

# Board of Trustees: Enrollment and Student Affairs Committee

February 9, 2024

Student Center Room 126

## Minutes

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- I. Call to order: 1:15 p.m. by Chairman, Jim America; Zoom recording started.
- II. Roll Call: Present - Jim America, Scott Henry (Zoom), Mary Beth Johns (Zoom), Tricia Oleyte, and Patrick Patterson
- III. Absent – Jimmy Baker and Sandra Sims-deGraffenried

Attendees: Elizabeth Bowden, Patrice Broaden, Richard Collie, Helen Crider, Jasmine Crutcher, DJ Doorenbos, Kayla Kohanek-Tankersley, Jennifer Mares, Tracy Raby, Michael Radden, Penny Roberts, Valerie Sellers, Emerald Simmons, Derrek Smith, Brittani Stone, Kim Troupe, Rebecca Turner, Danette Wells. Special Guests - Student Attendees: Sharifah Abubaker, John Garth, Emily Jimmerson, Daniel Selsvik, Dalton Thrasher and Jonathan Williams

- IV. Approval of Agenda: Patrick Patterson and Michael Radden motioned to approve.
- V. Approval of October 20, 2023 Minutes: Patrick Patterson and Richard Collie motioned to approve.
- VI. New Business:

- i. Enrollment Report (see handout) – Helen Crider
- ii. New CRM (Customer Relations Management) System for Recruitment & Retention – Helen Crider

CRM is a tool used to monitor enrollment. The contracts for the system we currently use will end in October 2024 for the admissions side and April 2025 for the recruitment side. We are looking at Target X to be the new CRM. Mr. America asked if Target X has been budgeted in the University's capital plan? Mr. Smith stated the Title III grant has provided funds for the recruitment part of the current system but those funds will end in the fall. Mr. America suggested putting a business proposal together for the board to approve.

- iii. Career Services Department Report – Michael Radden

Upcoming events – January 21<sup>st</sup> professional head shots, February 22<sup>nd</sup> Corporate Roundtable and April 4<sup>th</sup> annual Career Fair.

- iv. UNV 400 Update – Emerald Simmons

Over 2,000 students have completed the UNV 400 course. Mr. America asked if we tracked how many students have landed jobs? Ms. Simmons answered we do not have a way of tracking unless the students let us know.

v. Student Leadership Activities – Richard Collie

Students from their organizations reported on events:

Jonathan Williams, SGA President and John Garth, SGA Vice President

- Attended STARS Conference - advocate for higher education to legislators.
- Students and Hebrew the mascot attended College Colors Day at the state Capital in Montgomery.
- Hosted an advocacy workshop on campus with state legislators.
- Plans to attend the Higher Education Day February 22<sup>nd</sup> in Montgomery.

Patrice Broaden, Advisor of Active Minds and Daniel Selsvik, President of Active Minds

- Last year the group had a booth in Athens – topics were trauma and police brutality.
- Presented at the North Alabama Suicide Conference.
- Had a drive for domestic violence victims.
- Plans to attend a mental health summit on the topic of Trauma on March 6<sup>th</sup>.
- Received a grant to go to the National Active Minds Conference in Washington DC.

Sharifah Abubaker, SHRM Vice President

- Received scholarships and took six students to the Tennessee Labor Conference.
- Partnering with Student Activities to participate in a blood drive in February.
- Partnering with Active Minds to participate in a Suicide Prevention Walk in April.
- Plans to attend the ALSHRM Conference in May and the national conference in Chicago in June.

Mr. Patterson requested a mental health moment. He asked everyone to use their cell phones and text someone to let them know how much they are appreciated.

VII. Adjourn: Jim America made a motion to adjourn at 2:01 p.m.

Respectfully submitted by: Pam Clark

Packet contents: Agenda  
October 20, 2023 Minutes  
Enrollment Report



# AGENDA

Enrollment and Student Affairs Committee

February 9, 2024

Sandridge Student Center Room 126

- I. Call to Order (Chairperson)
- II. Roll Call
- III. Approval of Agenda
- IV. Review of Last Meeting's Minutes
- V. New Business
  - Enrollment Report
  - New CRM (Customer Relations Management) System for Recruitment & Retention
  - Career Services Department Report
  - UNV 400 Update
  - Student Leadership Activities
- VI. Adjourn (Chairperson)

**Board of Trustees: Enrollment and Student Affairs Committee**  
**October 20, 2023**  
**Student Center Room 126**  
**Minutes**

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- I. Call to order: 1:15 p.m. by Chairman, Jim America; Zoom recording started.
- II. Roll Call: Present - Jim America, Mitchell Bazzel, Scott Henry, Patrick Patterson and Sandra Sims-deGraffenried (Zoom)  
Absent – Jimmy Baker and Mary Beth Johns  
  
Presenters: Patrice Broaden, Richard Collie, Helen Crider, Amy Garrison, Tracy Raby, Michael Radden and Derrek Smith  
Attendees: Elizabeth Bowden, Tracey DiCicco, Linda Graves, Kayla Kohanek-Tankersley, Belinda Krigel, Penny Roberts, Brittani Stone and Kim Troupe
- III. Approval of Agenda: Mitchell Bazzel and Scott Henry motioned to approve.
- IV. Approval of July 21, 2023 Minutes: Patrick Patterson and Mitchell Bazzel motioned to approve.
- V. New Business:
  - i. Overview of recent changes in Organizational Chart – Tracy Raby
  - ii. Overview and updates within Student Services Departments
    - a. Admissions – Helen Crider  
Question: What information do we get from the students on the Strive Scan?  
Answer: Name, address, email, conference information, school system, dual enrollment, program of interest and a place for notes.
    - b. Student Financial Aid (Handout) – Mitchell Bazzel
    - c. Registrar – Tracy Raby
    - d. Student Success – Derrek Smith  
Question: Are most of the meetings with the students virtual or in-person and can you tell a difference?  
Answer: Combination of virtual and in-person. We prefer Zoom over the phone so we can share the student’s degree plan. It is important for students to see what is being talked about.  
Question: Are there advisors or is a success coach an advisor?  
Answer: Recruiters are enrollment advisors/recruiters who see prospective students prior to transfer. The recruiter reviews the student’s credit hours, advises the student on what is needed to transfer and helps the student develop a plan to attend. Once the student is admitted they have success coaches who are subject matter experts. The student also has a faculty advisor who is the content expert/advisor.
    - e. Student Inclusion Initiatives – Richard Collie
    - f. Student Engagement – Amy Garrison

- g. Accessibility Services/Counseling – Patrice Broaden
- h. Career Development – Michael Radden

VI. Old Business: None due to time restraints.

VII. Closing Comments: Tracy Raby stated this is a new committee. Is the format and the materials given acceptable? Jim America stated it is great and wished we had more time.

VIII. Adjourn: Jim America made a motion to adjourn at 2:12 p.m.

Respectfully submitted by: Pam Clark

Packet contents: Agenda  
July 21, 2023 Minutes  
Organization Chart  
Overview and Updates from Student Services Departments

Handout: FAFSA Simplification Fact Sheet



# OFFICE OF ADMISSIONS

## ATHENS STATE UNIVERSITY

Board of Trustees Meeting  
February 9, 2024

- Enrollment Review
  - Spring 2023-2024 Comparison (2/7/2024)
    - Headcount = 2,838 (↑0.60%)
      - UG = 2,411 (↑0.29%); GR = 427 (↑2.40%)
    - Credit Hour Production = 25,531 (↑1.24%)
      - UG = 22,933 (↑ 0.67%); GR = 2,598 (↑6.52%)
    - New Enrolled = 431 (↓ -11.5%)
      - UG = 34 (↓ -8.99%); GR = 87 (↓ -20.18%)