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Enrollment Management Committee Minutes

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6-14-2024

## **Minutes 6-14-2024 | Enrollment Management Committee**

Rosemary Harper

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Enrollment Management Committee

June 14, 2024

**Present:** Ms. Jessica Wiggins, Charlotte Cole, Logan DeBoer, Ashlee Hanvey, Dr. Tim King, Kelly Martin, Justin Parker, Tim Garner, SGA President – Katelyn Letson, Tristen Taylor, Lauren Findley, Chris Casey, Dr. L. Joe Morgan, Alice Wudarczyk

**Guests:** Blake Hunter

**Absent:** Terry Casey, Tricia Nelson, Dr. Falynn Turley, Dr. Kimberly White, Dr. Janet Bavonese, Matt Chumley, Misty Ray, Emily White, Ingrid Galinat, Dr. Christie Calhoun, Dr. Gina Mabrey, Gina Glass, Dr. Marie Valentin

Item	Discussion	Decision/Action
<b>Call to Order</b>	Jessica Wiggins called the meeting to order at 10:01 am and thanked everyone for accommodating the room change. She then asked if there were any edits to the previous minutes.	
<b>Approval of Minutes</b>	The previous minutes from April were approved.	<b>Motion to approve: Justin Parker; 2nd: Lauren Findley</b>
<b>Summer and Fall 24 Enrollment Outlook</b>	<p>Lauren Findley gave the Enrollment Outlook. For First-Time Freshmen (FTF) we are trending down 3% in applications. However, yield is up.</p> <p>Transfer is up 18%. Tucker Allen has replaced Tristen Taylor as the new contact for Transfer/Adult Learner/Continuing/Transient students.</p> <p>Dual Enrollment is up 32%.</p> <p>Continuing is up.</p> <p>Overall, Enrollment is up about 13%.</p> <p>International FTF is down 10% in applications. Admits are up, and more Spring applications are expected.</p> <p>GO! Registered is up 29%.</p> <p>Using <i>Motimatic</i> to engage a population of students that we don't typically engage with. We had a list of about 9,000 students that applied in 2020 but ended up not attending anywhere. So far, of those students, 23 have registered. 16 of those registered were Stop-outs.</p>	

<p><b>New Retention Dashboard</b></p>	<p>Dr. King spoke about the new Retention dashboard that was developed by Blake Hunter. In 2016, per the SACSCOC Standard 8.1- Retention Threshold, the threshold was set at 75%. Over last four years, retention has struggled. Some identified challenges to retention are finances and mental health, with mental health trending upward. We are only keeping about 60% of our Unconditionally Admitted (UA) population.</p> <p>To combat this, Dr. King proposed a few things:</p> <ol style="list-style-type: none"> <li>1. Hiring a new Coordinator of Student Success Coaching who will be overseeing all Conditionally Admitted students and all UA'd students that are at a GPA of 3.0-3.25.</li> <li>2. Onboarding students into programs that better match their academic performance</li> <li>3. Enticing students to attend Student Success Programs</li> <li>4. Adding a Learning Specialist position – solely for Athletes</li> <li>5. Student Success Summit</li> </ol>	
<p><b>Financial Aid &amp; Scholarships</b></p>	<p>Charlotte Cole gave the update for Financial Aid/Scholarship committee. She stated that schools still do not have the ability to make corrections to the FAFSA and that corrections will be processed mid to late July. They are still getting Banner Patches every month, but were able to originate loans and grants before 24-25 GO! so when students attend orientation, they can authorize their aid to their bill that same day. FA staff called everyone who was registered for Orientation if they had some action to take with their Financial Aid—so either they had outstanding documents or had not completed the FAFSA yet. Numbers were down by 8-10% from last year. They are communicating with Continuing students who utilized aid last year, have not completed a FAFSA this year, but have registered for classes. FA Staff is continuing to do FAFSA communication.</p>	
<p><b>Undergraduate Recruitment</b></p>	<p>Lauren Findley gave Undergraduate Recruitment updates. She mentioned they are expanding the Alumni Recruitment Team (ART), including adding international alumni to the team, with potential to send some of those to international college fairs. They are also working on a new logo for the ART.</p> <p>There were 20 programs scheduled to attend the Academic marketing workshops.</p> <p>Parent and sibling offerings at GO! were discussed. The proposed idea would offer day-of registration to younger siblings for Campus Tours. This year they passed out stickers to identify certain groups such as parents, athletes, alumni, and First Generation students. There has been a lot of positive feedback from parents about GO! so far.</p> <p>Supporting LatinX recruitment efforts, Yessi Navarro White would</p>	

	<p>be interpreting for Hispanic Parents at GO! Yessi has also been working on a recruitment territory, specifically targeting areas with a high Hispanic population, and attending Hispanic community events. On Fall 2024 application, there is a question that will be asked: is Spanish the primary language in the household?</p> <p>New Dual Enrollment opportunities are rolling out for Fall 2025. Pushing out communication to rising seniors with a 3.0+ GPA that can submit transcripts by Sept. 1<sup>st</sup> for early admission as Freshmen.</p>	
<p><b>Graduate Enrollment Outlook (Tentative)</b></p>	<p>Ashlee Hanvey shared that a new graduate enrollment specialist had been hired: Katie Holcomb. She also mentioned a vacancy for a coordinator within the Graduate School.</p> <p>Integrated Studies is going to be housed in the Graduate School now with Dr. Channing Ford as the new advisor. This program moved out of the College of Arts, Humanities, and Sciences. There will also be some new certificate program offerings.</p> <p>For the enrollment outlook:</p> <ul style="list-style-type: none"> <li>• Fall 2024 – Graduate, Not Doctoral <ul style="list-style-type: none"> <li>○ Up in applications started</li> <li>○ Down in Applied</li> </ul> </li> <li>• Fall 2024 – Doctoral <ul style="list-style-type: none"> <li>○ A little bit down</li> <li>○ Moving away from DNP Program</li> </ul> </li> <li>• Fall 2023 – Total Enrollment = 1108 <ul style="list-style-type: none"> <li>○ Graduate, Not Doctoral <ul style="list-style-type: none"> <li>▪ Month over Month – Projected 10% increase</li> <li>▪ Hoping for 2-3% increase</li> </ul> </li> <li>○ Doctoral <ul style="list-style-type: none"> <li>▪ Month over Month – Projected 43% decrease</li> <li>▪ YOY – Projected 31% decrease</li> </ul> </li> </ul> </li> </ul> <p>There will also be new programs for Fall 2024:</p> <ul style="list-style-type: none"> <li>• Master of Public Health <ul style="list-style-type: none"> <li>○ General</li> <li>○ Rural</li> </ul> </li> <li>• Master of Business Administration <ul style="list-style-type: none"> <li>○ Organizational Leadership</li> <li>○ Sport Management</li> </ul> </li> <li>• Master of Public Administration <ul style="list-style-type: none"> <li>○ Geographic Information Science and Technology</li> </ul> </li> <li>• New Graduate Certificate in Organizational Leadership</li> </ul>	
<p><b>Transfer Pathways</b></p>	<p>Kelly Martin gave the update for Transfer Pathways. She shared about Business Partnership growth, saying that all existing Chamber of Commerce agreements had been renewed, and two new Chambers had been added: The Rainsville Chamber and the</p>	

	Mountain Lakes Chamber (Scottsboro). Regional Medical Center also renewed their agreement.	
<b>Post-Traditional Subcommittee</b>	<p>Kelly Martin also shared updates for the Post-Traditional Subcommittee. There WAS some shuffling of the team as new members joined and older members left. Yessi Navarro White joined, and Amiee Thrasher replaced Rachel Haas.</p> <p>The committee is looking into ways to expand and improve the ReEngage Education initiative. They are also looking at overall funding opportunities/costs for Adult Learners. This included a 1-semester scholarship for Finish What You Started.</p> <p>New legislation was enacted that would no longer withhold transcripts for students with past-due balances and the committee was working on on-ramps for students who now have access to their transcripts.</p> <p>Justin Parker and Brittany Crowe were working on Student-Parent Identification communication.</p> <p>The committee is planning a Re-Enrollment Event for Transfers and Adult Learners possibly in the Spring.</p>	
<b>Other</b>	<p>Jessica Wiggins thanked everyone for attending and shared that the August meeting originally scheduled for August 3<sup>rd</sup> would need to be rescheduled as Commencement would be occurring on that day.</p> <p>The meeting was adjourned.</p>	

Respectfully submitted:

Tristen Taylor