

Enrollment Management Committee Meeting  
Thursday, March 22, 2018  
3 p.m. – 4:30 p.m.  
SGA Club Room, Ely

Present at Meeting: Kelly Hart (Chair), Dan Forster, John Ohotnicky, Catherine Ryan, Dick Lenfest, Sue LaMontagne, Nicole Baginski, Carlton Pickron, Maddie Creamer, Shelly Henrichon, Shelley Tinkham, Emily Todd

1. Call Meeting to Order K. Hart
  - 3:04pm
2. Approval of Meeting Minutes K. Hart
  - Third bullet in the minutes from January John does not feel that is correct. John will send correction. Minutes tabled.
3. Updates
  - a. Enrollment J. Ohotnicky  
L. Plantefaber
    - Tuesday, Feb 27<sup>th</sup> John had e-mailed the numbers. March 28 is early registration. Web remains open until April 20<sup>th</sup>
    - Graduation review was concluded last week. Seniors should have received letters. A lot of students will be cleared between now and morning of commencement.
    - 18/19 year academic projects – see handout.
    - John asked about the FY19 budget, nothing has been finalized.
    - Carlton said we are seeing lower deposits for housing for fall about 100 to 150 deposits down (returning students to housing). Deadline for deposits were extended. Maddie mentioned Students could be looking for more off campus houses to rent because it's cheaper.(Dan wants to talk to Steve about this)
  - b. Day Admission K. Hart  
D. Forster
    - Funnel report – we are running about a week behind in admission deposits.
    - Running ahead for our registration for our Accepted Student days, up about 120 guests.
    - Accepted Student Days have been reformatted. Breakfast with the president for Merit scholarship students has been added this year. This is to try and make early connections and boost yield. Honors luncheon will be on the 27<sup>th</sup> and 29<sup>th</sup> in Woodward Lounge. Greetings this year are the president, Dan, BOT and an alumni. This year some academic department chairs are meeting with students in their offices while others are participating in the fair. This schedule was developed from feedback received from prospective students and their families

over the past year. We are also taking online deposits this year at the college fair. Nestor will be at the tent on the Green. Tours are departing on the green as well.

- Kelly and Dan attended the department chairs meeting and presented the new format of Accepted Student Days. They were very receptive to this and most departments are participating. However, to date, there are a number of departments that are not participating, and some are our biggest majors. The main people accepted students want to speak with see on this day are faculty in their major, so when we cannot provide this, it is a handicap in our efforts.
- Lunch will be provided, and clubs will be at the dining facility for students and families to ask questions and see what clubs WSU has to offer.
- We have a new major. Health Sciences has been approved and passed. We are beginning to roll that out to students for the fall. We are discussing the size of new students we can manage. There is a summer component to this for students right now who might want to take advantage of this. The first group we are targeting our accepted students who were denied in the Nursing major. Space will be limited and there will be a deadline. A lot of questions still need to be answered.
- John has built for the fall, two of the required courses for the Health Sciences field. John asked if we should hold some seats. Fall courses would be reserved for new students.
- Shelly T. said BCC is working on the associate's degree in Health Science. CGCE is working with them. HCC and STCC as well.
- Shelly said we are unable to move forward to the Masters of Science in occupational therapy because of educational credentials. They hope to move forward soon. There will be a national conversation, ACOTE, on this in 2 weeks.
- Sue said it would be great to have a presentation on the health field to see how all these majors work together to see how they all connect.
- Kelly handed out the proposal for the creation of a multidisciplinary program. Eventually we hope to have different tracks where students can branch out.

c. College of Graduate and Continuing Education

S. Tinkham

- Slight bump in spring numbers at graduate level. See Handout. These numbers exclude PA
- Not doing as much remote programing right now. The grant fund has dried up.
- Looking at the funnel (see handout) all letters have gone out. Will do another small round of letters again.
- Got an applicant in ABA from Napal and one applicant from Italy. Doing a lot of video with their marketing so that might be why. CGCE is communicating with them about housing needs.
- The counseling program is going through an external review. Should we be thinking about 100% on line program? Is there a need for this program internationally?

- Carlton talked about a marketing program for housing for the whole CGCE and graduate programs. Landsdown is 12 months. Maybe put on the application if someone is interested in housing on campus.
- Applied for the early college designation. Had an interview on Monday and will know soon. This will give us a good pool to recruit from.

d. Residential Life

J. Conlogue

- Housing sign up is March 26<sup>th</sup> to April 9<sup>th</sup>.
- Would like to sit with CGCE and marketing about on campus housing for CGCE and graduate students.

e. Financial Aid

C. Ryan

- Majority of spring semester financial aid has been disbursed
- Still waiting on \$200,000.00 from MA OSFA for Adopted and Foster Children.
- 18/19 loading of FAFSA's file review and awarding are well underway.
- 2047 accepting students have been awarded since late January – 60% of accepts. Will continue awarding weekly.

f. Billing

N. Baginski

- Final bills went out earlier this year, March 1<sup>st</sup>. All bills have to be paid by March 31<sup>st</sup>.
- Any students that have gotten a spring bill are all on hold. List are split up from those who are on installment plans.
- 340 students on hold, this changes every day. Sophomores are the least at 20 percent, freshman 30 percent and juniors and seniors 25 percent. Sending out group emails and calling students. Reports are run several times a day.
- Dan has mentioned changing the threshold to \$200.00. Right now the threshold is 5.00.

g. Athletics

R. Lenfest

- Have about 250 apps, 34 have been accepted

4. Additional Announcements

Committee Members

- Dan mentioned we are not utilizing this group to its full potential – we need to up channel our strategy level.
- For our next meeting Kelly will revise the agenda. We will leave time at the end of the meeting for questions. Send out reports ahead of time. Send all information to Dominique and she will send it out at one time.
- Need to talk about health science and how new programs get established.
- Re-visit thresholds on holds with Steve and Nicole.
- We should look at the charter again on membership.
- Vote minutes electronically.

Meeting adjourned: 4:40PM

5. Next Meeting:  
Tuesday, April 24<sup>th</sup> @ 3-4:30 p.m. in SGA Club Rm.