

AGENDA
Enrollment/Student Affairs Committee
July 17, 2015
10:30 AM

- I. Call to Order
- II. Roll Call
- III. Approval of Agenda
- IV. Approval of Minutes (April 17, 2015)
- V. Old Business:
 - a. None
- VI. New Business:
 - a. Enrollment Management Plan Report Card—Sarah McAbee
 - i. Lisa Payne—Transfer Student Success Center
 - ii. Necedah Henderson—Admissions/Recruiting
 - iii. Mary Chambliss—Financial Aid
 - iv. Saralyn Mitchell—Career Development Center
 - v. Terry Stepp—Student Activities
- VII. Other Business
- VIII. Closing Comments of Committee Members
- IX. Adjourn

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

The Enrollment/Student Affairs Committee held a meeting at 11:00 a.m. on Friday, April 17, 2015 in the conference room of Sanders Hall.

PRESIDING: Dr. Sandra Sims-DeGraffenreid

The meeting was called to order at 10:57a.m. by Dr. Sandra Sims-DeGraffenreid. She thanked all members for serving and apologized for missing the first meeting. She reviewed the minutes from previous meeting and noted the good work. Thanked Sarah McAbee for all the preparation work for the meetings.

ROLL CALL

The following committee members were present:

Dr. Sandra Sims-DeGraffenreid
Maxine Randolph
Dr. Rosemary Hodges
Nikki Schrimsher
Sarah McAbee
Dr. Robert Glenn

Also present were Dr. Greg Holliday, Policy Analyst; Necedah Henderson, Director of Admissions/Recruiting; Crystal Creekmore, Assistant VP for Enrollment/Student Services and Kim Braden, recording. Macke Mauldin, Taze Shephard, Marsha White, and Guy McClure, Sr. were absent.

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

On a motion by Dr. Glenn and a second by Maxine Randolph the motion carried to approve the minutes from the previous meeting on January 23, 2017.

OLD BUSINESS

Update on Calhoun Community College

Ms. McAbee explained that we have an imbedded advisor at Calhoun—she is at the Huntsville Campus 2 days a week and the Decatur campus 2 days a week. Calhoun is our largest feeder school and they are very interested in working with us. Met with the new president, Dr. Klauber, he has some good ideas on the 2+2 programs moving forward. Ms. McAbee has also met with student services directors on ways to improve services between us and them.

Planning for Admissions areas from both schools to meet in June and discuss better ways to handle the reverse transfers.

Dr. Sims-DeGraffenreid noted she is very encouraged to hear they are open to us.

Dr. Glenn stated that Dr. Klauber is a breath of fresh air; he is very open to working with us. Dr. Klauber has experience working with an upper division school. Hope to see a change in our relationship with Calhoun. We want to do all we can with Calhoun.

Dr. Glenn will also be meeting with the new president at UNA in June. This will be a meeting with Board of Trustees Chairs from both schools and both presidents.

Enrollment Management Plan Update

Ms. McAbee explained that we rolled out an Enrollment Management Plan built off of Jim Hutto's most recent plan. His was the first ever EMP for Athens State. Requested for each director in the Enrollment and Student Support Services areas to send in progress for items listed in the plan that relate to their department. The "report card" for the EMP will be presented to the board in July. The first attempt was very inclusive—much more than needed; we plan for this to be a "rolling plan" add and take away items as needed. The report card will also be shared with the committee at the July meeting.

ACHE Approval for Master's Program in Religion

Approval has been submitted to ACHE for the June agenda. This will give us another graduate program to market in addition to the Logistics program. This program might not be as large as the Logistics program. Glad this will be on the June agenda; several ACHE commissioners are rolling off in September. We are recommending Dr. Denver Betts; hopeful he will be a possibility.

Recruiting/Retention

Transfer Student Success Center director (Lisa Payne) will make a presentation to the committee at our July meeting. The Director of Admissions/Recruiting is here today to cover recruiting.

NEW BUSINESS

Necedah Henderson: Spring Recruiting Calendar Review

We currently have 3 recruiters, now called Admissions Advisors. All 3 of them are alums of Athens State. Recently lost one of our admissions advisors to UNA; we are currently searching for 2 additional advisors. Penny Roberts is our advisor at Calhoun; we also have Center Managers at Wallace-Hanceville, Northeast Community College, Northwest Shoals Community College, Snead State and Redstone Arsenal—the Center Managers assist with events in their area. Our service area stretches down to Mobile and into the Southern counties of TN. Also includes East and West AL. ALACRO Association organizes the High School and College Transfer fairs for each year. During the summer months advisors attend as many local festivals as

possible (May-September). We have attended 100 events since January and made 450 contacts.

Crystal Creekmore will discuss how updates and changes in curriculum impact our recruiters. Information changes mid-stream and we are already recruiting in January, it's hard to give students the most current information.

High School support is good—we do a lot of advertising for our 2+2 programs at High School events. We receive lots of invitations for High School fairs and we try to attend as many as we can. Want to get our name out there and especially home to the parents. Hope to reconnect with these students at community colleges.

Crystal Creekmore: Catalog Changes

For Fall 2015 we will be offering our traditional sessions (15 week, 1st half, 2nd half, and weekend sessions). New session offerings for Fall will include 5 week terms. This will allow students to take more courses during the semester. The College of Business will be offering courses at Redstone Arsenal and Wallace Hanceville in this format. This is the first time in a few years that we have offered Business classes at Wallace Hanceville.

New catalog changes for 2015/16: 4 new major options

Deadlines in previous years for catalog changes has been at different times: 2012/13—July 30, 2013/14—June 4th, 2014/15—May 30, 2015/16—April 7. It's hard to tell students in January about new changes. Academics is currently working on an earlier timeline; there are lots of approval processes for changes. Recommends the deadline for catalog changes to be the last working day of December for the following academic year.

Graduate program set-up: A graduate implementation team has been formed; from this team 8 sub-groups have been created. Crystal is part of the Admissions focus group. They will divide their work into 8 phases and will cover admissions to graduation. Hope to be complete by October 31.

The goal is to have the catalog out sooner. Catalog drives everything. Crystal is asking the committee to make a recommendation to Dr. Glenn to help us get deadline moved to December. This will cause academics to look at programs earlier and make changes; Academics is on board with this change.

On a motion by Dr. Sims-DeGraffenreid and second by Maxine Randolph the motion carried to make a recommendation to Dr. Glenn that the campus be directed/reminded/encouraged to meet the recommended timeframe for changes to ensure recruiting has the tools it needs to market our programs to prospective students.

Question was asked about how early program changes need to be submitted: this is based on ACHE timeline. Academics will determine. Working to streamline process for changes; looking into workflows. Need to establish dates first then work out mechanics.

Greg Holliday: Sexual Discrimination and Harassment Policy

A draft copy of the Sexual Misconduct Policy and Procedures was given to all members of the committee.

Title IV Clery Act working on a policy: Sexual Misconduct Policy and Procedures.

- Why it's needed: required by legislation by Federal government. Must be in place by July 1.
- Existing policy: must focus on sexual violence due to Campus Save Acts. This is not really focused on in the old policy. Reviewed other institution's policy and White House policy along with the Q&A document provided and reviewed the AL code.
- Definitions
 - Policy Statement and purpose: who the policy applies to, confidentiality
 - Sexual Harassment: pulled from current policy (some old policies will need to be revised)
 - Rights to individual: must be very clear, students can have any counsel they want but we are trying to prevent the situation from becoming full-blown legal situation. There is a national conversation going on about a University's involvement in these situations.
 - Reporting and resolving: Confidentiality and privacy; distinguish between the two. Only licensed counselor can remain confidential. Responsible employee—duty to report. This will require some level of training. Authority to act on situation will require more involved training. Sarah McAbee is the Title IV coordinator.
 - Informal Steps: informal is never appropriate with sexual assault/violence. Included in the policy due to sexual harassment.
 - Formal investigation: no dorms or athletic programs—hope this is never needed.
 - Investigative training: train panel that will be made up by a variety of people; not all will serve in every investigation; need to limit the number of people involved.
 - Findings: this is not a legal proceeding; judgment based on something (evidence), more likely than not that misconduct occurred.
 - Appeals: Civil rights office doesn't require we have an appeal process. Only when procedures are not followed would there be grounds for an appeal

- Support Documents: work in progress; resources might change over time; while presented in the policy they are outside the policy process.
- Question—will all employees be trained: to some extent all will be trained. All employees have a duty to report. Some employees will receive more detailed training than others. Everyone on campus needs to know the process
- Question—is the University responsible for reporting assault to outside authorities: not currently required to, up to the victim at this time. Must explain Campus Save Act to victim. Dr. Hodges reminded all members that it is mandatory for certified P-12 teachers to report to the police. Federal standard currently says knew or should have known; caveat for certified P-12 as they are mandatory reporters.

Dr. Glenn commended Greg for his work on this policy. His work was meticulous and a reflection of his ability and attention to detail.

Dr. Sims-DeGraffenreid made a motion to accept the reports the committee had heard today, the motion was accepted by Sarah McAbee and seconded by Dr. Hodges. Motion carried to accept reports.

Dr. Sims-DeGraffenreid thanked everyone again for serving.

ADJOURNMENT

The motion to adjourn the meeting was accepted by Maxine Randolph and seconded by Dr. Glenn. Motion carried and the meeting was adjourned at 12:08.

ATHENS STATE UNIVERSITY-ENROLLMENT MANAGEMENT PLAN: REPORT CARD

I. Academic Support

TASKS	EXPECTED OUTCOMES	RESPONSIBILITY	STATUS	TIMELINE
<p>Develop Retention Program</p> <p>Withdrawal Process redesign</p> <p>Success Strategies</p>	<p>Develop, execute and assess retention strategies to increase retention by 1% annually</p> <p>Develop a revised withdrawal process that assists students with best withdrawal practices for future returns and notifies all impacted offices of student withdrawal.</p> <p>The Transfer Student Success Center will provide at risk students, suspended and FA Suspended students with academic status and success strategies</p>	Transfer Student Success Center	Ongoing	2014-2015
<ul style="list-style-type: none"> Redesigned the withdrawal process to track reasons students withdraw. Worked with 539 students who withdrew. The number one reason students withdrew was due to time factors (family, work schedule). Started utilizing Smarter Measure summer 2015 for students entering or re-entering on probation. New initiatives will be delivered in October. 			Ongoing	
College Distribution of New Admits	Notify College Deans with new admits by major and advisor assignment	Transfer Student Success Center	Ongoing	Monthly
<ul style="list-style-type: none"> The Deans and faculty produce their own list. Will work on a notification process for the fall 2015 to be distributed to the Deans. 				Fall 2015
Non-Advancing Student Intervention	Contact students previously enrolled that have not registered by third week of registration cycle by email/phone	Transfer Student Success Center	Ongoing	Each Semester
<ul style="list-style-type: none"> Contacted over 3400 students by phone who are on stop-out, never enrolled, not registered and non-financial aid non-paid list. Encouraged students to register. Offered assistance. Reminded students of tuition payment date and registration deadlines. Registered students if requested by phone. 			Ongoing	
Develop Early Alert System	Develop an early warning program for faculty/staff to provide notice of students with early issue indicators such as non-attendance, failure to participate	Transfer Student Success Center	Ongoing	2014-2015
<ul style="list-style-type: none"> Management programs reviewed are Starfish, Rapid Insight, and Retention Center in Blackboard. Will review systems functions, cost, etc. in detail and submit pros/cons of each program by December 2015. 			Ongoing	
Academic Advising	Implement advising training as outlined in the Advising Committee Report Early 2014			
Plans of Study	The Transfer Student Success Center will complete the student's Plan of Study for each new admit	Transfer Student Success Center	Ongoing	Spring 2014
First Term Schedule	The Transfer Student Success Center will assist with first term class schedule selection for more than 95% of new admits			

ATHENS STATE UNIVERSITY-ENROLLMENT MANAGEMENT PLAN: REPORT CARD

Provide Advising	Each Transfer Student Success Center Advisor will track a cohort of students for success			
	<ul style="list-style-type: none"> Assigned faculty advisors to 1,513 new admits for the 2014-2015 academic year. Working with IT to improve notification of faculty advisor assignment. Estimated completion date is August 2015. Complete approximately 350 plans of study each semester for current and prospective students. Assisted students with a first term schedule when necessary. Advised 93 Liberal Studies majors for 2014-2015 academic year. Worked with 322 non-degree seeking education students (ABC, recertification). Advising guide will be updated by August 2015 to include Degree Works. 		Ongoing	
Implement Advising Assessment	Systematically assess student satisfaction with advising and make improvements as indicated	Transfer Student Success Center	Ongoing	Spring 2015
	<ul style="list-style-type: none"> Currently have Rate Our Services and the Graduate Senior Exit Survey. Latest survey showed overall satisfaction was 94%. Staff courtesy and responsiveness was 97%. Meet accordingly to discuss survey results. 		Ongoing	
Implement Degree Works	Install, customize and deploy Degree works Degree Audit system	AVP Enrollment	Summer 2014 Start	Late Fall 2014 initial deployment
	<ul style="list-style-type: none"> Implemented in 2015. Initial training with faculty and staff was complete in March 2015. Hands on training of delivered product completed in April 2015. Ready for Fall 15/16 use. We expect minor tweaks for substitutions and exceptions. 		Fall 2015	
Periodic Dean's meeting	Meet with Deans for input into student services area activities	VP Enrollment	Summer 2014 Start	Ongoing
	<ul style="list-style-type: none"> Attended 3 deans meetings during 2014/15 to discuss Degree Works and other advising topics. 		Complete	
ADP support	Provide ongoing recruiting support and reporting support to ADP efforts	Recruiting	Ongoing	Ongoing
	<ul style="list-style-type: none"> ADP brochures, included information in view book ADP students for 2014/15: <ul style="list-style-type: none"> 297 total students admitted 237 active ADP students 44 total graduates to date 		Ongoing	

II. ADMISSIONS AND RECRUITING:

TASKS	EXPECTED OUTCOMES	RESPONSIBILITY	STATUS	TIMELINE
Applicant File Review	Review of pending files weekly to facilitate application completion rates.	Admissions	Ongoing	2013-2014
<ul style="list-style-type: none"> • Fall 2014: <ul style="list-style-type: none"> ○ 1057 new applications received ○ 924 accepted ○ 131 applications missing information ○ 692 registered ○ 268 did not enroll • Spring 2015: <ul style="list-style-type: none"> ○ 563 new applications received ○ 510 accepted ○ 48 applications missing information ○ 431 registered ○ 138 did not enroll • Summer 2015: <ul style="list-style-type: none"> ○ 364 new applications received ○ 338 accepted ○ 23 applications missing information ○ 263 registered ○ 107 did not enroll 			Ongoing	
Letter Generation	Acknowledge and acceptance letters/emails/texts automatically generated and sent in timely manner to all applicants.	Admissions	Ongoing	2013-2014
<ul style="list-style-type: none"> • Automated emails are sent when an application is received, when an applicant has been accepted, and when items are missing to complete an application. 			Ongoing	
Communications Plans	Develop and deploy multiple communication plans for student type(prospect, recruit, applicants)	Admissions/ Recruiting		Spring 2014
<ul style="list-style-type: none"> • Expect input from Marketing Department. 			Ongoing	
Transfer/Orientation Days	Host two transfer/orientation days per year. Invitations sent to all applicants and prospects. Showcase advising/services and clubs November/April	Admissions/ Recruiting		
<ul style="list-style-type: none"> • Fall Transfer day was held on July 22, 2014—27 days before the start of the fall semester. <ul style="list-style-type: none"> ○ 192 students registered to attend ○ 186 students attended ○ 77 students registered for classes ○ 69 campus tours were given • Spring Transfer day was held on November 18, 2014—55 days before the start of the spring semester. <ul style="list-style-type: none"> ○ 121 students registered to attend ○ 105 students attended ○ 33 students registered for classes ○ 50 campus tours were given • Summer Transfer day was held on April 28, 2015—20 days before the start of the summer semester. <ul style="list-style-type: none"> ○ 169 students registered to attend ○ 156 students attended ○ 193 students registered for classes ○ 83 campus tours were given 			Ongoing	

ATHENS STATE UNIVERSITY-ENROLLMENT MANAGEMENT PLAN: REPORT CARD

Identify Success in Recruiting Territories	Track prospect to applicant and applicant to matriculated students' conversion rates. Revise recruitment strategies accordingly.	Admissions/ Recruiting		Spring, 2014
	<ul style="list-style-type: none"> Attended 209 recruiting events for fall 2014 and spring 2015 with 1778 leads. 17 events planned for summer 2015. 			
Campus Tours	Redesign Campus Tours to make connection to prospective student and their families-- implement as a focus in the recruiting process have schedule available online for student self-appointments include specific checklist of things to show and explain	Recruiting	Planning stage	
	<ul style="list-style-type: none"> Online registration page for campus tours will be built by the end of June 2015. Currently in process. 		Ongoing	
SGA Day	SGA from community colleges will be invited to a spring program. Activities may include: campus tour, entertainment, and luncheon.	Recruitment		April Annually
	<ul style="list-style-type: none"> In the works for Spring 2016. Athens State SGA did attend events at Snead, Wallace and Northeast to assist with various student activities. 			
Applicants' Birthday Greetings	Birthday greetings will be sent on a monthly basis to all applicants from Admissions.	Recruitment		Spring, 2014
	<ul style="list-style-type: none"> This process has been automated. We currently send out birthday greetings weekly to students. 			
Businesses Contact Development	Develop companies contact lists; include HR director and contact information. 3 Businesses per term	Recruitment		Spring, 2014
	<ul style="list-style-type: none"> Lockheed Martin—June 2015 & June 2014 attended the Environment, Safety and Health Expo (Courtland Location and Huntsville Location) 			
Community College Advisors' Update	Annually host a meeting for academic advisors at our main feeder community colleges. Presentations to include updates in our programs and catalog delivery	Recruitment/ Center Managers		April Annually
	<ul style="list-style-type: none"> Meeting held in June 2015 to work with Calhoun Community College on joint admissions and reverse transfer agreements. <p>Wallace State:</p> <ul style="list-style-type: none"> Send all catalog changes each academic year (or mid-year program change) via email to WSCC faculty advisors and academic advisors. Email changes, catalog, and/or plans of study to the Office of the Executive VP, it is then sent to ALL faculty. Information is also emailed directly to the Advising Center staff. <p>Snead State/Northeast:</p> <ul style="list-style-type: none"> Snead partnered with Athens State business programs and allowed classes at Snead to transfer into Athens business classes. Business Dean from Athens and Snead involved VP for Student Services at Snead and advisors for business were present. 			
Prospect/Referrals tracking	Secure prospects' names, addresses, emails, phone numbers and other demographic data. All students referred will be contacted by mail, email, phone and tracked for outcomes. All activities to be documented and measured for improved conversion rates at centers	Recruitment/ Center Managers		Initial start 2014
	<ul style="list-style-type: none"> With the implementation of Sales Force students are tracked more effectively from prospect to graduation. Developing tracking of phases in Sales Force. Plan to integrate Banner data to relieve our dependency on data entry with this tool. More accurately calculate our conversion rates and include lead scoring, need analysis, etc. 			

ATHENS STATE UNIVERSITY-ENROLLMENT MANAGEMENT PLAN: REPORT CARD

Fall Recruitment Schedule	High school visits by recruiters and Site Managers. The fall recruitment schedule is designed to maximize exposure to prospects by scheduling visits to high schools in our primary market (Birmingham and north).	Recruitment/ Center Managers		Fall
<ul style="list-style-type: none"> Recruiters and Center Managers attend High School college fairs as assigned. Attended 119 events for Fall 2014 with 1187 leads. 				
Spring Recruitment Schedule	Community college and Job Fair visits by recruiters and Site Managers. The spring recruitment schedule is designed to maximize exposure to prospects by scheduling visits to ALL community colleges and job fairs in our primary market (Birmingham and north).	Recruitment/ Center Managers		Spring
<ul style="list-style-type: none"> Recruiters/Center Managers attend College and Career Fairs as assigned. Attended 90 events for Spring 2015 with 591 leads. 				
Summer Recruitment Schedule	Festival and other visits by recruiters and Site Managers. The summer recruitment schedule is designed to maximize exposure to nontraditional prospects in our primary market (Birmingham and North).	Recruitment/ Center Managers		Summer
<ul style="list-style-type: none"> Recruiters/Center Managers attend summer events as assigned—mostly these include summer festivals. 17 events scheduled for Summer 2015. 				
Summer Education Recruiting	Visit each BOE in North Alabama to share Summer schedule for educators needing certification or recertification or adding certification areas.	Recruitment/Center Managers		Spring
<ul style="list-style-type: none"> Provide flyers with recertification information to County and City Board of Education in area. 				
Phi Theta Kappa Scholarship Mailing	PTK advisor supplied lists of possible PTK scholarship students in Alabama for contact. College Fish lists an additional source of interested PTK students.	NWSCC Center Manager		January, 2014
<ul style="list-style-type: none"> PTK Regional Convention: 151 students, 36 faculty advisors, 7 college presidents/administrators PTK new Member Induction, Phil Campbell—31 students; Shoals—50 students PTK International Convention: 133 members and advisors 				
Student Activity/Transfer Day	Host or Support a Student Activity on site each semester	Center Manager		2013-14
<p>Wallace State:</p> <ul style="list-style-type: none"> Transfer Day—Summer 2015: 30 applicants Humpday Hash—various Wednesdays each term <p>Snead/Northeast:</p> <ul style="list-style-type: none"> S-Day—200 students Snead Graduation Rehearsal Ice Cream Social—250 students Northeast Graduation—served 250 students with bottled water Northeast Student Activities Day—50-75 students attended <p>Northwest Shoals:</p> <ul style="list-style-type: none"> Transfer Day Phil Campbell—11 students; Shoals—15 students Athens State Day Phil Campbell—20 students; Shoals—39 students NWSCC student leadership meeting—28 students, 10 faculty Blueprints College Access Initiative—42 HS students, 8 NWSCC students NWSCC Spring Fling Phil Campbell—250 students, faculty, staff; Shoals—175 students, faculty, staff Honors Night Phil Campbell—100 participants 				

ATHENS STATE UNIVERSITY-ENROLLMENT MANAGEMENT PLAN: REPORT CARD

Orientation Presentations	Site Managers will give presentations to orientation sessions on their respective campuses as allowed. If not allowed, alternate contact opportunity to be sought.	Center Manager		2013-2014
<ul style="list-style-type: none"> • Calhoun: 28 classes attended, 725 students • Wallace State: Not allowed at this time to present to classes • Snead State/Northeast: Not allowed to present but we do provide information in student packets. • Northwest Shoals: 4 classes (student success and PTK orientations), 33 students 				
Business Contacts	Site Managers will deliver publication packets to major businesses in the respective markets. Creating an opportunity to meet with HR and begin onsite recruitment (3 business contacts per semester)	Center Manager		2013-2014
<p>Wallace State:</p> <ul style="list-style-type: none"> • Traditions Bank, Topre, Rehau. <p>Northwest Shoals:</p> <ul style="list-style-type: none"> • Alabama Technology; Florence Trophy Shop; Shoals Yoga; Way, Ray and Shelton, CPA; Angel Touch Massage and Wellness; Lambert Relocation; Mitchell Heating and Cooling, Florence Eye Center, Creative Jewelers—discussed online business programs with each contact. <p>Redstone Arsenal:</p> <ul style="list-style-type: none"> • Department of Veteran Affairs; Army Contracting Command; Army Material Command; DAU Huntsville; Non-appropriated Funds Office; US Army Garrison; Redstone Arsenal's Women's Club 				
International Students	Site Managers will secure lists of international students at their respective sites and make initial contact with these students and provide information to International Student Advisor	Center Manager		2013-2014
<ul style="list-style-type: none"> • Redstone Arsenal—2 Contacts • Snead State—1 contact 				

III. STUDENT SERVICES

TASKS	EXPECTED OUTCOMES	RESPONSIBILITY	STATUS	TIMELINE
Scholarship Program	Redesign the scholarship award process, to simplify application procedures and to effectively recruit students who meet award criteria.	Financial Aid and Recruitment	Spring 2014	
<ul style="list-style-type: none"> Worked with the scholarship group to award students a dollar amount instead of hour amount. Received 246 scholarship applications/awarded 43 students. Additional awards likely based on available funding. 				
Scholarship Promotion	Provide communication and dissemination of information regarding available scholarships and resources.	Financial Aid/Recruitment	Ongoing	
<ul style="list-style-type: none"> Emails sent out to remind students of scholarship deadline. Posters ordered by the Financial Aid Office and center managers to place on campus for student reminders. Weekly messages on Facebook. New scholarship brochures with new award amounts and deadline changes. 				
Scholarship Workshop for Students	Provide information about university scholarships. A one hour expo staffed by FA to assist students.	Financial Aid	Spring	
<ul style="list-style-type: none"> Counselor presented at Department of Social Services. Plan to work with Felicia Mucci to speak with adult learners. Notifications sent out to Athens student body regularly reminding them to file FAFSA for new year. 				
Financial Aid Presentations for minorities	FA staff visits area underrepresented churches or other venues to assist families in filing financial aid forms.	Financial Aid	Spring	
<ul style="list-style-type: none"> Workshop in planning stages for area churches to speak with their seniors. Presented at Department of Human Resources. 				
Maintain Federal Program Eligibility	Meet federal guidelines for federal aid program delivery	Financial Aid	Ongoing	
<ul style="list-style-type: none"> Office continues to meet federal guidelines to remain eligible for federal aid program. 				
Award maximum gift aid	Award maximum available grant, scholarship and work study funding annually; award loan funding as needed	Financial Aid	Ongoing	
<ul style="list-style-type: none"> Continue to award maximum aid to students in the form of grants, scholarships, work study and student loans as needed. 				
Reduce Average Student Debt	Aspirational goal to help students graduate with less debt	Financial Aid	Ongoing	
<ul style="list-style-type: none"> Continually get word out to students not to borrow more than what is actually needed. Information out to students regarding student loan information and repayment plans. 				
Career Services	Provide campus job portal—Athenian Jobs; on campus employer interviewing, employer information meetings and relationship building; Career Fairs.	Career Development Center	Ongoing	
<ul style="list-style-type: none"> Athenian Job registrants throughout 2014: 915 Spring Events: 3 career fairs with 225 student/alumni participants; 8 participants in the Remington Lunch and Information session with the College of Business. Fall Events: Carpenter & Intuitive Information session (24 participants); Held 3 Career Chats (14 participants); Naval Sea Systems (26 participants); Fall Career Fair (50 Student/Alumni participants) 				

ATHENS STATE UNIVERSITY-ENROLLMENT MANAGEMENT PLAN: REPORT CARD

Career Services	Conduct a series of workshops to assist with resume preparations and potential employer contacts.	Career Development Center	Ongoing	
	<ul style="list-style-type: none"> • Spring: 4 workshops (119 participants); Resume 101, Results Resume, Head to Toe, I've Got an Interview, Now What? • Fall: 3 workshops (70 participants); Resume 101, Intro to LinkedIn, MDA web conference 			
Career Prep	Conduct information sessions/workshops to assist with resume preparation and potential employer contacts for smaller groups of students, clubs, classes, etc.	Career Development Center	Ongoing	
	<ul style="list-style-type: none"> • Spring: 3 sessions (266 participants); Career Prep Information, COE Interview Prep Workshop; COE Career Event. • Summer: Resume and Interviewing workshops to Accounting students (10 participants) 			
Career Services Website	Provide an up to date website of career education and career prep resources	Career Development Center	Ongoing	
	<ul style="list-style-type: none"> • CDC offers students online resources, available 24/7, to help plan their career. <ul style="list-style-type: none"> ○ Assessments: My Plan and O'NET online ○ What can I do with this major ○ Glass Door ○ Workshop videos ○ Athenian Jobs ○ Salary.com 			
Career Services	Provide assessment tools and career counseling for students.	Career Development Center	Ongoing	
	<ul style="list-style-type: none"> • http://www.athens.edu/careercenter/career-assessment.php • Student can access O*Net Career Exploration Tools or My.Plan.com (15 participants) • Career Counseling (216 participants) • Mock Interviews (49 participants) 			
Career Services	Build strategic partnerships and alliances within the University with departments, faculty and staff to become a chosen resource.	Career Development Center	Ongoing	
	<ul style="list-style-type: none"> • CDC Director is an invited speaker for College Clubs and classrooms; Accounting Club, MACS club, Teacher Ambassadors, ED 301, ED Intern Supervisor, Biology Classes. • Clubs & Alumni Affairs are joint sponsors of career events: Head to Toe, Results Resumes. • CDC asked to provide specific workshops: Accounting workshops at the request of Stacie Hughes, Summer 2014; COE intern workshops and Career Event at the request of the COE starting in fall 2013. • Coordinated COB Faculty/Employer session with employers, Carpenter & Remington, Spring and Summer, 2014. • CDC director invited to speak to MACS industry council by Katia Mayfield. • Work on continuous basis with faculty: building employer relationships, asking for student recommendations for job opportunities, connecting with employers and organizations, brainstorming ideas. • CDC spoke to COB faculty about CDC resources for fall 2014 • Worked with recruiters/university center managers to build employer relationships during 2014. 			
Annual review of Veterans Assistance	Review Veterans Assistance and the Environmental Evaluation for Veteran Index for continued self-assessment	Veterans Assistance	Ongoing	Spring Annually
	<ul style="list-style-type: none"> • Veterans serviced 2014/15: <ul style="list-style-type: none"> ○ Fall—179, Spring—161, Summer—99 • 2014/15 new applications that indicated Veteran status—92 • Working on a Student Veterans Welcome Station. The Semper Fi Community Task Force of North Alabama donated a coffee maker and a mini-refrigerator in support of this project. 			

IV. STUDENT ACTIVITIES

TASKS	EXPECTED OUTCOMES	RESPONSIBILITY	STATUS	TIMELINE
Student Club/Organization Oversight	Develop, implement and enforce club and organizations policies and procedures	Student Activities	Annually	July
<ul style="list-style-type: none"> • Club policies and rules have been updated. Available online. • Club Advisors Luncheon to go over changes has been scheduled • Training for incoming SGA Executive Board & Senators will proceed in the Fall. 				
Program Assessment	Annual Review and Assessment of activities for student satisfaction, participation and relevance to EMP.	Student Activities	Annually	July
<ul style="list-style-type: none"> • Initial Assessment to gage student involvement and interests has been conducted. • Follow up assessments will be conducted to evaluate effectiveness of programming & participation. 				
Program Development	Develop and implement two new appropriate student activities annually- Retire underserving programs annually.	Student Activities	Ongoing	July
<ul style="list-style-type: none"> • Two new programs were created in the spring semester, one with limited success and one which was extremely successful. • An opening concert is being scheduled for the Fall semester. 				
Maintain Campus Events Calendar	Approve events and monitor campus utilization for University Events Calendar.	Student Activities	Ongoing	
<ul style="list-style-type: none"> • Facilities calendar is maintained on a daily basis for event space rentals. • A separate Student Events Calendar has been created. 				
Student Organizations Promotion	Outreach to incoming students, facilitating involvement in student organizations via Transfer Orientation Days and student cookouts (F/S). Representatives of campus clubs and academic organizations will exhibit displays about the organizations for all new students.	Student Activities	Ongoing	Each Semester
<ul style="list-style-type: none"> • 18 clubs participated in Transfer Day in the Spring 2015 semester. • SGA did a cook-out during the evening to connect with evening students between classes. • Social media sites, including Facebook, Twitter, Pinterest & Instagram have launched to increase connections to both on campus and online students. 				
Joint Activities Program	Develop a partnership with Center Managers and feeder colleges, to offer joint student activities' events (F/S)	Student Activities	Ongoing	Fall/Spring
<ul style="list-style-type: none"> • SGA tabled at Sneed and Calhoun to connect with their students. • SGA is planning programs with Calhoun to connect with the Calhoun SGA and student body. 				
Student Leadership Retreat	Provide Fall/Spring semester retreats and leadership curriculum for student leaders.	Student Activities	Ongoing	November /April
<ul style="list-style-type: none"> • The Leadership Retreat was held in November 2014 at the Center for Life Long Learning. • The speaker was Mary Ila Ward and the topic was "Personal and Career Related Mission Statement and Goal Setting". • All clubs and organizations on campus were invited to attend and lunch was also provided. • 20 students attended the retreat. 				
Black History Month	Develop a broader scope of activities and events to commemorate this month.	Student Activities	Ongoing	February
<ul style="list-style-type: none"> • The Library and the AAUW hosted 2 events focused on Black History month. • Next year we will look at scheduling events weekly for the entire month and also bulletin board displays recognizing important achievements. 				

ATHENS STATE UNIVERSITY-ENROLLMENT MANAGEMENT PLAN: REPORT CARD

Athens State Events	Design and publish a monthly student newsletter ("The Bear Facts" to be distributed electronically and provide timely information about campus events and student accomplishments.) to include weekly or monthly calendar notices to campus community	Student Activities	Planning	Fall 2014
<ul style="list-style-type: none"> • An events bulletin is sent out to faculty, staff and students once per week • Students, faculty & staff can sign up for text reminders for events • Social media groups (Facebook, Instagram, Pinterest & Twitter) have been created to keep students, faculty & staff more connected online. 			Ongoing	
Community, Campus Services	Develop a program for student involvement in service activities in the community and on campus.	Student Activities / Staff Senate	Planning	Fall 2014
<ul style="list-style-type: none"> • A volunteer portal has been created online where students can sign up to volunteer. • SGA will be encouraging clubs to add community service to their constitutions. • Community Service Hours will be tracked by Student Activities. • A free on-campus ESL program is in the works for our non-English speaking community. 			Ongoing	