

# Enrollment Management Committee Minutes

August 8, 2013

Chairperson: Frances Morris

Place: Conference Room B

Time Beginning: 11:25 am / Time Adjourning: 11:45 am

Members Present: Morris, Barron, Carey

Members Absent: Namavar

## Old Business

Elect Chair and Secretary. F Morris elected Chair. Carey elected Sec.

## New Business

Discuss purpose/objectives.

## Next Meeting

Sept 17. 2:00PM, faculty lounge

# Enrollment Management Committee Minutes

September 17, 2013

Chairperson: Frances Morris

Place: Faculty Lounge

Time Beginning: 2:00PM / Time Adjourning: 2:55PM

Members Present: Morris, Barron, Carey, Namavar

Call to Order: called to order at 2:00pm by Frances Morris

Approval of Minutes: Minutes of 4/26 meeting reviewed and approved. Minutes of 8/18 meeting reviewed and approved.

## Reports & Announcements

**Alternative Admission policy reviewed.** David Barron noted the policy had been approved by Regents, and is already posted in the Bulletin, AAP was originally thought to be unnecessary because of RSU's open enrollment policy, but RSU was asked to develop one.

## Old Business

Discussion of success rates by course for Fall 12 and Spr 13 as follow-up to Dr. Millikin visit at 4/26 meeting. Course breakdown was provided by Cheryl Hakel.

Committee acknowledged information may be helpful to enrollment and retention efforts, but more data is required beyond one academic year.

## New Business

RSU Enrollment Priorities list reviewed. Committee and/or other faculty/staff encouraged to assist with efforts in department recruitment of students and alumni referrals.

Enrollment Priorities at Rogers State University

- Enhance Strategic Marketing
- Increase social media efforts on targeted cohorts utilizing Facebook, Twitter and other social media venues
- Utilize RSU digital television to target high school to college viewing audience and rebrand as appropriate
- Market RSU educational pathways and programs, including bachelor's degrees offered at Branch Campus locations and online degrees for Oklahoma residents

Restructure Prospective Student Funnel

- Enhance tracking of prospects through the enrollment funnel
- Provide more frequent, consistent, and targeted contact to prospective applicants
- Provide academic departments with weekly updates on new prospects, including contact information and proposed major
- Provide University programs, such as Honors, music, and athletics, with weekly updates on new prospects, including contact information and proposed major

#### Advance Recruitment Efforts in Tulsa County Public Schools

- Build collaborative efforts with Tulsa Public Schools, Broken Arrow Public Schools and Owasso Public Schools leadership
- Expand Campus Days by bringing area high school students to RSU
- Increase visits by recruiters to Tulsa County public schools

#### Advance Relationships with Area Community Colleges and Technology Centers

- Enhance relationship and recruitment efforts with Tulsa Community College
- Establish articulation agreements for 2 plus 2 transfer
- Develop a greater RSU recruitment presence on TCC campuses
- Pursue a satellite location with office hours

#### Enhance relationship and recruitment efforts with OSU-Institute of Technology

- Establish articulation agreements for 2 plus 2 transfer
- Deliver general education courses for OSU-IT on Pryor campus

#### Develop Alumni Referral Program

- Engage alumni to recruit students to attend RSU
- Process referrals as provided by alumni
- Allocate small tuition waivers to students referred by alumni
- Recognize alumni for their efforts

### Next Meeting

Feb. 11, 2014, 2:00pm

Adjournment: Adjourned at 2:55pm

# Enrollment Management Committee Minutes

February 11, 2014

Chairperson: Frances Morris

Place: Faculty Lounge

Time Beginning: 2:15 PM / Time Adjourning: 3:10 PM

Members Present: David Barron, Roya Namavar, and Frances E. Morris

Members Absent: James Carey

Call to Order: Call to order at 2:15 by Frances E. Morris

Approval of Minutes: Minutes for 9/17/13. Tabled to the March 27 meeting

## Old Business

### Alternative admission reviewed

The transcripts of all the students who were admitted under the Alternative Admission policy were reviewed; all students successfully completed the fall semester.

### Early Alert Concerns

David Barron discussed the glitches some faculty experienced using the Early Alert system. He said some difficulties were due to faculty error; also, there was an issue with the clock, but there has been an upgrade on the timing to correct this. Going forward, there will be changes made to when and to how emails are sent to faculty and to students.

### Early Alert Success

David Barron reported that 63% of students who receive an alert completed the fall term with a passing GPA; also, 50% of these students enrolled for the spring semester.

## Next Meeting

March 27, 2014 at 2:00 PM

Adjournment: Frances E. Morris adjourned the meeting at 3:10 PM.

# Enrollment Management Committee Minutes

March 27, 2014

Chairperson: Frances Morris

Place: Faculty Lounge

Time Beginning: 2:10 PM / Time Adjourning: 2:30 PM

Members Present: David Barron, Roya Namavar, and Frances E. Morris

Members Absent: James Carey

Call to Order: Call to order at 2:10 by Frances E. Morris

Approval of Minutes: Minutes for 9/17/13, Minutes for 2/11/14. Approved.

## Old Business

### Early Alert Concerns

David Barron reported that the Early Alert system, per faculty request, has separated the roster certification process from the Early Alert system.

## Next Meeting

Fall Convocation: 8/07/14

Adjournment: Frances E. Morris adjourned the meeting at 2:30 PM.