The University of North Carolina at Pembroke  
Enrollment Management Subcommittee Meeting  
Wednesday, September 11, 2013  
UC 251  3:30 p.m.  
Minutes  
Approved October 9, 2013

Committee Members present  
Lisa Mitchell, EDUC, Chair  
Tracy Wiggins, ARTS  
Anita Guynn, LETT  
James Robinson, S&BS  
Felicia Scott, NS&M  
Melissa Schaub, Associate Vice Chancellor for Enrollment  
Sharon Kissick, University Registrar  
Jenelle Handcox, Financial Aid Director

Committee Members absent  
Carson Cone, SGA Rep

Minutes

A. Approval of minutes of the April 10, 2013 Meeting
   Tabled until October meeting

B. Adoption of Agenda

C. Reports:
   1. Enrollment Management Subcommittee Chair – Lisa Mitchell
      a. Governance decided committee membership is as it stands
      b. Secretary will rotate on EMS
   
   2. Associate Vice Chancellor for Enrollment – Melissa Schaub
      a. Numbers. See [Appendix A]
      b. Total headcount 6269 last year / slight decrease this year to 6228
      See [Appendix B]
      c. Pipeline effect / higher graduation numbers / Higher admission standards
d. Scholarship day increased this year. 89 merit schools distributed

e. Retention rate increase by 3 points

f. 67-72% normal range; We are 67.6%

g. New NSO format. It seemed to work very well. This will continue next year

h. Steve Hunt is coordinating SASR now

i. A few hiccups in term start up, but has smoothed out now.

3. Financial Aid Director – Jenelle Handcox

a. New phone system Call Rex. Calls are being recorded now. To better manage customer service. RO, Bursar’s Office, Financial Aid.

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c. Longer call queues in busier times. Now, 2 minute wait time

d. I gave BOT an overview of Financial Aid. I am working with Melissa to organize presentations on financial aid, etc. Good for faculty to understand the financial aid process. It is not always the financial aid office's fault. Good to help educate students on the process as well

e. Financial Aid awareness events

4. University Registrar-Sharon Kissick

a. UAchieve Upgrade still in progress

b. WLE – UNC Online testing in progress and go live is with a few students taking foreign language courses

c. EMS Room Optimization-in progress

d. Call Rex Call Recording

e. Pre-Registration incentive scholarship for Spring registration, still ongoing
f. Coming in electronic format: Grade changes; advisor changes, declaration of majors; online graduation applications; online course withdrawals; online transcripts

g. Exploring online curriculum workflow products.

5. James Robinson. Is the rumor true that the spring schedule will be out the DAY BEFORE advisement? Sharon says she has not heard this rumor, but it will be at least one week out since departments are creating schedules and I expect lots of errors/changes/etc.

D. Unfinished Business. None.

E. New Business

1. Define attendance for 1. Roster Verification purposes and 2. Online courses.

   a. What counts as attendance in an online course. Should it be "faculty determines attendance" even on online courses.

   b. Attendance Sub-Sub Committee: James will Chair this and Anita will assist.

2. Military Withdrawal Policy. Develop. James, Anita, Sharon

F. Announcements. None

G. Next Meeting. October 9, 2013, 3:30 pm. Location UC Annex room 217.

H. Adjournment at 4:16 pm

Respectfully Submitted by,

Sharon Kissick
## Appendix A

<table>
<thead>
<tr>
<th>Fall 2013 Goal</th>
<th>Date</th>
<th>Prev Year</th>
<th>Date</th>
<th>Prev Year</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>8/28/12</td>
<td>8/27/13</td>
<td>+/−</td>
<td>8/29/12</td>
</tr>
<tr>
<td>New Freshman</td>
<td>1150</td>
<td>1020</td>
<td>1048</td>
<td>28</td>
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<tr>
<td>New Transfers</td>
<td>625</td>
<td>486</td>
<td>491</td>
<td>5</td>
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<tr>
<td>New Graduate</td>
<td>350</td>
<td>265</td>
<td>305</td>
<td>40</td>
</tr>
<tr>
<td>Readmits</td>
<td>350</td>
<td>232</td>
<td>160</td>
<td>-72</td>
</tr>
<tr>
<td>New Special UG</td>
<td>115</td>
<td>168</td>
<td>206</td>
<td>38</td>
</tr>
<tr>
<td>New Special GR</td>
<td>25</td>
<td>13</td>
<td>16</td>
<td>3</td>
</tr>
<tr>
<td>Total New Students</td>
<td>2615</td>
<td>2184</td>
<td>2226</td>
<td>42</td>
</tr>
<tr>
<td>Total Continuing</td>
<td>3978</td>
<td>4068</td>
<td>4002</td>
<td>-66</td>
</tr>
<tr>
<td>Total All Students</td>
<td>6593</td>
<td>6252</td>
<td>6228</td>
<td>-24</td>
</tr>
</tbody>
</table>

First drop for nonpayment: 8/7/13 8/7/12

Enrollment prior to drop: 5999 5947
Students dropped: 582 830

Second drop for nonpayment: 8/22/13 8/24-27/12

Enrollment prior to drop: 6330 6383
Students dropped: 127 143

*Peak enrollment on 8/21 was 6345.

## Appendix B

UNCP Enrollment Report for Board of Trustees, September 2013

Fall 2013 census numbers

6222 total, compared to 6269 last year (0.7% decrease)
1051 new freshmen, compared to 1020 last year (3% increase)
495 new transfers, compared to 490 last year (1% increase)
322 new and readmitted graduate students (15% increase)

While our total enrollment dropped very slightly, we did see increases in new students in most categories, and we were able to avoid the much larger drop that would have been expected under “business as usual” conditions due to the large graduating classes in 2012-13, and due to higher admissions standards (2.7 GPA, 840 SAT). Admissions standards will not change in the coming year, but the pipeline effect of large graduating classes will continue.

**Scholarship Day program continues to bear fruit**

72% of those who attended an on-campus scholarship day accepted their scholarship, and 89 merit scholarships were awarded (compared to 55 the previous year).

**First-time, full-time fall to fall retention rate:** 67.6%, compared to 64.4% last year

This is a significant increase, which is the result of several new initiatives for retention begun in 2012-13:

- New Advising Center and the faculty development program in advising they created
- Dramatically increased availability and student use of tutoring, Writing Center, etc.
- New requirement that all students making academic standing or financial aid appeals must see the Academic Resource Mentoring coordinator in order to make the appeal, so that she can sign them up for her service and others

We intend to expand these services further in 2013-14, increase Supplemental Instruction attendance through greater faculty promotion of the program, and fully implement a two-day format for New Student Orientation (piloted this past summer), which is intended to enhance students’ social integration to campus and their likelihood of returning as sophomores.

**Financial matters**

Out of 895 students who lost financial aid eligibility in spring 2013 due to failure to maintain Satisfactory Academic Progress, 261 successfully appealed (79% approval rate). We were able to reduce the numbers of students who were dropped for non-payment. On August 7th, 582 students were dropped, compared to 830 on the same date in 2012. Financial Aid, the Bursar, and faculty all cooperated to educate students about the need to pay bills on time.