

Enrollment Management Committee Minutes

August 7, 2014

Chairperson: Frances Morris

Place: Ballroom C

Time Beginning: 12:26 pm / Time Adjourning: 1:15 pm

Members Present: James Carey, David Barron, Kelly Hicks, Joy Lin Husted

Members Absent: Roya Namavar

Guests Present: Sara McElroy

Call to Order: CTO at 12:26 by Frances Morris.

Approval of Minutes: Minutes for 3/27/14 Approved.

Reports & Announcements

Discussion: Follow-up to Convocation discussion of declining enrollment

Action: David Barron noted location of Admissions appears part of problem, Plans to renovate lower level Markham Hall to place recruiters & Student Ambassadors as you enter the bldg.

Old Business

David Barron noted if any ongoing issues with Early Alert System, contact Cathy Burns.

New Business

JL Husted noted High Schools divided into tiers: recruiters will focus on 'Tier1', maintain current activities at 'Tier2', and maintain contact at 'Tier3'. Tier based on historic yield.

Flat tuition discussed (mentioned at Convocation), David Barron noted a proposal has been presented and needs to be evaluated by administrators.

RSU is trying to find/hire a recruiter as part of articulation agreement with TCC, Hoping to place in an office on one of the TCC campuses.

Next Meeting

10/8/14 in Faculty Lounge

Adjournment: Frances Morris adjourned meeting at 1:15PM.

Enrollment Management Committee Minutes

October 6, 2014

Chairperson: Frances Morris

Place: Faculty Lounge

Time Beginning: 2:00PM / Time Adjourning: 2:42PM

Members Present: James Carey, David Barron, Roya Namavar, Joy Lin Husted

Members Absent: Kelly Hicks

Guests Present: Sara McElroy

Call to Order: CTO at 2:00PM by Frances Morris.

Approval of Minutes: Minutes for 8/7/14. Minutes approved.

Reports & Announcements

D Barron noted enrollment down about 6-6.5% from last year. Noted that OSU Enrollment Director stated, based on data, Okla universities should have one more year of declining enrollment and then should pick up.

Old Business

S McElroy indicated Early Alert System going well. Retention specialists having fewer problems. D Barron noted it seems that it is being used for its purpose (Early Warning/Retention).

D Barron: RSU wants to recruit int'l students in conjunction with dorm opening next year. RSU is part of virtual college fair w/students from India. Recruiter will do live chats with prospective students. 300 signed up for fair (multiple universities), RSU will use contact info to recruit. RSU may recruit in Mexico as part of Tulsa sister city film festival. RSU asked to participate, making ads to play between film showings.

JL Husted: Transfer students; need to hire recruiter specifically for this. Freshman recruiting: Have been missing recruitment of concurrent students in Bartlesville and Oologah. Messages sent to HS juniors and seniors multiple times throughout the year. College Fair: Had 18 high schools on campus, with 45-50 other college reps.

Other: A) Putting scholarship application online, w/Kelli Fields. B) Articulation with TCC completed. C) NEO and OSU-IT students can apply for \$2,000 scholarship w/ 3.0gpa. D) New focus on Mayes Cty. Students, offering \$1,000 scholarship if they apply by Nov 1st. E) Destination RSU is Nov 8th. 7000 postcards being sent. F) Counselors luncheon: Different HS counselors bring students to campus. G) Tulsa metro days: RSU goes to different Tulsa area HSs and brings students to campus. Get about 25 students each time. H) Going to produce fact sheets/brochures on each dept., with a faculty and student profile included.

D Barron: OSU CHS has early acceptance program for Med School with other universities. RSU is going to talk with them about including RSU students in this program.

Next Meeting

2/18/15 in Faculty Lounge, 2:00PM

Adjournment: Frances Morris adjourned meeting at 2:42PM.

Enrollment Management Committee

March 7, 2015

Chairperson: Frances Morris

Place: Faculty Lounge

Time Beginning: 2:00PM / Time Adjourning: 2:42PM

Members Present: James Carey, David Barron, Joy Lin Hall, Kelly Hicks, Frances Morris

Members Absent: Roya Namavar

Guests Present: Sara McElroy, Brenda Tuberville

Call to Order: CTO at 2:00PM by Frances Morris.

Approval of Minutes: Minutes for 2/18/15. Minutes approved.

Reports & Announcements

Orientation

Brenda Tuberville was asked to speak regarding recommendations and possible changes to freshmen orientation. She noted an obvious need for orientation to at-risk students taking developmental courses, but stated it should benefit all incoming students. Doing so would essentially double the sections needed. Recommended add'l changes include additions to content of orientation course, making it a 16-week, 3 credit hr course, and having as many disciplines as possible across campus teach the orientation courses. Suggested also an RSU specific text for the course. Reasons were to fully provide information, customized to the specifics of RSU, for which the customization would also help "de-stigmatize" orientation, i.e. serve all students. Committee reached consensus that orientation should be 16 week course and schedules should be developed to facilitate a) taking the course in the first semester and b) athletics schedules.

Old Business

None

New Business

Early Enrollment: 204 students were enrolled on Early Enrollment Day. This was the most ever, 30 more than 2014. Many students already awarded Fin'l aid or scholarships, so they knew before coming to EE Day they were getting it.

Enrollment Orientation Day: First one will be in Business, April 16th. So far only one signed up. Not expected to be as large as EE Day.

Social Media Position: Offer made to candidate for Social Media position. Not clear whether offer was accepted.

Next Meeting

Fall Convocation

Adjournment: Frances Morris adjourned meeting at 2:45PM.