

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

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

PRESIDING: Ms. Maxine Randolph

The meeting was called to order at 1:20 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
Ms. Paula Watkins

Dr. Greg Holliday, Necedah Henderson, Derrek Smith, Crystal Creekmore and Kim Braden (recording) were also present. Mr. Guy McClure, Sr. was absent.

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

The minutes from April 21, 2017 were approved as written by all committee members (Mauldin/Sims).

OLD BUSINESS

NONE

NEW BUSINESS

1. Enrollment Update (Sarah McAbee):

- a. For the 2016/17 year we were down 2.13% in enrollment but still out performed the national average.
- b. Summer was down 4.7%; registration started behind and stayed behind whereas Fall registration started ahead last year and has remained ahead of last year.
- c. Graduates—120 have applied for summer graduation; down 20% year over year.

- d. Credit Hour Production is down for summer, headcount not as much: students are taking fewer classes per semester. Impacts our graduation and retention rates.
- e. Fall 2016 to Fall 2017: ahead of last year
 - i. Today we are up 4.6% in credit hours and 7.4% in headcount.
 - ii. Undergraduate students are up 2.4%
 - iii. Graduate hours look great
- f. Enrollment by College (see handout):
 - i. No college designated represent our non-degree seeking students (mostly Education certification students). For summer we have over 100 students seeking Education certifications. Athens State is the only school students can take all of these classes online. Employment depends on students completing these courses.
- g. Enrollment By Instructional Method (see handout):
 - i. Fewer Traditional and Traditional-hybrid courses being taken. See a growth in Blended courses. Some is a coding issue—not quite as dramatic as it looks. Most of our students want to be in the classroom but they register for online due to the reality of life schedules.
 - 1. One alternative that might work for us is weekend classes—many faculty feel in class is better than online. Look for ways for faculty to have direct access to students.
 - 2. Research says doesn't matter in class or online; quality of course and faculty matters.
 - 3. Is there less resistance to teach online courses from faculty than there has been in the past? College of Business/College of Education does a good job with online offerings. College of Arts & Sciences offering a lot of blended courses.
 - 4. Goals vs budget: look unrealistic, Sarah explained that the budget is 1% increase over final numbers from last year. Laid out in our strategic plan.
- h. Admissions Update (see handout):
 - i. Chart represents duplicated student
 - ii. Working on funnel, strategically push students through the funnel
 - iii. New enrolled = 505 students, new applications = 700+ (up over national average)
 - iv. Working on Hispanic and minority populations
 - v. CRM helps us target populations
 - vi. Do we charge out of state tuition? DL—no; TR—yes
 - vii. Enrollment Nationwide:
 - 1. Nationally, 40% of students attend community college; at Athens State 85% transfer with community college credit
 - 2. Nationally, 30+ age = 20%; at Athens State 30+ age = 39% of UG students; 70% of GR students
 - 3. Nationally, 37% of students attend part time; at Athens State 60% attend part-time

4. Nationally, the 3 year graduation rate is 43%; 67% of students that sit out one year do not graduate
5. Key driver = community colleges, especially those in driving distance. We have a good relationship with Calhoun and we are working on several collaborative efforts.
 - a. How many Calhoun students go somewhere else? Athens State is the 2nd choice for students transferring out. UAH is the number 1 choice—they offer nursing and engineering.

2. Jump Start Scholarship Results (Crystal Creekmore):

- a. Offered to encourage summer enrollment
- b. One free hour of tuition
- c. Good returns: 85 applications—56 awarded. Of the 56 awarded, 22 were from our targeted 2 year schools.
- d. Recipients made up 19% of our new enrolled for summer
- e. Costs us \$28,000, additional revenue for summer and projected revenue for fall from these students is \$173,000
- f. Gap between headcount and credit hour production is a concern for us.
 - i. Fall registration—an additional 3% increase in students will equal 0% increase in CHP.
 - ii. Where is the gap and how can we shrink it?
 - iii. Part of the increase in headcount is due to marketing—moved away from waiting for students to just show up to letting them know who we are. Keith and Sarah have worked hard on our marketing efforts.
- g. Blitz calls for summer:
 - i. 1st round contacted 2,000 students/2nd round 1,000 students were contacted
 - ii. No great way to pull data for return on calls. We were down for summer by 3% in headcount, started blitz calls and Jumpstart at the same time and we closed the gap to 1%

3. Zoom Advising (Derrek Smith):

- a. Student Success Center is now offering online advising for students that cannot come to campus
- b. Derrek shared an example of Zoom advising with the committee—ability to share screens. Goal is to have zero questions from students asking what is required for a major.
- c. Hope to offer reoccurring sessions with admitted students and group sessions

4. Collaborations with Community Colleges (Necedah Henderson):

- a. Joint Admissions partnership with Calhoun
 - i. Possible for students to be admitted to both schools. Draft reviewed by both college Presidents. Looking for ease of automation between both schools.
 - ii. Financial aid will be available for these students
 - iii. Waive the application fee at Athens State

- iv. Reverse transfer agreement will still apply
- b. University Centers
 - i. Always reaching out to campuses to help with events
 - ii. Reach out to all community colleges across the state
 - iii. Upgrades at NEACC—office looks much better
 - iv. We have space on the campuses of NEACC, WSCC, Calhoun, NWSCC and RSA
- c. Career Development Center
 - i. Co-Op Transfer Partnership with Calhoun
 - ii. Career Development Center offers a series of workshops each semester to our students—students from Calhoun and Wallace are also invite to participate
 - iii. Seamless transfer for students with disabilities from Calhoun to Athens State

5. Year Round Pell Update:

- a. Waiting on additional details from the Federal government
- b. Extremely important for us—last time year round pell was offered it increased our revenue by \$400,000

6. Other Announcements:

- a. Temporary offices housed in the student center will be located on Beasley Field during the renovation of Sandridge. Will try out the concept of a one-stop-shop during the temporary move.
- b. Cristo Rey in California and Birmingham brochures have been delivered. This effort targets minority students.
- c. Scholarship redesign—looking at what if questions, more and more 1st generation/high need students
- d. New Recruiter will be hired soon. We are losing a team member in the Disability Services office.
- e. Sarah thanked all of the committee members for their service over the past year.

The meeting was adjourned at 2:26.