Enrollment Management Subcommittee Meeting  
Wednesday, September 10, 2014  
Room 233 University Center 3:30 pm

Committee Members  
Present: Frankie Denise Powell, EDUC; Anita Guynn, LETT; Emily Neff-Sharum, S&BS; Melissa Schaub, Associate Vice Chancellor for Enrollment Management  
Absent: Tracy Wiggins ARTS; Felicia Scott, NS&M; SGA Rep (A replacement for Tracy Wiggins and the SGA Rep will be determined.)

1. The meeting was called to order at 3:40  
2. Introduction of members  
3. While no agenda was circulated, we were tasked to select a chair and a secretary.

Anita Guynn agreed to fulfill the duties of the chair and was supported unanimously by those present. Emily Neff-Sharum agreed to fulfill the duties of the secretary and was unanimously supported by those present.

4. Motion was made to move the subcommittee start time to 3:45 due to class conflicts for Anita Guynn and Emily Neff-Sharum. The motion was agreed to unanimously.  
5. No minutes were circulated from last meeting for approval.  
6. New business  
   a. Committee to consider the question of whether there needs to be a clear standard from the committee about online roster verification. A motion was made to further consider this item at the next meeting. The motion was agreed to unanimously.  
   b. Committee to consider a better method for handling web withdrawals for online students.

The idea of a survey of faculty on this issue was considered. The committee decided to ask the Academic Affairs Committee for input on the idea of surveying the faculty on the issue. The issue was left until the next meeting.

8. Reports  
   a. There was no report from the outgoing Chair.  
   b. Enrollment Management Report. Associate Vice Chancellor Schaub had several items to share.  
      i. Confirmation was given that the Chair of the subcommittee is expected to attend the Academic Affairs Committee meeting to provide a report.  
      ii. Dr. Schaub first reviewed the report that she will be giving to the Board of Trustees (see Appendix A).  
      iii. Financial aid

During the Associate Vice Chancellor’s report a question was brought to the floor by Dr. Guynn about
ways that UNCP could get students to complete their FASFA earlier. Current advertising was discussed. Dr. Powell suggested a workshop over spring break and possibly one over Maymester. Dr. Neff-Sharum inquired about the possibility of incentives for students who submit complete financial aid applications early. In particular could early disbursements be made to students who complete their application by an early deadline? Dr. Schaub said that there may be a legal issue with Dr. Neff-Sharum's suggestion. Both suggestions would be moved to later consideration.

iv. Program changes to TRIO and NCHCP
v. Strategic Enrollment Planning Team and working groups explanation
vi. Transmittal Letter from the UNC General Administration (See Appendix B)

Last year GA provided a list of regulations related to the *Fostering Undergraduate Student Success* (FUSS) initiative. While UNCP is currently in compliance, on August 5, 2014, Dr. Schaub received a new document providing the guidelines for FUSS. This document included two new guidelines, which requires some further adjustment. (See Appendix B for the Transmittal Letter.) The EMS will need to work on language for the catalog for section II.B.3 (Appendix B) and section III.A through III.C (Appendix B).

9. The meeting was adjourned at 5:10pm
Appendix A
UNCP Enrollment Report for Board of Trustees, September 2014

Fall 2014 census numbers
6269 total, compared to 6222 last year (0.8% increase)
1074 new freshmen, compared to 1050 last year (2.3% increase)
589 new transfers, compared to 496 last year (18.8% increase)
227 new and readmitted graduate students (29.5% decrease)

Our total enrollment increased slightly this year, largely because of our impressive gains with new transfer students—this is the largest transfer class we have ever enrolled. This was the first year that our designated transfer recruiter was on the job the entire year, and we also visited community colleges more intensively, hired a transcript evaluator to speed the transfer recruitment process, and started giving merit scholarships to high-achieving transfer students. The main weakness in our fall numbers is with graduate students. The Legislature removed the pay supplement for K-12 teachers who earn a master’s degree, thus removing the incentive for teachers to enter graduate school. Our degree programs in other professional areas have actually grown, but the losses in teacher licensure areas have been dramatic. Our continuing student numbers are strong in graduate as well as undergraduate programs, however, and significantly increased over last year; this is especially impressive because we graduated record classes last year.

First-time, full-time fall to fall retention rate: 68.2%, compared to 67.6% last year

This increase is the result of several retention activities begun or continued in 2013-14. Student use of tutoring, the Writing Center, and other support services continues to increase each semester; and faculty in the School of Business and College of Arts and Sciences have begun various initiatives designed to improve student success rates in gateway courses. We hope to see even greater improvements in retention next fall, as this year’s entering freshmen all experienced the new overnight format for New Student Orientation, and we had record attendance of freshmen and transfers at Welcome Week events—both of which help students integrate into the campus culture, so that they are more likely to be retained. We have now had three straight years of retention increases, and our goal is to maintain that momentum.

Financial matters

Out of 1140 students who lost financial aid eligibility in spring 2014 due to failure to maintain Satisfactory Academic Progress, 290 successfully appealed (72% approval rate). Nevertheless, many students still experienced difficulty paying their bills on time, as is usually the case. This year, the problem was exacerbated by UNC General Administration’s decision to require UNCP to participate in a pilot program under which students’ Financial Aid applications were “verified” by a third-party vendor rather than by our own staff. The outsourced vendor’s turnaround times and somewhat confusing Web site led to an increased number of our students having their aid not processed in time to avoid the drop. We are in continuous communication with GA in an attempt to make sure that the problems we encountered this August are solved by fall of 2015.

Personnel and organizational changes

Two offices changed their names on July 1. The Center for Academic Excellence became the Academic Support Center (ASC), and Disability Support Services became the Accessibility Resource Center (ARC). A permanent director for the ASC, Derek Oxendine, began work on July 9. Two long-time directors retired over the summer: Larry McCallum of TRIO programs, and Sylvia Johnson of NC-HCAP. Both offices are being ably directed by interim appointees, and the new head of HCAP will be a senior coordinator reporting to the Director of Academic Advising.
Appendix B
Attached PDF of the Transmittal Letter from UNC General Administration regarding the guidelines and regulations regarding *Fostering Undergraduate Student Success*. 