

Athens State University  
Enrollment/Student Affairs Committee  
October 19, 2018

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The Enrollment/Student Affairs Committee held a meeting on Friday, October 19, 2018 in the conference room of Sanders Hall.

**PRESIDING: Missy Ming Smith, Chair**

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

**ROLL CALL**

The following committee members were present:

Crystal Brown  
Dr. Darlene Turner-White  
Chris Latham  
Sarah McAbee

Derrek Smith, Crystal Creekmore and Kim Braden (recording) were also present. Jennifer Kennedy and Ronnie Smith were absent

The agenda was approved by all committee members (McAbee/Brown).

The minutes from July 20, 2018 were approved as written by all committee members (Latham/McAbee).

**OLD BUSINESS**

**1. Introduction of all committee members.**

**NEW BUSINESS**

**Sarah McAbee:**

1. National Student Transfer Week: recognizing a different student each day
2. Wednesday is National Financial Aid Day—celebrated our Financial Aid Office
3. Chart of national trends with dual enrollment
  - a. More High School students are AP courses for college credit
  - b. We have a current work study student that came to us straight out of HS.
  - c. It's becoming more important for us to reach out to HS. Need to begin in Middle School to reach parents and students.

#### 4. Organizational Chart for Enrollment and Student Support Services.



Organization Chart  
10-2018.pdf

#### 5. Fall 2018 Final Enrollment Data



Fall2018 Official  
Data.docx

- a. We were down 1% in CHP over last fall
  - i. Our two largest feeder schools (Calhoun and Wallace) were also down
- b. New enrolled students were up 3%--connections with students are improving
- c. Graduate hours and students increased.
- d. Full-time enrolled students = 40%; Part-time = 60%
- e. 22% of students enrolled are minorities
- f. 32% males
- g. 68% Females
- h. 80% take distance learning courses (94% of students take some DL Courses)
- i. 20% traditional courses

#### 6. Top 5 Enrollment Challenges



Top 5 Enrollment  
Challenges.docx

- a. Goals for Spring 2019: 1% increase over Spring 2017. Registration begins Nov 1.
  - i. CHP = 26,736
  - ii. HC = 2,967
  - iii. Sarah has challenged Enrollment to have 27,000 CHP and 3,175 students.
- b. Success of non-traditional students? Students who have recently attended a Community College are better prepared. Try to prepare new students for what they are signing up for. Late registration students are usually the least prepared. Community College system is developing a success center that will be streamlined for all Community College's.

### Crystal Creekmore

1. Recruiting initiatives:
  - a. Enrollment Center has taken some of the Admissions processing duties for the peak travel season.
  - b. Most of our students are from the area North of Birmingham
  - c. 700 more contacts Aug/Sept this year vs. Aug/Sept last year
  - d. Private Visits:
    - i. 147 High Schools
    - ii. 112 Colleges
    - iii. 322 Personal Visits
    - iv. 286 more private visits than last year

- e. Meeting Alumni in every school
- f. Online students have no place for help—Faculty are considering a 1 hour orientation course to focus on this
- g. Challenge = how to manage all these new contacts



Recruiting  
Reorganization\_BOT.p

### **Derrek Smith**

1. Scholarship Re-design:
  - a. Old scholarship process was not competitive
  - b. Under the old system we awarded 60 scholarships annually; all the money was going to these 60 students. Did not consider Spring and Summer new students.
  - c. New process awards less dollars to more students
  - d. So far for 18/19, 215 students have accepted after the first round of awards
    - i. \$2000 over 2 terms
    - ii. \$1000 over 2 terms
    - iii. \$1125-\$375 for fall, spring and summer (pell gap)
  - e. Acceptance rate overall = 55%
  - f. Students must have 48 hours minimum hours earned to be eligible
  - g. Currently under-budget, need to over award

### **Closing Comments**

1. Everyone working hard—great though, execution and tracking
2. Job market is changing—look year to year to see what's working and what's not working
3. Continue being viable—good ideas and passion

The meeting was adjourned at 2:24.