

Athens State University
Enrollment/Student Affairs Committee
October 21, 2016

The Enrollment/Student Affairs Committee held a meeting at 1:00 p.m. on Friday, October 21, 2016 in the conference room of Sanders Hall.

PRESIDING: Ms. Maxine Randolph

The meeting was called to order at 1:05 p.m. by Ms. Randolph.

ROLL CALL

The following committee members were present:

Ms. Maxine Randolph
Dr. Sandra Sims-deGraffenried
Mr. Macke Mauldin
Dr. Bruce Thomas
Ms. Felicia Mucci
Dr. Bob Glenn
Ms. Sarah McAbee

Dr. Greg Holliday, Derrek Smith, and Kim Braden (recording) were also present. Mr. Guy McClure, Sr. and Ms. Paula Watkins were absent.

The agenda was approved by all committee members (Sims-deGraffenried/Mauldin).

The minutes from July 15, 2016 were approved as written by all committee members (Sims-deGraffenried/Mauldin).

OLD BUSINESS

NONE

NEW BUSINESS

1. Introduction of New Committee Members:

- a. Ms. Felicia Mucci—Director of the Adult Degree Program
 - i. Brief discussion regarding the ADP and its purpose. Started in January 2013, currently has 300 accepted students and 83 graduates.
 - ii. Lumina Foundation report from post-secondary regarding completion colleges—we are considering ways to incorporate our Adult Degree Program into a completion college program. Completion colleges allow students to

transfer coursework from multiple schools and graduate, including Prior learning assessment.

1. We see students transfer to us with transcripts from multiple schools. We could serve as a completion college for these students. Working to be recognized as a completion university as long as students meet residency requirements (31 hours at Athens State). CLEP courses may be a good option for these students.
2. Tennessee Board of Regents has conducted its Drive to 55 program and obtained stop out from its colleges, data checked, to use in pursuit of stop outs with about a 10% return rate. We are proposing a similar project for Senator Orr for Alabama students.

b. Dr. Bruce Thomas, Faculty member in the College of Arts & Sciences

2. Review of Committee Charge:

- a. Each member was presented with the committee charge to review the purpose of the committee.

3. Strategic Plan 2016/2020:

- a. *1.a.1: Appropriate extra-curricular programs that engage students and support learning goals will be offered annually. When appropriate, online programs and activities will be designed and offered.*
 - i. Ongoing initiative—new activities included on the report card. Determine what students are interested in and do away with the events that have low attendance and offer something else.
- b. *1.a.2: For any student activities program offered regardless of format, data on program participation, attendance, etc., will be collected so as to gauge the effectiveness of programs and whether they should be continued, revised or discontinued.*
 - i. Ongoing initiative—more moving forward
- c. *1.a.3: Student Activities and programs will be offered at each off-campus University Center each semester.*
 - i. New initiative—support at least 1 event at each off-campus center every semester.
- d. *1.b.1: Enrollment of Hispanic Students will, at a minimum meet the State of Alabama percentage for public two-year Institutions, and pursue an aspirational goal of 5% of the institution's total enrollment by 2020.*
 - i. Goal is to mirror growth of 2 yr. and 4 yr. public universities for all groups.
 - ii. Room to grow in all categories of diversity
- e. *11.b.3: Strengthen data-driven strategies that closely monitor and respond to student needs and preferences for course scheduling (traditional, blended, distance learning).*
 - i. Course scheduling—Enrollment doesn't own the schedule; we will continue to work with Academic Affairs to develop schedule.
 - ii. New reports from Degree Works will help with course offerings.

- iii. \$311, 000 in revenue generated from adding additional seats in Spring 2016.
\$269,000 in revenue generated from adding additional seats in Fall 2016.
- f. *III a-d: Athens State will enhance its fiscal strength and effective planning process.*
 - i. Ongoing initiatives—adjusted goals from 4% annual growth to 1% annual growth.
 - ii. Retention—maintain within 2% of 76% (fall to fall)
 - iii. Persistence—maintain within 2% of 82%. We are on target with other 4 yr. universities.
 - iv. Marketing—developed communication plan. Work closely with marketing on timing of communication—don’t want to overwhelm students with emails.
- g. *IV.a: Improve offerings targeted to provide support of Athens State programs and attendance at Concert/Lecture events.*
 - i. Recently worked with the College of Arts & Sciences to present a lecture by Susan Bordo. Give each college a chance to bring in a speaker.
- h. *IV.c.2: Develop joint recruiting programs with community college partners that focus on the K-12 audience.*
 - i. Ongoing—working with High Schools and Colleges
- i. *IV.c.4: Continue to seek collaborative ventures with other institutions to increase access and services to students.*
 - i. Revers Transfer Agreements
 - ii. Financial Aid consortium agreements
- j. *IV.c.5: Work with the City of Athens to increase visibility and promotion of the University.*
 - i. Terry Stepp sits on the Mayor’s Diversity Committee
 - ii. Worked with the City to present Dr. Culture to community

Other Discussion:

1. Fall Schedule: issues with overriding courses have been resolved. \$311,000 revenue generated from “tweaking” the schedule. Working to offer students the classes they need when they need them. Develop a better method for collecting this data.
2. YOU-niversity makes us unique. Not many schools ask when students want to take classes.
3. Have we looked into discount rates for students—reward students with discounts based on grades, hours taken, etc.
 - a. How much can we discount since we are already the lowest in tuition costs
 - b. Guaranteed tuition
 - c. How do we offer incentives to students who do well?
 - d. Example: full rate, discount for 3 classes, discount for students continuing semester to semester
 - e. UAH anything over 12 hours cost the same—could we offer anything 9-15 hours will cost the same. Offering 12-18 hours cost the same can cause some problems when students enroll in 18 hours then drop 6 hours the first week of class. Can get complicated.

- f. More efficient to university for students to take 3 classes vs. 1 class.
 - g. Need to look for incentives for students to persist each semester.
4. Retention Scholarship:
- a. 60-65 students each fall class
 - b. Looking at spring students to offer remaining funds
 - c. Goal was 20% capture rate—ended up in the 40's
 - d. Funds offered to return trumped whatever issues students were having. \$350 was the smallest scholarship offered
5. Degree Works:
- a. 160 graduation applications for fall. 141 cleared (88%). Process is working and getting easier
 - b. Need vs availability of classes—degree works will help with matching students and classes. Faculty are great at offering independent studies and very good to help students. We can also make simple exception to our own rules in some cases.

The meeting was adjourned at 1:50 p.m. for the committee to take a campus tour.