

Athens State University  
2014-15 Enrollment/Student Affairs Committee  
July 17, 2015

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The Enrollment/Student Affairs Committee held a meeting at 10:30 a.m. on Friday, July 17, 2015 in the conference room of Sanders Hall.

**PRESIDING: Dr. Sandra Sims-DeGraffenreid**

The meeting was called to order at 10:37a.m. by Dr. Sandra Sims-DeGraffenreid.

**ROLL CALL**

The following committee members were present:

Dr. Sandra Sims-DeGraffenreid  
Dr. Rosemary Hodges  
Nikki Schrimsher  
Sarah McAbee  
Mr. Guy McClure, Sr.

Also present were Dr. Greg Holliday, Necedah Henderson, Crystal Creekmore, Lisa Payne, Terry Stepp, Saralyn Mitchell, Mary Chambliss and Katie Holley, recording. Macke Mauldin, Marsha White, and Dr. Glenn were absent.

There were no amendments to today's agenda. On a motion by Sarah McAbee and a second by Guy McClure, Sr., the motion carried to move forward with the agenda.

**OLD BUSINESS**

NONE

**NEW BUSINESS**

**Sarah McAbee—Enrollment Management Plan Report Card**

Thanked everyone for attending and introduced the Directors for all areas of Enrollment and Student Support Services. They are present today to give an update on their respective areas, each committee member received a printed copy of the Enrollment Management Plan Report Card.

**Lisa Payne—Transfer Student Success Center Director:**

- Office staff consists of Lisa and 3 Transfer Advisors (1 for each college). All 3 are cross-trained to help in any area of transfer advising.
- Began working on retention last year
- Training in August for Smarter Measure
- Only area to assign advisors (new admits or re-assign)
- New email notification to college deans will be complete by August
- Committee of Faculty/Staff created Transfer Advising Guide—this document is on the web under TAC. Would like to build on this for 15-16.
- Last survey showed 94% satisfaction

Discussion from committee:

- Withdrawal process—do we have numbers of how many come back as a result of our efforts? Using Salesforce for this—still building, manually tracking for now. Lisa tracks in-house. Phone calls make a difference—see a jump in numbers when calls are made. Beneficial to know cause-effect. Struggling with Salesforce programming.
- Do Faculty advisors follow-up with students that withdraw? Some do, professors are notified of dropped students or non-enrolled. Good for tracking issues with students. Nice personal contact to show we care.
- Financial reasons are not a big issue for students withdrawing—family/work and overcommitting are most common reasons. Working on advising based on student situation—advise it we think students are taking on too much. Difficult to keep students time expectation in check. Initial meeting asks about other commitments.
- Smart program will target probation students. Limit hours of students on probation. Financial aid and Admissions Committee can add these requirements. Other schools have policies to help with Retention.
- 15/16 EMP will include taking students to counselor to get on track—staff dependent.

**Greg Holliday—Associate Registrar/Systems Manager:**

- Programming on Degree Works
- DW went live to Faculty advisors approximately 3 months ago
- Working out kinds before opening up to students. Plan to open to students on August 1
- Will demonstrate to BOT at later date.

**Necedah Henderson, Director of Admissions:**

- Distributed a copy of the view book
- Hired 2 new Admissions Advisors/Recruiters
- Campus tour sign up online with event Zillow will be ready for use next week

Discussion from Committee:

- Planning to take Dean meetings on the road to build connections with feeder schools
- Schools scheduled for fall recruiting
- Sent information to local BOE's. Delivered to their staff via email.
- Admissions office works throughout the semester to follow-up with no-shows.
- Look into new advertising restrictions for for-profit schools—federally based.

- We are allowed to attend orientation classes at Calhoun. Depends on curriculum. Some schools not as friendly. Penny does most classes at Calhoun where she talks about transferring in general.

**Mary Chambliss, Director of Student Financial Services:**

- Additional scholarships offered in summer
- 5 additional scholarships in fall using funds instead of hours
- Amounts not favorably viewed at first but student now know numbers so they can plan ahead
- Reach out to former students on verge of default
- Awarded \$5 million in scholarships and grants, \$14 million in student loans
- Clean audit in financial aid for 14-15

**Saralyn Mitchell, Director of Counseling and Career Development Center:**

- Shared 2 emails from students: first one thanked CDC for assistance after offered a job, second better prepared for interviews—received job offer
- Office works with students and Alums

Discussion from Committee:

- Glad we are helping all students. Seen other schools not help—it is important!
- Workshops on buzzwords and phone interviews? Career chats last year and started discussion with students. Buzzwords used in summary so don't have to constantly re-do resume. Tool to pull out key words on website—tag word.
- Look at job description and copy into their branding
- Target companies—any programs that work with their employees? Offer workshop to employees as a recruiting tool? Did that with International Paper. Large amount of state regulations but did get students from that.
- Focus on lay-off employees to transition—haven't reached out but a great idea. Focused on existing but would be good for recruitment.
- Encouraged by feedback—exciting things!

**Terry Stepp, Director of Campus and Community Engagement:**

- Goal to get students involved, key is notification and development of calendar.
- Participation is good and getting better.
- Tracking community service hours.
- Looking at teaching English as a Second Language and other English classes to the community.

**Sarah McAbee:**

- Everyone is busy to keep up and build enrollment.
- Title IV training: Sexual Assault Program online for faculty and staff. Optional for students—will roll out soon but we must make it available to them.
- 15/16 EMP will be delivered in October

Sandra Sims-DeGraffenreid thanked everyone for the reports, love what we are doing!

Meeting Adjourned at 11:51 am.