Tricia Nelson, Dr. Falynn Turley, Dr. Kimberly White

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 Mr. Tim Garner and a second was made by Dr. Janet Bavonese.	
Summer and Fall 24 Enrollment Outlook	Jessica Wiggins gave a projection as of this date for the Summer and Fall enrollment numbers. She stated that Summer enrollment numbers were slightly ahead of where they were at this point last year. She credited the marketing efforts for this current state. She also discussed the Fall numbers. She stated that there was an increase in first time freshmen over 2022. Part of this was due to pre-orientation efforts. Dr. Bavonese discussed the enrollment campaign put together by Student Success that was launched during the February-March timeframe. One of the main features was to send out seven different strategically sent ‘nudges’ to potential students encouraging them to enroll. Jessica Wiggins stated that first time freshmen numbers were down 6% and admitted numbers were down as well. However, she said that all the other numbers for Fall were up. She stated the main focus right now was Gamecock Registration and the housing applications. She stated that the admitted international student numbers were also up.	
Graduate Enrollment Outlook (Tentative)	Jessica Wiggins asked Ashlee Hanvey to give the graduate enrollment outlook for Summer and Fall. She stated they were down in graduate and doctoral right now for Summer but were up now for Fall. They are expecting that to improve as the start of the semesters draw closer. They expect the Summer numbers to be close to last year and that the Fall numbers will be slightly improved. They have 277 graduate students graduating in May.	
Financial Aid & Scholarship	Charlotte Cole gave the update for Financial Aid/Scholarship committee. She stated they were putting in place all the FASFA updates but were still waiting on a few Banner patches. She said that as of this morning, 7,011 FAFSAs have been loaded into Banner and that JSU was the first in the state to start sending out aid offers. They partnered with Admissions in preparing the letters to include ‘next steps’ for the students. They are working on	

	rejected applications that require an easy fix. They held 20 FAFSA events in February and March. All of the competitive scholarships from the General Scholarship Committee have been awarded. They are also holding events to help students who receive aid do their taxes. They are participating in the Emerging Leaders event and working on a Financial Wellness module.	
Post-Traditional Recruitment	Kelly Martin gave the update for Post-Traditional Recruitment. She gave an update on the Transfer Prep Courses and how they are trying to push more communication out to prospective students. They are also in the development stage of having a JSU night at Gadsden State. They are also developing a strategy to recruit post traditional students that are parents who are attending events for their traditional age students. She discussed the credit for prior learning idea that they are still working on and exploring different options. They have also collected information on what the top majors are for adult learners, veterans, and students with dependents. She said they are also studying how they can provide resources for child related issues for students with dependents.	
Undergraduate Recruitment	Due to Lauren Findley's absence and the length of the meeting, Jessica Wiggins posted Mrs. Findley's update notes in the group chat.	
Student Success	Dr. Tim King gave the update for the Student Success group. He discussed the Equity in Student Success PowerPoint, which showcases the experiences of black students on the college campus. He discussed the needs and concerns of various marginalized groups at JSU. They will conduct a more quantitative study in the Fall to gather more data and information. He also discussed the impact of SB129 and said more information would be coming forward soon. They also discussed the Faculty Development they are working on to develop best practices and implement them everywhere. He discussed the Pilot College Academic Success Teams which would include instructors who would help identify students who have needs that should be addressed. Their goal is to replicate the best parts of the Better Together data collection initiative. Dr. King also shared the dates for the Student Success Summit for 2025: February 4 & 5.	
Other	Jessica Wiggins thanked everyone for attending and reminded the group that chairs are to meet once a month. She also reminded everyone that tomorrow would be the only Spring Preview Day.	

Respectfully submitted:

Rosemary Harper