

Athens State University  
Enrollment/Student Affairs Committee  
October 15, 2021

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The Enrollment/Student Affairs Committee held a meeting on Friday, October 15, 2021 in Conference Room 126 of the Sandridge Student Center.

**PRESIDING: Missy Ming Smith**

The meeting was called to order at 1:15 p.m. by Mrs. Smith.

**ROLL CALL**

The following committee members were present:

Missy Ming Smith, Dus Rogers, Dr. Elizabeth Pruett, Lauren Blacklidge and Sarah McAbee.

Dr. Rick Barth, Victoria Mould, Kim Dunnavant, Mitchell Bazzel, Frank Eskridge, Greg Holliday, Tracy Raby and Alyson Mosely (recording) were also present. Shane Hammett and Dr. Thuy Lynch were absent.

The minutes from May 21, 2021 were approved as written by all committee members (McAbee/Smith).

**OLD BUSINESS**

NONE

**NEW BUSINESS**

**1. UNV 300 and UNV 400**

**a. Updates (Victoria Mould):**

- i. UNV 300 was funded by a Title III grant to teach Athens State University resources, student activities, financial literacy, YouScience Career Assessment, degree completion, writing and research, and diversity and inclusion.
- ii. ATLAS helped develop a well-organized module-based course shell
- iii. Students are able to interact with other students during the course and realize they aren't the only students with the same background and problems
- iv. Why is UNV 300 needed?
  1. Every student is on a different path and some need critical help
  2. UNV 300 provides a starting block and allows students to be able to find a sense of belonging

- v. UNV 300 Numbers for FY 2020-21
  - 1. Spring 2021 – 531
  - 2. Summer 2020 – 243
  - 3. Fall 2021 – 671
  - 4. FY Total – 1,445
  - 5. Goal for FY 2020-2021 was 1,200
- vi. UNV 400 Career Seminar
  - 1. Designed to provide students with the necessary skills to stand out in today's job market
  - 2. Provides resume and cover letter writing skills along with practice with Mock Interviews
- vii. Emerald Simmons is a new hire for a Career Advisor that is grant funded
  - 1. Holds a Master's of Career and Technical Education from Athens State
  - 2. Started July 6, 2021
- viii. UNV 400 Numbers for FY 2020-21
  - 1. Spring 2021 – 114
  - 2. Summer 2021 – 109
  - 3. Fall 2021 – 154
  - 4. FY Total – 377
  - 5. Goal for FY 2020-21 was 300
- ix. Student Feedback
  - 1. "As an older student, I really wish this type of course had been offered to me much earlier in college"
  - 2. "During the semester, I learned there are a lot of students out there with similar problems and I am not alone."
  - 3. "This class provided me with a lot of useful information. I am graduating this semester, and I wish this class would have been offered when I first started."

## **2. Student Educational Planner**

### **a. SEP Launch (Greg Holiday)**

- i. Component of degree works recently deployed
- ii. Student demo – been available since Degree Works was launched in 2015, we didn't want to overload advisors so chose not to implement this component at that time
- iii. An update was done in December 2020, so SEP was launched in March 2021
- iv. SSC does a lot of entry level advising, Kim Dunnivant knew how to use SEP from working previously at Calhoun Community College and using it there so she was a key player in getting it up and running
- v. SEP was implemented for faculty advisors in September 2021, no formal training has taken place so far

- vi. SEP is essentially a roadmap of what courses a student should take each semester
- vii. Pretty well-defined course rotations would help faculty and staff advisors to know what courses are offered each semester so they can use the SEP better
- viii. Notes are available to be used so students can remember what their advisors said
- ix. In audit view, the map calendar and degree plan are shown in two windows and plugs courses into the degree plan showing students how they fill their degree works in
- x. Maps can be edited and courses reassigned by dragging and dropping between semesters
- xi. SSC New Information sessions explain degree works to students, help them set up their accounts and start a SEP
- xii. Financial Aid is using maps to review students for SAP appeals and second bachelor's degree seeking students
  - 1. Good to know that appeal student has met with SSC

### **3. Registrar Position Update**

#### **a. Introducing our New Registrar (Greg Holiday)**

- i. Greg is retiring January 1<sup>st</sup>, 2022
- ii. Tracy Raby has been hired from North-West Shoals Community College and graduated from Athens State University
- iii. Tracy has spent 26 years working through all of the ranks of admissions and records
- iv. Her big strength is she served as a banner student expert for ACCS in 2019 as a trainer for the state and banner governance team

### **4. Strategic Enrollment Management Plan**

#### **a. Tying in to the Horizon 2030 Plan (Rick Barth)**

- i. Primary goal is goal 3: Athens State University will recruit, retain, and graduate a growing high-quality, diverse and successful student body
- ii. Plan in place for each of the sub bullets
  - 1. The growth will offset the forthcoming demographic cliff in the latter half of the decade
  - 2. Quality will rise with the academic credentials of incoming and graduating students.
  - 3. Student diversity, encompassing all indicators of difference such as race/ethnicity, gender, disability, age, sexual orientation, and veteran status will reflect our recruitment sources
  - 4. Student success will be evident in academic achievement and employment or advancement with no gaps between sub-populations.
    - a. This plan was implanted on October 11<sup>th</sup>, 2021 with Ashley Miller

- b. Each bullet was researched and Ashley assisted with identifying the demographic cliff
  - iii. Offsetting the demographic cliff
    - 1. Chris and Lauren from Marketing are helping
    - 2. There is an increase in demand for training
    - 3. Faculty members knowing students on a personal level
  - iv. Graduate growth because community colleges are declining
  - v. Recruiting territory has expanded more south, also including southern Tennessee and Mississippi to try and make up the deficit by expanding
- 5. Enrollment and Student Success Council**
  - a. New council updates (Sarah McAbee)**
    - i. Request to reinstate the Enrollment and Student Success Council
    - ii. The members roster rolled out today on October 15, 2021
      - 1. Looking for ways to institutionalize

The meeting was adjourned at 2:19 PM.