



BOARD OF TRUSTEES

QUARTERLY UPDATE

JULY 20, 2018

ENROLLMENT AND STUDENT SERVICES

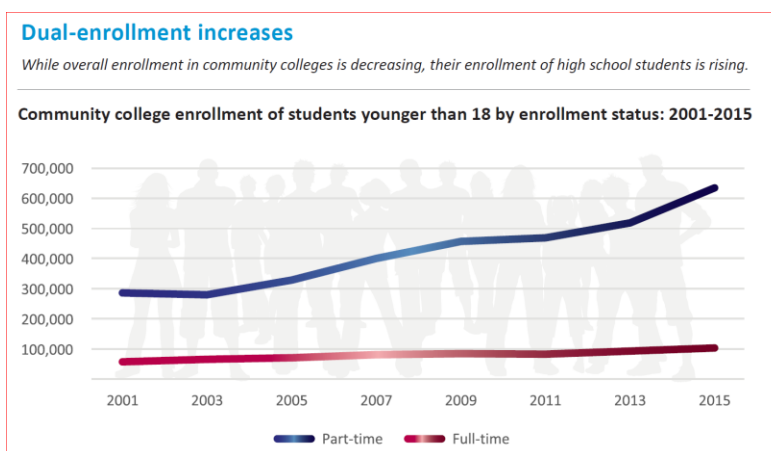
WE HAVE...

Financial Aid Fall/Spring/Summer \$21.4 Million paid to date

Restructured Scholarship Awards 2018-19

Minorities represent 17.4% of awards up 2%

New under-20 group of Dual Enrolled directly from High School represent 9.4%



Registration hours required by Scholarship 2,418 actual enrolled hours 2,850

Fall semester Awards	\$117,375
Registered tuition and fees	\$718,200
Net gain	\$600,825

Enrollment Council established March, 2018 has met three times discussing an overview of Enrollment Management followed by drill downs into Marketing, Recruiting and the recruiting comm plan. Future meetings will cover Financial Aid, Career Development, Off campus centers and Accessibility Services.



JULY 20, 2018

ENROLLMENT AND STUDENT SERVICES

New One-Stop Enrollment Center Update-- opened October, 2017

In addition to student traffic for assistance with student services issues

9,947 incoming calls

5,396 outgoing calls

Grand Total: 15,343

New Faces

Following three successful Summer searches, we have added:

Ms Christina Steele as an Financial Aid Advisor in July

Frank Eskridge and Trisha Oleyte joined Admissions as new recruiters in July.

Ashley Haley moved from recruiter to Enrollment Center Advisor in July

Financial Aid added Mr. Mitchell Bazzel as Director in April

Retirement

Director of Admissions, Necedah Henderson retired in June. Necedah will return as a part time Activities Manager in August. Job Posting for Director of Admissions is open.

WE ARE...

The CDC (Career Development Center) is launching Handshake, a new Career Management System for our students for Fall semester. Handshake will expand our reach and help the department better manage job and internship postings, coordinate career events, and track student usage.

WE WILL ..

Scholarship Award Night scheduled as part of Welcome Back Week - August 23, 2018. You are invited to join us.



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UNIVERSITY ADVANCEMENT

WE HAVE...

The Bicentennial staff, in conjunction with our Marketing department, has completed ten interviews of alumni and friends of the University with a number of additional ones scheduled. We have more than fifty who have agreed to be interviewed for our Bicentennial project, and more will be added as we move forward. The Bicentennial Committee will hold its quarterly meeting on Tuesday, July 24 to discuss effective ways to engage alumni and friends in celebrating our 200th anniversary. A Marketing and Promotions Subcommittee has also been formed that will begin meeting as well.

WE ARE...

The silent phase of the \$20 million Capital Campaign continues with gifts and pledges totaling \$1,414,412.58. We are working with major gift prospects that are capable of making six and seven figure gifts to the campaign and anticipate making significant progress as we move forward. Final versions of collateral materials for the campaign are at the printer and will be available on Friday, July 20, 2018. We are also working on final edits for our Bicentennial/Campaign website.

Homecoming for the University is Friday, August 3, 2018 at 6:00 pm on Founders Green. We are celebrating the graduating classes of 1968, 1993, 2008, and 2013, with the Class of 1968 participating in commencement on Saturday, August 4 @ 9:00 am. For more information regarding homecoming or to RSVP, go to www.athens.edu/homecoming.

We are currently working on revisions to our marketing campaign for the 2018-19 fiscal year which will include a significant increase in funding. We feel that our efforts related to the use of analytics allows us to better target potential students, and we will invest significant resources in this area, along with increased funding for digital marketing.

WE WILL...

We have reached out to a number of alumni, board members, and friends of the University who have agreed to work with us in our solicitation efforts of potential donors. With the completion of our collateral materials, we will begin working with these individuals to develop specific strategies for prospects and personal solicitation visits.



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ACADEMIC AFFAIRS

WE HAVE...

NEW FACULTY

- Dr. Shannon Pittman, Assistant Professor of Biology - COAS
- Ms. Crystal Rust, Visiting Instructor of Mathematics – COAS
- Dr. Chet Breaux, Writing Center Director/Assistant Professor, Library – COAS
- Dr. Gary Huckaby, Assistant Professor of Management – COB

RECOGNITION

COB: The Athens State University Society for Human Resource Management (SHRM) Student Chapter was awarded the 2018 Superior Merit Award by National SHRM at the Annual National SHRM Conference in Chicago. The group has earned the National SHRM Superior Merit Award each year from 2013 to 2018

COB: The College of Business has received the following national program rankings to date this year:

- MostAffordableOnlineColleges – Bachelor of Science in Human Resource Management ranked #4 in 2018 by the SR Education Group and Most Affordable Online Colleges
- TheBestSchools.org – Best Online Bachelor of Science in Supply Chain & Logistics Program ranked #9 in 2018
- Successfulstudent.org – Best Online Bachelor's Program in Human Resource Management ranked #12 in 2018

COMMUNITY PARTNERSHIPS

COB: The College of Business in collaboration with the College of Arts & Sciences served as a sponsor of the National Cyber Security Summit on June 6-7, 2018. This supports our pursuit as a NSA Center of Excellence designation.

COE: The College of Education participated in Faculty Led summer experiences June 18-29. The host sites included Athens Elementary and Athens Intermediate Schools and FE Burleson and Crestline Elementary Schools in Hartselle. Students were also placed at Madison Elementary, Columbia Elementary, and James Clemons High School. Over 170 students in communities we serve benefitted from the summer experiences.



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ACADEMIC AFFAIRS

COE: Teacher candidates had the opportunity to work closely with faculty and in-service teachers from the schools to strengthen their teaching skills. Summer programs provide a great opportunity to demonstrate the College's commitment to being good school and community partners as we work to provide meaningful learning opportunities for students and real world classroom training for our preservice teachers.

WE ARE...

SEARCHING FOR FACULTY

COAS: Assistant Professor of Drama & Theatre Arts: Scenic and Lighting Design

COE: Assistant Professor, Instructional Design

Assistant Professor of Education for History/Social Science

SEEKING ACCREDITATION

COB: The College is seeking updated accreditation from ACBSP for the B.S. in Information Assurance and the M.S. in Global Logistics and Supply Chain Management. The Self-Study was submitted last week. An ACBSP visiting team is scheduled to be on our campus in October of this year.

COAS: ABET Accreditation – Concerns addressed by ABET visiting team have been addressed and rectified by the Computer Science Department in the College of Arts & Sciences and submitted to ABET. A final report is expected from ABET at the end of July.

PARTNERING

LIBRARY: The Library is in the process of renewing or initiating reciprocal borrowing contracts with schools in the state and surrounding area. Reciprocal borrowing contracts allow the students, faculty and staff of the agreed institutions to use each other's facilities and check out books. The contract allows the students to use the collections, databases, and reference assistance from the contracted institution free. This means a student will be able to walk into a library, use a computer, look up articles, and ask questions in person. This will allow our distance education students access to a physical library, materials, and personnel if they are having research issues or just want a quiet space to study. We currently have reciprocal borrowing partnerships with the following:

- ♦ 10 two-year institutions
- ♦ 4 four-year institutions

We expect to have signed reciprocal contracts with 4 additional two-year institutions and 2 additional four-year institutions by August.



JULY 20, 2018

INFORMATION TECHNOLOGY

ITS and ATS staff completed 7,996 Help Desk tickets between June 2017 and July 2018 for students, faculty, and staff.

The ATS instructional design team and faculty have produced 11 new or redesigned courses since July 2017 that have received Quality Matters certification.

The ITS team has made great progress on the Banner 9 system implementation. The test instance of the new system was brought online in June.

ITS staff began the first Banner 9 user training sessions the week of July 16.

ITS staff have finalized the implementation of the new perimeter firewalls in December 2017.

ITS staff have been working on the Quick Launch single sign-on project since January.

Lynn Frank has transitioned to instructional designer full time in ATS. Lynn's previous position, User Support and Help Desk Serviced Coordinator, is being advertised now with a close date of July 24, 2018.

Christen Stephens joined ATS as Instructional Design Technician in March 2018.

Gary McCullors has been designated as the university's information security officer (ISO) with continuing duties as Director of Information Technology Services.

ITS staff will provide support at the Cyber Forensics Camp sponsored by the Huntsville chapter of InfraGard and the FBI for middle-school aged children on July 27, 2018.

The technicians in ITS are finalizing the installation of approximately 128 new computers in computer labs, the library, Testing Center, and faculty/staff offices as part of the first year central computer replacement budget.

Other ITS projects underway this summer and planned for Fall 2018 and Spring 2019 are illustrated on the following page.



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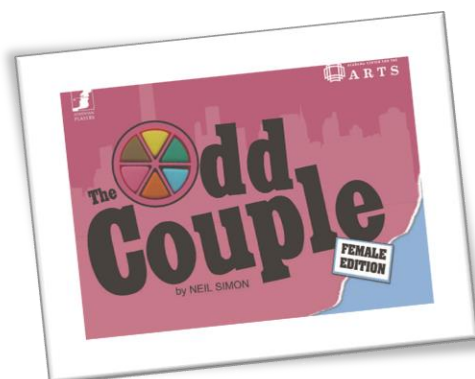
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PRESIDENT'S UPDATE

Athenian Players Present "The Odd Couple"

July 26, 27 and 28
Alabama Center for the Arts



Friday, August 3 at 6:00 PM

"Come Together" for a complimentary dinner served on Founders Lawn, play games, and enjoy live entertainment from **The WannaBeatles!**



Saturday, August 4 at 9:00 AM

Our Summer Commencement Ceremony will take place where we will recognize our newest "50 Year Club" members from the Class of 1968 and celebrate our summer graduates!

Mark your calendars for the 52nd Annual Tennessee Valley Old Time Fiddlers Convention! October 4, 5, and 6, 2018

Thursday, October 4 - Flatt Lonesome
Friday, October 5 - Rhonda Vincent & The Rage
Saturday, October 6 - Ricky Skaggs





Enrollment numbers are holding steady with the continued improvement in employment. The US economy added 213,000 jobs in June, 2018 while the unemployment rate moved to 4% and average hourly earnings increased by 2.7%. The unemployment rate for those with some college or an Associate's degree was 3.3% according to the Bureau of Labor Statistics. Alabama continues to have an unemployment rate below 4% and added 22,900 jobs since May, 2017.

Newly admitted UG students are up 4.3% and Newly Enrolled UG students are up 9.1%, while our returning students are down by 2.4% and graduate numbers are a reflection of no new program offerings.

Ongoing Fall 2018					
Day over Day Total comparison					
	07/16/18 (Mon)	07/17/17 (Mon)	% change	FA Goal	% of Goal
Credit Hours	22,333	22,294	0.2%	28,827	77.5%
Students	2,305	2,363	-2.5%	3,145	73.3%
New Admits	828	869	-4.7%		
New Enrolled	526	540	-2.6%	393	133.8%
Continuing Students	1,779	1,823	-2.4%		
Continuing Students %	77.2%	77.1%			
UG Comparison					
	07/16/18 (Mon)	07/17/17 (Mon)	% Change	FA Goal	% of Goal
UG Hours	21,820	21,643	0.8%	27,894	78.2%
UG Students	2,222	NA		1927	115.3%
New Admitted	793	760	4.3%		
New Enrolled	504	462	9.1%		
GR Comparison					
	07/16/18 (Mon)	07/17/17 (Mon)	% Change	FA Goal	% of Goal
Grad Hours	501	651	-23.0%	933	53.7%
Grad students	82	NA		148	55.4%
New Admitted	35	109	-67.9%		
New Enrolled	22	78	-71.8%		
Credit Hour Production by College					
	07/16/18 (Mon)		07/17/17 (Mon)		
	UG	GR	UG/GR	% change	
COAS	6,699	18	7,059	-4.8%	
COB	8,101	150	7,992	3.2%	
COE	6,701	333	6,700	5.0%	
No College	319	0	385	-17.1%	



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