

AGENDA
Enrollment/Student Affairs Committee
October 16, 2015
Sanders Hall Conference Room
1:00 PM

- I. Call to Order
- II. Roll Call
- III. Approval of Agenda
- IV. Approval of Minutes (July 17, 2015)
- V. Old Business:
 - a. None
- VI. New Business:
 - a. Enrollment Management Plan—Sarah McAbee
 - b. Degree Works Update—Greg Holliday
 - c. Retention Initiative—Lisa Payne
- VII. Other Business
- VIII. Closing Comments of Committee Members
- IX. Adjourn

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

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.

APPENDIX D: Tasks and Expected Outcomes by Responsible Area

ACADEMIC SUPPORT:

Develop, execute and assess retention strategies to increase retention by 1% annually				
Recruitment of our students is only the first step toward success; once they matriculate, we must focus on their persistence and degree completion.				
Initiatives	EXPECTED OUTCOMES	RESPONSIBILITY	STATUS	TIMELINE
Early Alert System	The Early Alert System will allow the Transfer Student Success Center to reach out to students earlier to provide intervention. This system will be a collaboration effort with faculty.	Transfer Student Success Center	October 2015 Start	Summer 2016 deployment
Student Success Coaching	The Transfer Student Success Center will identify one or two "high risk" variables based on our retention data. The Transfer Student Success Center will provide student success coaching throughout the semester for these "high risk" students.	Transfer Student Success Center	January 2016 Start	Fall 2016 deployment
Create a Culture of Retention	Retention is a University wide effort and to put forth these initiatives to facilitate student success will require administration, faculty, and staff.	Transfer Student Success Center	October 2015 Start	Ongoing
Retention Communication Plan	Reach out to students that have not returned. (postcard, emails, phone calls, etc...) Will use Degree Works to establish a list of students that are within X amount of hours from graduation but have not registered.	Transfer Student Success Center	October 2015 Start	Ongoing
Academic Advising	The Transfer Student Success Center will help the student with scheduling, advising, coaching, degree works, paperwork, etc... when needed even after their first semester at Athens State.	Transfer Student Success Center	Ongoing	Ongoing
Reverse Transfer (Clearinghouse)	This implementation will allow students the support needed to graduate from their community college and Athens State. This will also provide relationship building and collaboration with our feeder community colleges.	Office of the Registrar	October 2015 Start	Mid-late spring 2016 deployment

Transcript Request Processing	We currently use Script Safe would like to look at the Clearinghouse and do a compare and contrast of the two products that will allow for efficient processing for students.	Office of the Registrar	October 2015 Start	Mid-late spring 2016 deployment
Athens State Online (SSB, forms, etc..)	We currently have a Self-Service Banner (Athens State Online) for students. With the evolving technology, we are not currently taking full advantage of this system. Enhancing our Athens State Online System can provide the student with their specific student record needs completely online. This will provide students with immediate student specific data that is comprehensive and transparent throughout their journey at Athens State.	Office of the Registrar	January 2016 Start	Ongoing
Workflow	We currently have a Workflow tool that we would like to “open” and explore to support streamlining processes. This will require IT deployment/storage, sql/model training, user training, etc...but we hope to start on this deployment and work towards developing a curriculum adjustment workflow. This will allow advisors to submit an electronic curriculum adjustment form online and once they submit that information it will go to the next approval member, then to the next, etc... all electronically. This system will also send automatic notification to students/faculty/staff throughout the process. This system provides accountability, transparency, tracking, effectiveness, etc...	Associate Registrar/Systems Manager	January 2016 Start	Fall 2016 deployment

<p>Undergraduate Admission Business Process Analysis</p>	<p>In spite of best intentions, policies and procedures in many cases are not adequately documented, and with the emerging technologies within the past, several years have added another layer of complexity. This review analysis will be guided on how to improve our Undergraduate Admission processing from a student centric perspective. This review will allow for policies and procedures to align, provide support of student success, use existing technology, streamline, eliminate duplicate efforts, documentation, training, transparency, etc....</p>	<p>AVP</p>	<p>January 2016 Start</p>	<p>Fall 2016 deployment</p>
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ADMISSIONS AND RECRUITING:

TASKS	EXPECTED OUTCOMES	RESPONSIBILITY	STATUS	TIMELINE
Applicant File Review	Review of pending files weekly to facilitate application completion rates.	Admissions	Ongoing	
Communications Plans	Develop and deploy multiple communication plans for student type(prospect, recruit, applicants)	Admissions/ Recruiting	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	Ongoing	
Identify Success in Recruiting Territories	Track prospect to applicant and applicant to matriculated students' conversion rates. Revise recruitment strategies accordingly.	Admissions/ Recruiting	Ongoing	

Campus Tours	Utilizing registration webpage to schedule and confirm appointments with prospective and future students. The registration webpage was published on www.athens.edu , Twitter and FaceBook. They are then included in the communication plan.	Recruiting	Ongoing	
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	Ongoing	April Annually
Prospect/Referrals tracking	With the implementation of Sales Force, undergraduate and graduate students are being tracked more effectively prospective student to their graduation.	Recruitment/ Center Managers	Ongoing	
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	Ongoing	Fall
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	Ongoing	Spring
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	Ongoing	Summer

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	Ongoing	Spring
Redstone New Comer Orientation	Provide presentation and University brochures at this orientation for all new personnel at Redstone.	Redstone Center Manager	Ongoing	
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	Ongoing	
Transfer Day	Host a Transfer Day at each University site each semester with assistance from recruiting and others as needed	Center Manager	Ongoing	
Student Activity	Host or Support a Student Activity on site each semester	Center Manager	Ongoing	
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	Ongoing	
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	Ongoing	
International Students	Site Managers will secure lists of international students at their respective sites, make initial contact and provide information to International Student Advisor	Center Manager	Ongoing	

First Term Schedule	The Transfer Advising Center will complete the student's Plan of Study and prepare the student's first term class schedule; follow up will be primarily with the faculty academic advisor.	TSSC		
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STUDENT SERVICES:

TASKS	EXPECTED OUTCOMES	RESPONSIBILITY	STATUS	TIMELINE
Scholarship Program	Update scholarship information-mid October to begin new cycle.	Financial Aid and Recruitment	Ongoing	
Scholarship Promotion	Print new brochure if needed and send to center managers. Announcements on TV monitor and posters to Center Managers. Post announcements on FB page.	Financial Aid/Recruitment	Ongoing	
Scholarship Workshop for Students	Scheduled workshops with the Department of Human Services and other venues	Financial Aid	Spring	
FAFSA information	Prior-prior year information assimilated out to Center Managers and our campus as soon as we have final information from Dept. of Ed. Visit classrooms to discuss with students. Email to student reminding them to file FAFSA.	Financial Aid	Ongoing	
Information to Students	Assimilated out on Blackboard on various topics that pertain to Identity Theft, Student Loan Repayment, Sensible Borrowing and Deferment Plans at least bi-monthly.	Financial Aid	Ongoing	
Career Services	Provide campus job portal Improve our usage of Athenian Jobs and documentation on students/alums using our services 1) all students and alums using our Services must register on Athenian Jobs 2) keep all information electronic 3) add intake form to our counseling	Career Services	Ongoing	

Career Services	Conduct a series of workshops	Career Services	Ongoing	
Career Prep	Conduct information sessions/ workshops/smaller groups. Customized needs/individualized services.	Career Services	Ongoing	
Career Prep	Up to date improvement of website for 24/7 assistance	Career Services	Ongoing	
Career Services	Provide Assessment Tools and Career Counseling for students	Career Services	Ongoing	
Career Services	Build Strategic Partnerships	Career Services	Ongoing	
International Students	Research best practices for international student growth and implement one new best practice before the beginning of Fall 2015 semester	International Student Advisor	Ongoing	
International Students	Plan and assist in delivery of one new cultural awareness activity during the Fall 2015 semester	International Student Advisor and Student Activities	Ongoing	
ADA & Disability Services	Continue conference education and review of best practices at other universities for assistive technology options that will enhance our resources for student with Disabilities and support current budgets	Disability Services& Career Development Center	Ongoing	
Career Services	Incorporate university student worker programs into CDC services 1) federal work study 2) institutional student worker	Career Development Center	Ongoing	
Annual review of Veterans Assistance	Review Veterans Assistance and the Environmental Evaluation for Veteran Index for continued self-assessment	Veterans Assistance	Ongoing	Spring Annually
Internal Communications	Develop and implement an internal communications campaign, to promote successes and strengths, reinforce campus image, and address any negative stigma of the campus.	Public Relations	EM task force	

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
Program Assessment	Annual Review and Assessment of activities for student satisfaction, participation and relevance to EMP	Student Activities	Annually	July
Program Development	Develop and implement two new appropriate student activities annually- Retire underserving programs annually	Student Activities	Ongoing	July
Maintain Campus Events Calendar	Approve events and monitor campus utilization for University Events Calendar	Student Activities	Ongoing	
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
Success Stories	Each issue of the student newspaper will contain a brief "success story" from an Athens State graduate. (5x year)	Student Activities /Alumni Affairs	Ongoing	Each Semester
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
Student Leadership Retreat	Provide Fall/Spring semester retreats and leadership curriculum for student leaders.	Student Activities	Ongoing	November /April
Black History Month	Develop a broader scope of activities and events to commemorate this month.	Student Activities	Ongoing	February
Student Activities Task Force	Under the direction of the Student Activities Director, a task force will be formed to identify and review a variety of networking methods which support the goal of the Student Activities Area	Student Activities	Planning	August

Athens Events Weekly Flyer	Design and publish a weekly flyer distributed electronically and provide timely information about campus events and student accomplishments. To include weekly or monthly calendar notices to campus community	Student Activities	Ongoing	Fall 2014
Community, Campus Services	Develop a program for student involvement in service activities in the community and on campus.	Student Activities / Staff Senate	Ongoing	Fall 2014