

Athens State University
Enrollment/Student Affairs Committee
July 19, 2019

The Enrollment/Student Affairs Committee held a meeting on Friday, July 19, 2019 in the conference room of Sanders Hall.

PRESIDING: Crystal Brown for Missy Ming Smith

The meeting was called to order at 1:00 p.m. by Mrs. Brown.

ROLL CALL

The following committee members were present:

Crystal Brown, Dr. Darlene Turner-White, Chris Latham, Jennifer Kennedy, and Sarah McAbee.

Derrek Smith, Crystal Creekmore, Michael Radden, Richard Collie and Kim Braden (recording) were also present. Missy Ming Smith and Ronnie Smith were absent.

The minutes from May 17, 2019 were approved as written by all committee members (Kennedy/McAbee).

OLD BUSINESS

NONE

NEW BUSINESS

1. Introduction of new Staff members:

- a. Dr. Michael Radden, Director of the Career Development Center
- b. Richard Collie, Coordinator of Student Inclusion Initiatives

2. Alabama Grant Funding Update—Dr. Darlene Turner-White:

- a. Awarded \$500,000 that will be split with AL A&M (\$250,000/each). Most of the funds will be used to pay tuition/fee/books for students.
- b. Will be used to increase minority enrollment in the College of Education to close gap between teachers and minorities and enhance culture for all students.
- c. Funding will be received in October. Money will be sent in 4 payments.
- d. MOU will be sent in August. We will know more information at that point and can begin advertising with Marketing.
- e. Discussion:

- i. Within the city school system, the staff does not match the student population. Great news regarding the grant funding.
- ii. TEAM program in the COE to get refunded. Veteran teachers partner with young teachers to make sure they have the resources they need to be successful.

3. Enrollment Update—Crystal Creekmore:

- a. Today's current enrollment numbers show an increase in new admits and new enrolled students over this day last year. Business graduate hours are doing very well.



Enrollment
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4. Fall Recruiting Schedule—Crystal Creekmore:

- a. 2019/20 recruiting staff:
 - i. 4 full-time recruiters: Bethany Campbell, Jasmine Crutcher, Frank Eskridge, Tricia Oleyte
 - ii. Penny Roberts at Calhoun and Helen Crider at Wallace State
 - iii. Carolyn Carthen-VA representative
 - iv. Ashley Haley—Enrollment Center Advisor
- b. 2018/19 celebrations:
 - i. Visits/events increased 359% (over 500 visits)
 - ii. Contacts increased 145% (2,096)
 - iii. School visits increased 317% (217 schools visited)
 - 1. How do we decide which schools to visit? Looked at data where do our students come from? Also looked at demographics, graduation rates and where they go to college.
 - 2. High Schools are important now because of dual enrollment. Last year 5 students came to us straight from HS.
- c. 2019/20 recruiting plan:
 - i. Looking at data from last year we attended more events, High school visits and community college visits than we intended. This is due to additional ALACRAO events and classroom visits.
- d. Changes for 2019/20:
 - i. More strategic visits
 - ii. Classroom visits are planned—55 currently scheduled, contacts are high from these visits. Currently training recruiters on what to do in classroom visits.
 - iii. Recruiter area changes—few changes based on personnel changes.
 - iv. Projections—Community College contacts will increase and contacts per event will double.
- e. Discussion:

- i. Classroom visits—what classes are we going into? Depends on contacts and who we know.
- ii. We always do presentations to HS Juniors and Seniors If we have the opportunity.
- iii. What happens after each visit? Collect contact information and add to Sales Force. Include in our communication plan.
- iv. FAFSA day—attended several of these to help students apply for aid along with the Financial Aid staff.
- v. Talk to PTA's—get parents involved.
- vi. COE faculty go into Education classes at Calhoun and also speak to Head Start programs.
- vii. We do visit community college classrooms if they will allow us to. Visited 19 at Calhoun in 19/20.
- viii. Also hoping to get into orientation courses.
- ix. Expanding to Drake State—Dr. Sims is open to working with us.

5. Graduation Update:

- a. Summer Graduation is July 27, 2019. Dr. Way will be speaking.
- b. 124 students have applied as of this morning. Today is the last day for students to apply for graduation for summer.

The meeting was adjourned at 1:43 pm for the committee to tour the newly renovated Sandridge Student Center and the new Student Lounge in the Classroom Building.