

Athens State University
Enrollment/Student Affairs Committee
October 20, 2017

The Enrollment/Student Affairs Committee held a meeting on Friday, October 20, 2017 in the conference room of Sanders Hall.

PRESIDING: Mrs. Cathy Dickens

The meeting was called to order at 1:11 p.m. by Mrs. Cathy Dickens.

ROLL CALL

The following committee members were present:

Cathy Dickens
Ronnie Smith
Sheila Davis
Dr. Darlene Turner-White
Cathy Brett
Sarah McAbee

Derrek Smith, Crystal Creekmore, Helen Crider and Kim Braden (recording) were also present. Jimmy Baker and Dr. Glenn were absent.

The agenda was approved by all committee members (Smith/White).

OLD BUSINESS

NONE

NEW BUSINESS

Introduction of all committee members. This is the first meeting of the year for this group of members.

1. Scholarship Redesign (Sarah McAbee):

- a. Students are running out of aid before getting to Athens State. Requested additional funding from the budget committee for 2017/18.
- b. Historically scholarships have been awarded to students with high merit on a GPA/feeder school basis first in credit hours, then in dollars.
- c. 2017/18 we awarded \$890,000 in scholarship dollars, in 2018/19 we will award \$1,080,000.

- d. Challenges: How to best award increased scholarship funds to impact enrollment in a way that is reflective of our student population and helps to support student enrollment:
 - i. How to compete with other universities transfer scholarship offers (UAH/UNA). Priority deadlines are important for feeder school award days.
 - ii. How to support both the current need based student and the expected increase in transfer students with high financial need
 - 1. 95% of Athens State's students are from Alabama (76% of AL public schools children receive free or reduced lunches; 67% of AL's fall 2015 college enrollment received financial aid)
 - 2. 61% of Athens State's fall 2016 students received financial aid
 - 3. 42% of Athens state's fall 2016 students received pell grant funding
 - 4. 3% of \$30,000 of Athens State's fall 2016 scholarship funds were need based
 - iii. How to streamline the process
 - 1. Software we used in the past cost about \$5,000/year. Time spent on set-up, students were required to upload documents. Students will no longer be required to complete a separate application for scholarships. Run a report to determine scholarship recipients.
- e. New scholarship groupings:
 - i. Athenian Excellence—Merit Award
 - 1. Min. GPA of 3.75 with 48 transfer hours
 - 2. 12 hours or more of enrollment
 - 3. \$2,000 annually for 2 years
 - 4. Athens State tuition/fees for 24 hours = \$6,866 (net \$4,866)
 - 5. 50 awards annually
 - ii. Excellence Award—Merit Based
 - 1. Min. GPA of 3.0 with 48 transfer hours
 - 2. 9 hours or more of enrollment
 - 3. \$1,000 annually for 2 years
 - 4. Athens State tuition/fees for 24 hours = \$6,866 (net \$5,866)
 - 5. 10 awards annually
 - iii. Athenian Empowerment Award—Need Based Award
 - 1. Meet the gap in pell funding
 - 2. 48 transfer hours
 - 3. 12 hours or more of enrollment
 - 4. \$475/semester
 - 5. Athens State tuition/fees for 12 hours = \$3,433, pell grant award = \$2,960, net = \$0
 - 6. 210 awards annually
 - iv. Empowerment Award—Need Based Award
 - 1. Meet the gap in pell funding
 - 2. 48 transfer hours
 - 3. 9 hours or more of enrollment

4. \$375/semester
5. Athens State tuition/fees for 12 hours = \$2,581, pell grant award = \$2,220, net = \$0
6. 134 awards annually
- v. Endurance Award—Retention
 1. Continues the work of the 2016 pilot program by the Student Success Center
 2. Fall 2016 Retention Rate = 76%
 - a. Funds expended = \$12,288
 - b. Return in tuition and fees = \$32,062 (fall) and \$31,912 (spring)
- vi. Inspiration Award—Miscellaneous Need
 1. Small funding pool open for use to assist any needy student
 2. Newspaper, Leadership, Athena's Web, conversions to stipends and work study.
- f. Last year we had 87 total awards, looking at 344 total awards for the next academic year.

2. Retention Scholarship Update (Derrek Smith):

- a. Key reference points to Athens State:
 - i. Every student brings transfer work to Athens State.
 - ii. Every student is at a different starting point at Athens State.
 - iii. Definition of Student Success—tolls and resources are defined differently at every university. Athens State simple definition: providing each student a clear path for how they can achieve their academic goals.
- b. GPA Improvement Project:
 - i. New for spring 2017
 - ii. Effort with the College of Education due to specific GPA requirements. Primary target are COE students with a GPA below 2.75.
 - iii. Develop a customized GPA action plan for a student identified at –risk. Most damage to student GPA's are done before they transfer to Athens State.
 - iv. Make sure students understand policies that can help them (retake courses/academic bankruptcy).
 - v. Forecast credit hours remaining and grades needed to reach GPA requirement.
 - vi. 23% (46 of 196 COE students) entered fall 2017 with a GPA below 2.75.
- c. New Probation Effort:
 - i. New for fall 2017
 - ii. Connect information among parties with academic interest. Many faculty members don't realize they have students on probation. Welcomed information by faculty.
 - iii. 57 emails were sent to faculty, 117 students on probation
 - iv. Every term a report will run and emails will be sent.
 - v. Looking at new process for returning students who have served suspension period.

- d. Retention Scholarship: Commitment to Learning
 - i. Launched Fall 2016
 - ii. Targeted effort for fall to fall retention students.
 - iii. Incentivize students to stay enrolled.
 - iv. Eliminate financial burden.
 - v. 7 students = 1% point of retention numbers.
 - vi. Budget = \$40,000
 - vii. Fall 2016: awarded to new fall 2015 degree seeking students. 25 awards, 3.57% of retention number.
 - viii. Fall 2017: awarded to new fall 2016 degree seeking students. 28 awards, 4.26% of retention number.
 - ix. For fall 2017, \$24,514 dollars was awarded to 28 students; \$58,223 was generated in tuition revenue for 28 students = \$33,709 net tuition revenue. 138% return on investment. 215 credit hours.
 - x. Continuing themes in Year 2:
 - 1. Hard working student who have never received a scholarship.
 - 2. Understanding of the scholarship's value
 - 3. Very appreciative.
 - 4. We can't alter all students.
 - xi. Three unique topics in year 2:
 - 1. Forgoing an academic scholarship, changed major, returning to community college to get caught up.
 - 2. Going elsewhere.
 - 3. Out of course sequence.
- e. Other scholarship awards (Persistence):
 - i. 12 students/109 credit hours
 - ii. \$5,806 scholarship dollars awarded, \$29,588 tuition revenue
- f. Academic Year 2017/18 Budget:
 - i. \$40,000 = \$5,806 persistence awards, \$24,514 retention awards. \$9,680 under budget.
- g. Future Wish List:
 - i. Set up incentive based scholarships.
 - ii. Looking at stop outs: college completion initiative. 200+ students we just received—some have enrolled in Master's programs. Some have changed to technical programs.

3. Quarterly Enrollment Plan (Helen Crider):

- a. Email communication plan: build around events planned for each semester.
- b. Phone calls: process lists and blitz calling
 - i. Fall semester we will call every student registered. Starting with lowest GPA students—how is semester going? How can we help?
- c. Marketing is launching text messaging in the next week.
 - i. New medium for us—we don't want to overdo. Marketing will send texts, Student Services will respond.

- d. Facebook and Instagram campaign: will run 8 weeks (Nov 20-Jan 14), targeted website click ads, versions targeted to traditional and non-traditional prospective students.
- e. Radio campaign: will run for 4 weeks (Dec 4-Jan 14) on the top 4 radio stations: 102.1, 104.3, 103.1, 96.9
- f. Google Search: will run for 10.5 weeks (Nov 1-Jan 14). Google search marketing runs all year but during the registration cycle, the keyword ads are more targeted and are budgeted for a higher cost-per-click.
- g. Outdoor Billboards: will run for 8 weeks (Nov 13-Jan 7). Digital billboards.

4. Personnel Changes/Enrollment Center (Crystal Creekmore):

- a. Callie Patterson, Admissions Advisor, recently welcomed a new baby boy.
- b. Ashley Haley, Admissions Advisor, will welcome a new baby boy in January.
- c. Renee Stanford, Financial Aid, will be retiring in January after 25 years of service.
- d. New employee: Jasmine Crutcher, Admissions Advisor/Recruiter
- e. Personnel Changes: Teresa Suit (former Registrar) is now the Chief of Records; Greg Holliday is now the Registrar.
- f. Enrollment Center: One stop shop for students. Handles all incoming calls. Cross training employees to answer all questions (financial aid, admissions, advising, etc.)
- g. After meeting is adjourned the committee will take a tour of the Enrollment Center located in the Basement of McCain Hall (temporary location until renovations on Student Center are started and complete).

5. Other Business

- a. Cathy Dickens: Thanked the committee for the updates. We are doing great things/seem to be on the right path and its showing.
- b. Mrs. Dickens asked committee members to share any ideas before the next meeting with Sarah McAbee. Sarah will send a follow up email next week for any ideas from the committee to be discussed at our next meeting.

The meeting was adjourned at 2:14.