

Athens State University  
Enrollment/Student Affairs Committee  
May 17, 2019

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The Enrollment/Student Affairs Committee held a meeting on Friday, May 17, 2019 in the conference room of Sanders Hall.

**PRESIDING: Missy Ming Smith**

The meeting was called to order at 1:00 p.m. by Mrs. Ming Smith.

**ROLL CALL**

The following committee members were present:

Missy Ming Smith, Crystal Brown, Chris Latham, Jennifer Kennedy, and Sarah McAbee.

Derrek Smith, Crystal Creekmore, Carolyn Carthen, Beth Rice and Kim Braden (recording) were also present. Dr. Darlene Turner-White and Ronnie Smith were absent

The minutes from January 18, 2019 were approved as written by all committee members (Latham/Kennedy).

**OLD BUSINESS**

NONE

**NEW BUSINESS**

**1. SGA Update—Carolyn Carthen**

- a. SGA is dedicated to building relationships among students, providing students with leadership opportunities, teambuilding, and community outreach.
- b. Officers:
  - i. Brett Godbee—outgoing president
  - ii. Courtney Boaz—incoming president
  - iii. Braden Blagburn—incoming vice president
  - iv. Diandra Matthews—incoming secretary
- c. Officers receive \$1000.00 scholarship each semester if obligations are met.
- d. Elections are held each spring term.
- e. Meetings are held on the 3<sup>rd</sup> Wednesday of each month at 12:30. Meetings are open for other clubs to attend.
- f. Currently have 20 active SGA members.
- g. 2018 Fall Events:

- i. Voter's Registration Drive
  - ii. SGA meet and greet
  - iii. Transfer Day
  - iv. Rocking Around the Christmas Tree
  - v. Alumni Tree Decoration in Founders' Hall
- h. 2019 Spring Events:
  - i. Black History movie night—Green Book
  - ii. AAUW Leadership Training at Troy University
  - iii. Higher ED Day—17 faculty, staff and students attended.
  - iv. Transfer Day
  - v. Arbor Day—hosted by the College of Arts & Sciences.
- i. Discussion:
  - i. What are plans to grow membership? Send emails to all students about SGA—who they are, what they do. Recruit at Transfer Day and other club meetings. Last transfer day 20 new students signed up.
  - ii. Student Activities also has their own FaceBook page.
  - iii. 90% of students are online and don't come to campus. Carolyn has done a great job being visible with SGA to students. Students did well in Presidential search meet and greets. How do we engage students and bring them to campus?
  - iv. Plans to host 2 meetings a month next year—one at regular time during lunch and one in the evening.

## **2. Athenian Ambassadors—Beth Rice**

- a. 11 ambassadors for 2018/19—all are involved in other organizations on campus. Hoping to have more for 2019/20. Hoping to have more for 2019/20.
- b. Great students—more than willing to help.
- c. Chosen through an application process. Based on school record, character and personality.
- d. Hebrew the mascot is now under ambassadors.
- e. Ambassadors can receive up to \$1200 of scholarship money each semester. They are paid \$20/hour and can work up to 60 hours each semester. Funds are applied directly to their account monthly based on hours worked.
- f. There is a form on our webpage to request Athenian Ambassadors work an event.
- g. Graduation, Transfer Day and President's Open House are all mandatory events.
- h. Fall 2018 Events:
  - i. Plays
  - ii. Homecoming
  - iii. Commencement
  - iv. Back to school week
  - v. Scholars Night
  - vi. Athenian Orientation
  - vii. Athens/Limestone College Fair

- viii. Constitution Day
- ix. River City Rendezvous
- x. Fiddler's
- xi. ACBSP visit
- xii. Hot Dog Lunch at Calhoun
- xiii. Transfer Day
- xiv. Open House
- i. Spring 2019 Events
  - i. Presidential Search
  - ii. Commencement
  - iii. Earth Day & Outdoor Expo
  - iv. Back to School week
  - v. Honors and Awards
  - vi. Transfer Day
  - vii. Spring Splay
  - viii. Campus Tours
  - ix. DMD induction
  - x. Higher Ed Day
  - xi. Resume Workshop
  - xii. Academic Bowl
  - xiii. Cracking the Code
  - xiv. Fiddler's Concert Series
  - xv. Athens High School Campus Tours
  - xvi. Blood Drive
- j. 2019/20 Interview:
  - i. 18 applicants—will interview the end of July
  - ii. Qualifications:
    1. Newly enrolled or current (but not graduating in next 2 semesters)
    2. Must enroll in 6 hours for fall and spring
    3. 3.0 GPA
    4. Outstanding customer service, communication and interpersonal skills
    5. Ability to work on a team with students, faculty, staff
    6. Dependable, punctual and professional
    7. Flexible schedule
- k. Upcoming Events:
  - i. Summer Commencement
  - ii. Homecoming
  - iii. Orientation
  - iv. Back to School
- l. 763 total hours worked by Ambassadors for fall and spring terms.
- m. Discussion:

- i. How do we communicate with incoming students? Recruiting events that are face to face and we post on Handshake.
- ii. Does Calhoun have Ambassadors? Yes, they do. We should look into recruiting from them.

### **3. Zoom Advising—Derrek Smith**

- a. Currently searching to fill a new position—Student Inclusion
- b. New initiative—online advising
  - i. Kim and Beth have spearheaded this program
  - ii. New student advising using Zoom video conferencing
  - iii. Private chat, easy to set-up, mobile app
  - iv. All prospective, new and returning students can schedule to attend a session. Emailed weekly of upcoming sessions.
  - v. 30 minute sessions held twice a week. Monthly calendar posted and students can sign up using Signup Genius.
  - vi. Topics covered are:
    - 1. Athens State online
    - 2. Email
    - 3. Blackboard
    - 4. DegreeWorks—how credits transfer and apply, how to read remaining requirements, pertinent university policies
  - vii. Results:
    - 1. March 2019—piloted 3 sessions with 9 students
    - 2. April 2019—9 advising sessions with 36 students and 2 individual sessions
    - 3. May 2019—7 online advising sessions. Piloting general advising for education majors—4 sessions so far with 16 students. 2 individual sessions.
  - viii. Discussion:
    - 1. Will we use Zoom for online instruction? Some faculty already use it—Zoom Room. New faculty tech. center may help more to use in classes.
    - 2. Effort to make sessions available at multiple times. Looking into a scheduling system students can use to make online appointments.
    - 3. 25 is the cap for sessions at the moment.

### **4. Enrollment and Recruiting Update—Crystal Creekmore:**

- a. 4 full-time recruiters; 2 full-time center managers at Wallace State and Calhoun.
- b. Recruiting Cycle:
  - i. Plan to visit more and get more contacts. Tell everyone who we are. Cycle is from August-July each year.
  - ii. Recruiters have done very well. Goal was 500 visits—we are currently at 510.
    - 1. Visits/Events Attended are up a total of 359% over last year

2. Contacts Received are up a total of 145% over last year
  3. Schools visited are up a total of 317% over last year.
  4. Community College events are up a total of 253% over last year.
  5. Community College Contacts/Applications are up a total of 74% over last year.
- iii. Tennessee we visit Motlow and Columbia Community Colleges.
- c. Discussion:
    - i. Do community college graduates stop at 2 years? What % goes on for a 4 year degree? Not sure but Crystal Brown will do some research. Good economy = more student stopping with 2 year degree.
    - ii. Alternate Teacher Certification—ABC provisional program is a non-degree seeking program for student to meet qualifications to teach but do not have a teaching degree. They are required to take 4 specific courses that are outlined by State Dept. of Education that we offer. Most of these students come from Mobile County. Can create \$350,000 to \$500,000 in revenue. All online classes.

#### **5. Enrollment Update—Sarah McAbee**

- a. Enrollment number for today—we are even over Summer at this point last year. We have reached our summer goal, now we need to get them all paid.
- b. Fall is up 4% over this day last year. Demographics are getting tougher; more HS students are dual enrolling. We are doing more combined visits with Calhoun at High Schools.

#### **Other Comments:**

1. Athens website—
  - a. If a student where do we find courses offered?
  - b. Can a student find information on SGA, Ambassadors, and Athenians by using the search tool? Sarah will look into this.
2. Thank you all for your efforts.

The meeting was adjourned at 2:17 pm.