

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

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

PRESIDING: Dr. Sandra Sims-deGraffenried

The meeting was called to order at 1:13 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. Rosemary Hodges
Ms. Sarah McAbee
Ms. Marsha White
Mr. Guy McClure, Sr.

Also present were Dr. Keith Ferguson, Dr. Greg Holliday, Terry Stepp, Crystal Creekmore, Derrek Smith, Helen Crider and Kim Braden, recording. Mr. Macke Mauldin and Dr. Glenn were absent.

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

The minutes from April 15, 2016 were approved as written by all committee members (Maxine Randolph/Ronnie Chronister).

OLD BUSINESS

NONE

NEW BUSINESS

Sarah McAbee

Campus tour has been redesigned, will preview to the committee in October. Today we will hear updates on Student Activities, Retention Scholarship Plan, Communication Plan and Degree Works.

1. **Terry Stepp, Director of Campus and Community Engagement:**
 - a. Upcoming Events:

- i. Grill & Chill—meet and greet in the evening (60 people attended last week)
- ii. August 20: Beasley Field Festival
- iii. Veteran’s Day and Constitution Day programs planned for September/November
- iv. October 7/8: Fiddler’s Convention—50th Anniversary
- v. Blood Drives: American Red Cross and Life South (20-30 donors each drive)
- vi. Halloween Bash in October
- vii. SGA Election Party
- viii. April 2017: Earth and Arbor Day Festival
- ix. Ongoing: SGA online, Athenian, Digital Boards, Fiddler’s, SGA conference

2. Derrek Smith, Director of the Student Success Center:

- a. Retention Scholarship Plan: “Commitment to Learning” goals:
 - i. Merit based recipients who are not persisting for financial reasons
 - ii. Show Athens State really does care
- b. Proposal: award 42 \$1000.00 scholarships to students who were enrolled Fall 2015 but not currently enrolled for Fall 2016 (\$42,000).
- c. Discussion:
 - i. Renewable? No discussion about that yet, currently it will be one-time \$1000.00 award
 - ii. COE students will delay enrollment if not passing PRAXIS exams, sometimes they will change to COAS then back to COE once exams are passed.
- d. 641 students in Fall 2015 Cohort
 - i. 342 have registered
 - ii. 293 not registered (60%)
 - iii. July 5—start calling these students identify who will be scholarship candidates, award early August

3. Helen Marks, Center Manager Wallace-Hanceville:

- a. Explained the communication plan audience and how we send emails to groups of students
- b. Gave examples of emails we have sent in summer and plan to send for Fall.
 - i. Included audience emails are sent to and the open rate %
- c. Keith Ferguson explained that emails are sent to personal email not University accounts. Over 1000 social media posts in addition to emails. We have a comprehensive plan to recruit students—first year to implement so we will get better. Gathering analytics to everything we do. Opt out rate is 1%--if it increases we will re-evaluate.
- d. There is no direct correlation between emails sent and students registered that we know of at this time.
- e. Emails are only one tool we are using at the moment, still calling students by phone.

4. Greg Holliday, Associate Registrar:

- a. Master’s in Religious Studies is now coded for Degree Works

- b. Clearing students for graduation—
 - i. No longer manual
 - ii. Documenting substitutions
 - iii. Faculty no longer clearing for graduation
- c. Stars—meet standards for general education requirements; using GXXX for transfers of gen. eds. that are outside of Alabama.

Closing Comments:

1. Dr. Sims-deGraffenried thanks everyone for coming and for the presentations.
2. Ronnie Chronister will be moving to the Finance Committee in October.
3. Dr. Sims-deGraffenried will recommend Maxine Randolph as chair of the committee for next year.

Meeting Adjourned at 2:23 p.m.