

Athens State University
Enrollment/Student Affairs Committee
January 15, 2016

The Enrollment/Student Affairs Committee held a meeting at 1:00 p.m. on Friday, January 15, 2016 in the conference room of Sanders Hall.

PRESIDING: Mr. Macke Mauldin (for Sandra Sims-DeGraffenried)

The meeting was called to order at 1:00 p.m. by Macke Mauldin.

ROLL CALL

The following committee members were present:

Macke Mauldin
Maxine Randolph
Dr. Bob Glenn
Nikki Schrimsher
Sarah McAbee
Guy McClure, Sr.
Marsha White
Ronnie Chronister

Also present were Dr. Greg Holliday, Necedah Henderson, Saralyn Mitchell, Terry Stepp, Crystal Creekmore, Mary Chambliss and Kim Braden, recording. Dr. Sandra Sims-DeGraffenried and Dr. Rosemary Hodges were absent.

The agenda was approved by all committee members (Maxine Randolph/Ronnie Chronister).

The minutes from October 16, 2015 were approved as written by all committee members (Dr. Glenn/Ronnie Chronister).

OLD BUSINESS

NONE

NEW BUSINESS

Directors from each area of Enrollment and Student Support Services attended to give updates:

Necedah Henderson, Director of Admissions:

- Current new student count = 458, goal for spring 2016 = 459
- Rapid Enroll—86 students registered during this time.
- Sarah noted we will be offering summer and fall enrollment at the same time this year. Both will begin on April 1. Hope to register students for fall before they finish the spring term.
- Recruiting events—distributed a list of events scheduled for January-April. Permanent recruiter stationed at Calhoun. We have a good working relationship with Calhoun and their new President.
- Working with Columbia College to go onto their campus for recruiting.
- Campus Tours—students can now register online for a tour. Working on a virtual tour also.

Terry Stepp, Director of Campus and Community Engagement:

- Spring Events:
 - African American Traveling Museum on Wheels
 - Movie night showing To Kill A Mockingbird
 - Feb 22: we are partnering with the City of Athens to host “Dr. Culture”
 - Feb 25: Higher Education Day in Montgomery—will be taking students to attend. Hope to have at least 50 attend.
 - March 17: St. Patrick’s Day event with Henry’s Notion
 - April 16: closing even for the spring term
- Working to get more students involved on campus:
 - University Grill now operational
 - Online information posted on the University Events Calendar
 - Electronic Display boards with upcoming events
- Dr. Glenn noted Terry’s good work, he has been a good hire for the university.
- Next up is the buy in of our graduates.
- Phenomenal amount of awards each semester for faculty and staff recognized by students.

Mary Chambliss, Director of Student Financial Aid:

- Approved for graduate program by the Department of Education
 - Awarded 4 grad students/2 accepted loans for spring term
- Major change in applying for Aid:
 - Pryor/Pryor year—students currently apply with previous years taxes after January 1. Beginning with the 17/18 school year, to encourage students to apply earlier (as early as October), they can use the prior year tax returns to complete the FAFSA. This will allow students to use the data retrieval tool in hopes of eliminating lots of notifications to students.
 - Challenges with new rule: will create more professional judgments, could negatively impact state funding, challenging for banner.

Saralyn Mitchell, Director of Counseling and Career Services:

- Spring Career Events—distributed hand out with all events and dates
 - Advertise on paper, Terry's boards, online
 - Most events are on campus or at Redstone Arsenal
 - Each event is videoed and posted for online students to watch
- “Be Ready” is the theme for the year
- Employers are looking for students in Logistics and Accounting (top 2 requests to fill positions)
- LinkedIn is very beneficial—top way employers find employees
- Q: What kind of feedback do we get from students that we know interview?
 - Education students are doing much better in this area
 - Always ask for feedback when we know students are going. Employers are good to let us know.
- Participated in WRP again this year for the third consecutive year:
 - 1st year: 10 participants
 - 2nd year: 18 participants
 - 3rd year: 20 participants—all were approved and sent to job boards.
 - 4 students from last year are still working
- ADA is up from 70 to 110-120.

Greg Holliday, Associate Registrar

- Graduate catalog is now online pending SACS review. Interim catalog for spring/summer 2016. Only contains information pertaining to Logistics.
- Degree Works online for graduate program in Logistics.
- Publishing catalog earlier this year (February). This will help students plan better.
- New undergrad program: Drama/Theater Arts will be in the 16/17 catalog.
- Biology up for approval—must be approved by ACHE. Will not be in the catalog for 16/17, once approved will add addendum to include.
- Ongoing Degree Works training to academic departments.

Crystal Creekmore, AVP for Enrollment Management

- Director of Student Success Center search is underway. Hope to conduct phone interviews and campus interviews in February.
- Started in October contacting stop out students. These students have been emailed, called and mailed a post card.
- We have also contacted non-registered students and non-paid students.

Committee Discussion:

- Retention becoming more important in enrollment management. Less expensive to retain a student than recruit a student. Retention is new to Athens State, no strategy about retention and no enrollment management plan until a few years ago.

- 6 year graduation rate is 62% would like to see this become a 4 year rate instead. Increased emphasis on getting students through to degree completion.
- Performance based funding is becoming more popular, we will see it come to Alabama at some point.
- Athens State has a low debt load--\$4000 less than the national average.
- Mr. Mauldin appreciates everyone's work.
- April meeting we will discuss plans for fall recruitment. New marketing firm on board, marketing plan is in the works.

Meeting Adjourned at 2:01 p.m.