

## LA Chairs Meeting Minutes

3 October 2017

**Present:** O. Armeanu, J. Beeby, K. Benedict, A. Buck, V. DeCoster, J. deJong, M. Dixon, R. Gennaro, D. Hitchcock, A. McKibban, V. Morgan, K. Oeth, S. Rode, T. Schroer, K. Shefveland, S. Vogl-Bauer, E. Wasserman

**Guest:** A. Wright, W. Durham

**Absent:** J. Galbus, R. Rowland

Meeting began at approximately 9:00 a.m.

### **I. Enrollment Management (A. Wright, VP Enrollment Manager)**

Andy Wright spoke about the University's recruitment and retention from 2014 to 2016. He reviewed several Key Performance Indicators related to applications, enrollment, transfers, diversity, graduation, student profiles, and discount rates. J. Beeby asked how the discount rate compared for out of state versus in-state students. A. Wright explained that the numbers are higher for out of state students since the University offers them larger scholarships as an incentive. He also noted that Foundation money is not included in the discount rate. M. Dixon queried as to the retention rates of out of state versus in state students. A. Wright stated that if out of state students complete their first year, their retention numbers are stronger than those of their in-state peers. J. Beeby asked A. Wright to break down in-state retention rates by county. A. Wright noted that this would be a valuable metric, as many local students plan to start their college careers at the University but transfer elsewhere after the first year. He also hopes to amass data on the GPA rates of incoming freshmen to track changes in retention as they relate to changes in admissions standards. E. Wasserman observed that financial incentives for out of state students (i.e., a higher discount rate) lead to higher GPAs and test scores for the University as a whole, so it is important to view these statistics in context and recognize the pay offs.

A. Wright also shared the University's Enrollment College/Major Dashboard reports, which are reviewed weekly and track applications and admissions statistics within each college or program. He encouraged chairs to review these numbers and act as a first line of defense; if anything starts to drop off, let Admissions know and they can send out appropriately targeted messages. Faculty can also reach out to undecided students themselves now through mid-November (when financial aid decisions are announced) or in January/February before Orientation Sign-up. A. Wright encouraged faculty to keep emails of this nature personalized yet succinct. Admissions sends scheduled messages to accepted students, so try to avoid overlapping and make sure the message is from a specific person, not the department in general. The winter appeal could also take place over the phone, and if the student discloses that he/she has decided to go elsewhere, find out where: if the student has elected to attend an institution like Ivy Tech, Admissions will put him/her back in the system as a potential transfer.

Speaking more generally, A. Wright emphasized that retention is more important than recruitment, and that faculty play a crucial part in the University's retention efforts. He reported that it has been only in the last four years that the University's retention rate has climbed above 70%; the goal is 75%. In order to reach that goal, A. Wright asked chairs to work with their faculty to generate a list of internal best practices for retention. Additionally, he requested a list of additions and revisions to the CLA website, including information on job placement, graduate school admission rates, special internships, and other

“wow” factors. A. Wright noted that asking enrolled students, especially seniors, could be valuable as not only recruitment information on the website, but also retention, as discussing these topics will generate excitement among current students. E. Wasserman underscored the importance of imagery and streaming video on the website, as opposed to text, as most students view the site on their cell phones. A. Buck asked if there was a mobile version of the University website. A. Wright affirmed this, but noted that if chairs see individual pages that lack adaptive design (or have other errors such as spelling, spacing, dead links, or out of date information), please alert Kindra Strupp. Moving forward, Admissions will compare the University’s retention rates with those of similar institutions, including Ball State, Murray State, and Eastern Illinois University.

Finally, V. DeCoster noted the importance recent studies have placed on employee morale at hospitals and in the military and asked whether the University had ever considered this factor and its impact on student recruitment/retention. A. Wright replied that efforts such as spirit wear day and recent agree/disagree surveys are meant to address this point, and that it is a frequent topic of conversation in leadership team meetings.

The numbers A. Wright discussed are from the Fact Book and are available online. J. Beeby noted that he would send a link to chairs. A. Wright also encouraged faculty to contact him if there is a specific data set they would like to see.

After A. Wright left the meeting, J. Beeby distributed additional handouts from last month’s meeting of the Executive Enrollment Management Committee, on which he serves with A. Wright. One report analyzed the advising loads of each department, plus the LA Advising Center. S. Vogl-Bauer observed that these numbers do not include double majors, triple majors, or minors, and O. Armeanu asked if those numbers are accounted for anywhere. J. Beeby replied that the Fact Book contains unduplicated double and triple major data, all of which can be accessed online. S. Vogl-Bauer asked how the listing of majors is determined (first vs. second area), but J. Beeby responded that he was not sure. He emphasized that the CLA retention rate increased by over 7% last year (up to 71.6%), which drove up the rate of the University as a whole. E. Wasserman asked if the University plans to identify what students are responding to, and J. Beeby advised that feeling connected to the faculty is the most important variable. He also underscored the benefits of Early Alerts and requested that chair remind their colleagues to submit their reports before the October 5 deadline.

## **II. Approval of Minutes**

### **19 September 2017**

E. Wasserman moved to approve the minutes, S. Vogl-Bauer seconded, all members voted in favor.

## **III. Curriculum Petitions**

J. Beeby explained that relevant committees have already met and passed these petitions; no motions were required for approval in this session. NB: all petitions passed by unanimous voice vote.

- New Program Petition, Political Science Education Minor (O. Armeanu)
  - This program will be tailored to the examination and licensing requirements of prospective teachers of middle and high school social studies.
- HIST297 – New Course Petition (K. Shefveland)
  - This sophomore level pedagogy course will be a requirement for early education minors, a common sub-specialty within the history department.
- PERF432 – Course Deletion Petition (E. Wasserman)

- Deletion of this program from the CORE was approved in the spring; it has not been taught in years.
- Program Modification Petitions, Bachelor of Professional Studies (W. Durham)
  - Modifications include the removal of 27 of the program's original 60 credit hours to reduce overlapping and, at times, superfluous course offerings. The new core of the BPS degree will consist of 21 credit hours focused on community and leadership, with concentrations in either public series or enterprising leadership.
  - W. Durham also circulated a memo petitioning PRFS401 to replace GNDR111 in CORE39 to satisfy the Embedded Experience-Diversity requirement.

#### **IV. Open House**

M. Dixon reminded chairs of the Open House on October 14, distributed a floor plan for the table locations of each department, and asked chairs to remind faculty to be there by 8:45 am. J. Beeby stressed the importance of meeting faculty for prospective students. M. Dixon encouraged faculty to bring current students but cautioned that they must go through the proper vetting procedures because of child protection laws. O. Armeanu questioned the timing of the event, as many students may still be away on Fall Break. J. Beeby explained that the University schedules the event at this time to attract the great numbers of high school students with coinciding academic recesses.

#### **VI. Announcements**

J. Beeby reminded the group of Faculty Convocation on Friday, October 13 at 2:30 PM. He emphasized the need for any requests for Foundation support to come through the Dean's office first. He also announced that the University's Presidential Search Committee has been approved and will be announced tomorrow; desired qualities for the next president will be discussed at a future meeting. Approximately 200 people attended the Berger Lecture on September 28, and J. Beeby announced some additional upcoming events: the Student Advisory Board meets Wednesday, the CLA Advisory Board meets Thursday with presentations from two psychology students, sculptor Richard Hunt will lecture on campus October 12, and USI Theatre opens the season next week with the play *Anon(ymous)*.

Meeting adjourned at 10:29 a.m. by J. Beeby.