Enrollment Management Subcommittee Meeting
Wednesday, November 12, 2014
Room 233 University Center 3:45 pm

Committee Members
Present: Anita Guynn, LETT; Jaeyoon Kim, ARTS; Emily Neff-Sharum, S&BS; Frankie Denise Powell, EDUC; Felicia Scott, NS&M; Melissa Schaub, Associate Vice Chancellor for Enrollment Management

Guest: Beth Froeba, Director of the Advising Center

Absent: SGA Rep to be determined.

1. The meeting was called to order at 3:55.
2. A motion was made to accept the October minutes; minutes were accepted with one amendment to correct the spelling of Dr. Guynn’s name in two places.
3. Dr. Schaub gave the Enrollment Management report.
   a. Enrollment numbers for spring are good. Most new students are transfer students. First orientation is December 6 for on campus students, web based, distance education students do not come to an on campus orientation.
   b. A side discussion ensued about developing a script to advise transfer students. Because departments have variation in programs there is no one script. Mrs. Froeba has her own checklist and other resources that she is willing to share with faculty who would like access. Dr. Schaub highlighted that there is a current discussion about how to develop more robust advising for Distance Education students, many of whom are transfer students.
   c. Fall Admission- Very early for accurate numbers, but there are more completed applications this year than last year at the same time.
   d. UNCP is down on the number of continuing students in relation to both last year and our goals for those currently registered. Currently working to encourage students who are moving off of academic suspension to complete the needed paperwork and get registered.
   e. Juniors and seniors are the groups that need to be targeted to get registered. Beth will send an email encouraging advisors to check their list to make sure advisees are registered.
   f. TO DO LIST: Working to figure out how to reach out to non-returning students. The office can track students who change institutions, but have a harder time tracking and maintaining contact with students who leave for financial reasons.
      i. A concern was raised about students who may leave for social reasons in addition to financial and academic reasons (i.e., bullied, raped, domestic abuse, etc.) This can help us refer students to resources—such as CAPS or the food pantry
ii. There is an exit survey for students who officially withdrawal, but not every student takes the survey. Does not reach students who simply do not re-register.

iii. Important to know what percent of our retention issue is due to different issues (financial, academic, or social), since this information can help understand if who are vulnerable populations are. Conference on predicting retention discussed issues useful for UNCP, such as a high percentage of Pell Grant recipients (like us) is often a predictor of lower retention. G.A. is seeking 80% retention rate for all campuses.

iv. Suggestions for survey: ask for advisors to have students take the exit survey if they let the advisor know they are leaving UNCP or ask the Registrar’s Office if there can be a box asking why students are requesting a transcript.

4. Old business
   a. Survey for online roster verification—changes made. See Appendix A.
   b. Beth Froeba discusses the survey being created by the Strategic Enrollment Planning (SEP) Team. They are trying to get a sense of what kind of institution faculty and staff would like to have in the long term. Beth presented the survey, which contained sliders set at the current demographics of UNCP. They will try to have the survey out by the following week (before Thanksgiving), otherwise SEP will wait until January to send the survey.
   c. Opened discussion about the new category for the 67% rule. Needs to be a new category indicating student is not in good standing but that there are no hour restrictions. Dr. Scott agreed to continue working on the wording. The new term cannot say academic warning to avoid confusion with either current or old categories. Current suggestions for the new category are academic caution or caution flag.

5. New business-
   a. Advising and Retention Council will now be reporting to EMS. The minutes should be reviewed by us in the future. Move extensive discussion on this to the December meeting.
   b. Memo from Scott Hicks on revision to class attendance policy will be moved to December meeting.
   c. Dr. Neff-Sharum requested the subcommittee to reopen discussion on how honors recognition (Cum Laude, Magna Cum Laude, and Summa Cum Laude) are calculated for transfer students.

6. Adjournment 5:20
Appendix A
Second Draft Survey Questions for Roster Verification Standardization for Online Courses

1) Do you use Blackboard or a commercial site without Blackboard (i.e., a publisher’s site) for courses taught online?

2) What counts as attendance in your online classes (for instance, in computing the last date of attendance for entering a failing grade in an online course)?
   a. Log into Blackboard (or other website)
   b. Time spent logged in
   c. Discussion board participation
   d. Specific roster verification assignment
   e. Any participation
   f. Other. Explain.

3) How do you check attendance for verification in online courses?
   a. Log into Blackboard (or other website)
   b. Time spent logged in
   c. Discussion board participation
   d. Specific roster verification assignment
   e. Any participation
   f. Other. Explain.

4) Does there need to be a university wide definition of attendance for roster verification purposes?

5) Have you had a student dispute an online roster verification decision?