

Board of Trustees: Enrollment and Student Services Committee
July 13th, 2026
Waters Hall Conference Room
Minutes

- I. Call to order: 12:05 p.m. by Chair, Bill Dunnivant
- II. Roll Call: Present – Bill Dunnivant, Alyson Quinn (Zoom) Mary Beth Johns (Zoom)

 Absent – Jimmy Baker, Mac McCutcheon

 Attendees: Dr. Catherine Wehlburg, Dr. Alyson Gill, Patrice Broaden, Derrek Smith, Michael Radden, LaShanda Chamberlain, Amber Martinez, Keith Ferguson, Chris Latham, Kim Dunnivant (Zoom), DJ Doorenbos (Zoom), Jasmine Crutcher (Zoom)
- III. Approval of Agenda: Quinn motioned to approve and Dunnivant seconded, all in favor, none opposed
- IV. Approval of May 11th, 2026 Minutes: Minutes approved by proclamation, all in favor, none opposed
- V. New Business:
 - a. Career Programming and Workforce Engagement Update
 - i. Derrek Smith presenting
 - ii. Recently hosted K12 School District Career Fair, 8 school districts (including Athens City) with 50+ schools represented, mostly targeted for teachers, the feedback was great and plan to host again in the Fall
 - iii. Schools were pleased with the turnout and based on work afterward with Dr. Lundin, the event could be part of the COE ethics conference in November for graduating teachers, when events are built into programming students are more likely to participate
 - iv. Prior to the fair, Michael Radden hosted a workshop on how to prepare for a career fair, which also got great feedback
 - v. Summer Career readiness workshop series (Would You Hire Yourself?, The Perfect Resume, The Art of Networking) hosted by Michael had good attendance and feedback as well
 - vi. The goal for this area is to always be present and available and make sure there is a high frequency of events, constant contact with students were possible, engagement to let them know they have support
 - vii. Fall programming planning happening, Michael hopefully to host 5 skills based workshops, 3-5 employer led programs
 - viii. Moved locations: Success Center in the old bookstore and has lots of space to meet with students and has helped greatly with professional first impressions, Michaels's office moved downstairs with room to grow as well

- ix. In early June, Dr. Gill, Rachel O'Sullivan, and Michael attended a National Career conference and got great feedback on a presentation on how to integrate Career into curriculum
- x. Dunnavant asked what was the one thing they learned
- xi. Dr. Gill said they learned we are on the forefront of career prep in programs and curriculum, even compared to large institutions
- xii. Dunnavant asked what we're doing to grow the Education program specifically, as he hears often that we need teachers
- xiii. Dr. Gill notes that we do probably need to do a better job to leverage our existing learning partnerships and relationships with schools in the area
- xiv. Dr. Wehlburg notes we signed an MOU with Wallace Hanceville for a fast track Education program, along with conversations about COE faculty about other ways to reach paraprofessionals in schools who don't currently have certifications
- xv. Dunnavant asks if we can have a way for schools or businesses to advertise that if you graduate with Athens State you are guaranteed a job
- xvi. We are actively trying to fill a new position in Michael's office for a career specialist, to help complete the mission of the Career Advantage initiative for wrap around support and career coaching
- xvii. Keith Ferguson asks if we have a working relationship with the career center here on campus, and Derrek affirms that we do have a good working relationship with them and their programming and people they serve as much as possible (their client base and mission is a little different but still similar goals)
- b. Undergraduate and Graduate Fall Enrollment
 - i. Amber Martinez presenting
 - ii. Since last meeting in May, numbers have grown quite a bit
 - iii. Graduate enrollment is a little down, but Undergraduate is currently making the difference
 - iv. Dunnavant asks what we're doing to make those admitted students become enrolled
 - v. Derrek notes once they are admitted, the Success Center team has a very robust communication plan to try to keep them involved, enrolled, and committed so if someone is not engaging, it's a choice at that point
 - vi. Dunnavant asks if there is a specific day of the week that we see more traffic and applications and if we can do pushes on those specific days
 - vii. Amber says we can definitely check the data on that but notes that students who submit an inquiry get an immediate email and a phone call within an hour
 - viii. Dunnavant asks if we could open registration sooner than other schools and if we could advertise that?
 - ix. Dr. Gill notes that we don't know if that's possible, but we can advertise who we are for our students, like being the best for adult learners and transfer students and may get more return from that
 - x. Dr. Wehlburg notes that registration also depends on Federal Financial Aid guidelines
 - xi. Derrek notes that we have heard that we offer better and more efficient support than other schools, based on student feedback
 - xii. COB and COAS are both trending up, COE down following National trends

- c. Overview of Current Enrollment Campaigns and Outreach Initiatives
 - i. Amber Martinez presenting
 - ii. Call center is reaching out to Spring and Summer 2026 admitted but not enrolled
 - iii. Admissions team is reaching out to Fall 2025 admitted but not enrolled, 50 updated term forms (50 new Fall 2026 applications) so far with that
 - iv. Admissions team also calls all Fall 2026 incomplete and in progress apps daily
 - v. Team has been doing classroom visits and building stronger relationships at community colleges, especially Drake which we have struggled to reach in the past, also worked with Wallace and Calhoun for faculty info events
 - vi. These efforts brought in 120 new leads for the funnel
 - vii. Have hosted some new virtual events, graduate specific webinars, 86 people have registered for the events recently, and we have virtual open houses with Dr. Hugh Long in the coming weeks, slow attendance starting out but hopefully the persistence will pay off
 - viii. The goal is to provide as many opportunities as possible for engagement, either here on campus or virtually or at their community colleges or in the community itself
 - ix. Admissions team has been at several community events, including Trash Pandas games and Fridays After Five in downtown Athens
 - x. Dunnivant recommends Athens State branded mister cooling tents around the square for the Friday After Five events
- d. Scholarship Update
 - i. LaShanda Chamberlain presenting
 - ii. Since we met last, we have pushed out another round of Empowerment and Excellence scholarships to hopefully catch the lag from those waiting for official transcripts
 - iii. Something that LaShanda learned recently was the ReEngage program is not just for former Athens State students, so this could be a good opportunity to catch a student population that we haven't reached as well before, will be working with Jasmine to expand and advertise that
 - iv. On the Federal side, a lot of changes have happened in Aid, especially for Grad students but it's helping us to advertise that we are still more affordable than most Grad programs and fit within the new fund amounts
 - v. Also exploring Workforce Pell program with short term credential programs, we have to establish some metrics to get approval for funding from the Governor's office, but we feel confident that we could do that
 - vi. Dr. Gill notes that LaShanda and her team are in a difficult position right now because of all the changes and they are handling it very well
- e. ADA and Counseling Support Services Programming Update
 - i. Patrice Broaden presenting
 - ii. Patrice's office gets lots of communication from students who are "in crisis" either because of their academics or personal lives, she is trying to be more proactive to try to help students before they get to the crisis
 - iii. For the upcoming year, her office will offer both virtual and in person events at the main campus and the ACA, first one on September 25th on Sexual Abuse and Dating Violence partnered with the Morgan County Mental Health Association

- iv. The Active Minds club will be helping a lot with those presentations, lots of psychology students in the club, which gives them the opportunity to work in their eventual field and the information comes from peers and is more well received
- v. Working with Rachel O'Sullivan and team for grant funding for future endeavors, will be gathering data to help make that possible
- vi. Her work with accommodations within the ADA guidelines continues with faculty, and she will be working with continuing faculty along with her usual new faculty orientation for information on how her office can assist their students
- f. Bear Bash Update
 - i. Alyson Gill on behalf of Amy Garrison presenting
 - ii. August 20th, 2026 from 5p-8p in Sandridge (and other places on campus)
 - iii. Event built on student feedback and requests for more connection with faculty and other students in their programs
- VI. Discussion
 - a. No new business or discussion
- VII. Adjourn: Dunnavant made a motion to adjourn at 1:08 p.m.

Respectfully submitted by: Emily Jackson

Packet contents: Agenda
 May 11th Meeting Minutes
 Presentation materials