

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

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

PRESIDING: Dr. Sandra Sims-deGraffenried

The meeting was called to order at 1:24 p.m. by Dr. Sims-deGraffenried.

ROLL CALL

The following committee members were present:

Dr. Sandra Sims-deGraffenried
Ms. Maxine Randolph
Mr. Ronnie Chronister
Dr. Bob Glenn
Dr. Rosemary Hodges
Ms. Sarah McAbee
Ms. Marsha White
Mr. Guy McClure, Sr.
Ms. Keisha Neerhof

Also present were Dr. Greg Holliday, Necedah Henderson, Saralyn Mitchell, Terry Stepp, Crystal Creekmore, Mary Chambliss, Derrek Smith and Kim Braden, recording. Mr. Macke Mauldin and Ms. Nikki Schrimsher were absent.

The agenda was approved by all committee members (Ronnie Chronister/Marsha White).

The minutes from October 16, 2015 were approved as written by all committee members (Guy McClure, Sr. /Dr. Rosemary Hodges).

OLD BUSINESS

NONE

NEW BUSINESS

1. Realistic Enrollment goals:

- a. Strategic plan currently states 4%--this is unrealistic for what's going on around us. Any suggestions/ideas for strategic planning committee?

- i. Intensify word of mouth to counties (Marshall/Morgan) with high Hispanic workers. Focus on where mom and dads are working.
 - 1. Geo-fencing—some targets are manufacturing plants, include chicken plants.
 - 2. Fear factor associated with Hispanic community—lay out plan to approach these families.
 - 3. Increase sensitivity—do we have a Spanish speaking recruiter?
Not currently
 - 4. Translate website/materials into Spanish.
 - 5. Workforce recruiting—look at those businesses that offer incentives to Hispanics.
 - 6. Reach out to Board of Visitors for help.
 - 7. Family oriented—parents want so much for their children, parents need to be made aware of Athens State.
 - 8. Use Hispanics currently enrolled to reach out to the community.
 - 9. Between now and July, pull together a focus group
- ii. Other groups we should target:
 - 1. Working adults without a degree—how do we locate?
 - a. Career fair
 - b. Industry—reach out to and provide information
 - 2. Recruiting with student’s families that need to return to school (i.e. parents).
 - 3. College of Education is much younger than average Athens State student—talk with superintendents, partnership schools, recruit more African American students for COE to serve demographics in Madison.
 - a. Most of our African American students in COE graduate with jobs.
 - b. African American male teachers are especially down.
 - 4. Athens State should be more intentional with K-12; students begin to get discouraged around 8th grade. Start in younger grades encouraging students.
 - 5. Stay affordable—educate students and parents.
 - 6. Talk with County and City school systems to create magnet program for computer science. Finish associates degree in 10th grade, cut cost in half.
 - 7. Career Tech teacher component—how are minorities doing? Not sure—program starts in 10th grade.
 - 8. Everybody is afforded the same opportunity when available.
 - 9. Challenges that prevent us from reaching young students?
Change mindset of University and K-12 schools. What’s best for student might not be best for us.

10. 6th grade hallway at Monrovia School is dedicated to Universities. Painted/decorated by Alumni. Support University walls in classrooms.
- iii. Veterans:
 1. Redstone Arsenal, we are also a VA friendly school. How do we find more Veterans?
 2. VA clinic: place materials there. Find where vets are and place information there.
 3. More “bang for their buck” at Athens State with GI and Post 9/11 benefits.
- iv. Help students finish regardless of where they get their degree—we need to be more flexible.
 1. Only school with 60 hr. upper lever credit rule.
- v. Dual enrollment is at its peak—High School students graduating with an associate’s degree.
 1. Partner with schools to help these students know what they want to major in when they graduate. Help schools test children against skill sets to determine possible career paths.
- vi. Expand fast path courses for professionals—get the word out.
 1. Tuition assistance with large companies. Get into these companies and talk about Athens State.

2. Scholarship proposals:

- a. Small amount of funding used traditionally, no targets for awarding funds. Academic scholarships are based on GPA, usually award 3.7 and above then we are out of funds. How should we award our scholarship funds? 41% of student receive pell grants—hurts these students when we increase tuition unless we raise scholarship funding. Pell no longer covers cost of books.
 - i. First generation students
 - ii. Hispanic students
 - iii. African American, male education students
- b. Target the market we want to grow: veterans, minority, moms, working parents, etc.

3. Area Updates:

- a. Terry Stepp, Campus and Community Engagement:
 - i. SGA elections held in March
 - ii. Hosted Museum on Wheels and Voters registration Drive in February
 - iii. Intercultural Council event with Dr. Culture—over 200 participants
 - iv. Attended Higher Education Day in Montgomery and conducted a Leadership Conference.
 - v. St. Patrick’s Day Celebration was successful.
 - vi. Participated in Calhoun’s Spring Fling
 - vii. April 23 is the Earth and Arbor Day Festival on Beasley Field.

- viii. SGA online is getting started—Monday will be the first online meeting.
- b. Saralyn Mitchell, Counseling and Career Services:
 - i. Hosting 10 workshops for Spring semester
 - ii. Hosted largest Career Fair ever on Campus this semester—62 employers/schools, 160 students. 15 school systems attended (most ever) and COE students were hired on the spot.
 - iii. Expanded counseling to 2 full days, added Thursday for drug and alcohol counseling.
- c. Mary Chambliss, Financial Aid:
 - i. Awarded 17 presidential scholarships and 42 academic at recent scholarship meeting for 16/17 school year.
 - ii. Decatur High School workshop had good attendance.
 - iii. FAFSA will be available in October for next fall (prior/prior year).
 - iv. Let students know if they have a reduction in income to come see the staff in Financial Aid, they may be able to help.
 - v. Searching for new staff member in the office.
- d. Greg Holliday, Associate Registrar:
 - i. Next graduate catalog in the works (MA in Religious Studies).
 - ii. 310 applications for spring graduation: 70% are clearing in DW so the process is working.

Meeting Adjourned at 2:23 p.m.