

Athens State University
Enrollment/Student Affairs Committee
April 21, 2017

The Enrollment/Student Affairs Committee held a meeting on Friday, April 21, 2017 in the conference room of Sanders Hall.

PRESIDING: Ms. Maxine Randolph

The meeting was called to order at 1:00 p.m. by Ms. Maxine Randolph.

ROLL CALL

The following committee members were present:

Ms. Maxine Randolph
Mr. Macke Mauldin
Dr. Sandra Sims-DeGraffenried
Dr. Bob Glenn
Dr. Bruce Thomas
Mrs. Felicia Mucci
Mrs. Sarah McAbee
Mr. Guy McClure, Sr.

Dr. Greg Holliday, Helen Crider, Bethany Campbell, Crystal Creekmore and Kim Braden (recording) were also present. Ms. Paula Watkins was absent.

Sarah McAbee is attending the Finance committee for a brief discussion and then she will join our meeting.

The agenda was approved by all committee members (Sims/Mauldin).

The minutes from October 21, 2016 were approved as written by all committee members (Mauldin/Sims).

OLD BUSINESS

NONE

NEW BUSINESS

1. **Cristo Rey Recruiting—Update:**
 - a. Pathway to Athens State

- i. Reviewed courses from Sacramento City College and determined which will transfer to Athens State
 - ii. Let them know who we are: 17:1 student/teacher ratio
 - iii. Complete programs online—virtual learning
 - iv. Cost of attending Athens State vs. other universities in CA. Many of these students will be eligible for pell grant.
 - v. Show them career opportunities, salary and projected job growth (CIS, Accounting)
 - vi. Discuss Resume Building even though they are miles away from campus.
- b. Marketing is working to finalize brochures.
- c. Potential landing page from our website for Cristo Rey students. This page will include coursework transfer information from Sacramento City College and other helpful information.
- d. Discussion:
 - i. Accolades we can use to market Athens State to these students?
 - 1. Best Value for an online degree
 - 2. Best value for a Bachelor’s degree
 - 3. Most affordable for online programs
 - ii. We can look to repeat this to other target 2 year community colleges. There is a college in Birmingham that we are reaching out to in hopes of doing the same type of recruiting.

2. Summer Scholarships:

- a. April 3 we started marketing the “Jumpstart Scholarship” in hopes of increasing summer enrollment by offering students who apply for Admissions, after April 1, an opportunity to receive 1 free hour class during the summer term.
- b. We advertised all of our 1 hour courses
- c. Marketing has created a landing page for this effort and we are targeting groups of students in 2 phases:
 - i. Phase I—Lower average number of transfers from feeder schools
 - ii. Phase II—top 2 feeder schools
- d. So far we have made over 400 calls during our “blitz calling”. Jumpstart Scholarship is offered if not enrolled yet.
- e. Since April 3, 26 students have applied
 - i. 12 from Phase I schools
 - ii. Most are eligible, will award the scholarships April 28
- f. Discussion:
 - i. Are other universities doing anything this? Capella University is offering something similar for online classes. Take a class for free to see if you like the online format.
 - ii. 1 credit hour courses were selected because most programs require a 1 hour course during the first term of classes.

3. Retention Scholarship:

- a. Used to encourage and increase enrollment
- b. Fall 2016: \$42,000 approximate cost of tuition, \$23,000 approximate cost of scholarships = \$19,000 approximate tuition gained
- c. 7 students = 1% increase in retention
- d. 27 students who accepted the scholarship continued forward with spring 2017 coursework. (52%)
- e. \$31,048 of tuition and fees collected in spring 2017. In fall 2016, \$12,288 in scholarship funds were paid out to 14 students.
- f. Students were successful in their coursework: 20 completed with great success.
- g. Retention increased 4% from fall 2015 to fall 2016. Current retention rate is 76%. Goal is to stay +/- 2 points of the 76%.
- h. More dollars to attract more students
 - i. Look at students with GPA's of 3.5 to 4.0, what we give these students up front offsets what they will pay in tuition/fees
- i. Discussion:
 - i. Making students feel valued helps us to hold on to them. This generation wants to be valued.
 - ii. Is there a GPA grid we use for awarding scholarships? Certain GPA's get a certain amount of money? One of the reasons Sarah attending the Finance committee meeting is to request more scholarship dollars in hopes we can move to this.

4. Scholarship Funding:

- a. Greg has been reviewing data from IPED's on how other universities award scholarship funds. Get an idea of the amount of money our competitors are spending on institutional scholarship awards to incoming class.
- b. Data from IPED's is collected on a full-time/first-time basis. We don't have this data; comparing entering students.
- c. No data for just new students.
- d. Data shows schools are spending more money to get students enrolled. Value the student.
- e. Discussion:
 - i. Scholarship numbers are budgeted. Basically offering a reduction in tuition income/discounting tuition with a scholarship. We aren't actually giving away dollars.
 - ii. For 2015, we gave 341 students a total of \$858,749 reduction in tuition.
 - iii. Some scholarships are offered one time, some continue for 2 years.
 - iv. Current budget for Scholarships is \$890,000
 1. \$350,000 is waivers
 2. \$295,000 second year awards
 3. \$245,000 left for new students
 - v. Higher tuition schools are discounting tuition back to our rate to encourage students to enroll

- vi. Guaranteed scholarship for ACT/SAT scores at competitor schools
- vii. Sarah requested \$250,000 additional scholarship dollars at the financial committee meeting today. Tuition increase probable.

5. Pell Students:

- a. 76% of Alabama's public school children receive free or reduced lunches
- b. 67% of Alabama's fall 2015 college enrollment received financial aid
- c. 95% of Athens State Students are from Alabama
- d. 61% of Athens State's Fall 2016 enrollment received financial aid
- e. 42% of Athens State's Fall 2016 enrollment received Pell grant funding
- f. Sarah gave an example of a student that is returning at 48 years old, single, \$0 income, disability pending. This student receives a full pell grant and he enrolled in one class for the fall semester. He had \$54.00 remaining to cover his book. A used book for his course was \$295. Full pell no longer covers books, tuition and fees. We were able to help cover his book and he is enrolled and doing well.
- g. Students come to Athens State with way too many hours and overspent pell and student loans.
 - i. 160 hours for a program that requires 124 hours
 - ii. Significant number of graduates with 140 hours or more
 - iii. Most of these hours are brought with them from community college or another university
 - iv. Technical hours but no general education courses
- h. Students eligible can receive 5 full years of pell grant

Other Discussion:

- a. 341 students (92%) cleared for spring graduate in Degree Works
- b. Tool is working and running smoothly
- c. Degree works has paid off way above expectations

The meeting was adjourned at 2:03.