Minutes

Present: Ryan Anderson, Avra Johnson, Pat Lipetzky, Walt Wolff, Brenda Flannery, Jeff Iseminger, Sandi Jessen, Pat Swatfager – Haney, Scott Olson, Rick Straka, Mike Fagin

I. Main focus for today’s meeting is to go over spreadsheet of goals
   a. If you would like this spreadsheet to change please make notes and give to Pat or I. so the goals need to be back by early October (try Oct. 1).
   b. Sub-groups to talk about what the numbers look like so far and what are your goals.

II. Brief Update On budget everyone has heard the news through Meet and Confers.
   a. Projecting we will be up 73 FYE for the semester.

III. Ask that sub-groups come up with a way of tracking and project out 5 years. This mostly pertains to Pat Lipetzky, Brenda Flannery, and Walt Wolff.

IV. Enrollment Numbers
   a. Very fluid numbers, solid numbers won’t come until late October. NEF numbers look as though the goal was met. Transfer numbers are down and that’s not good because we need to grow. International Diversity exceeded its goal. Extended learning is growing rapidly. PSEO we hit our target. Housing goal is up. Our total goal is to be up by 100 students and currently the projections are we are between 100-350 up.
   b. Walt shared an NEF Admits Chart, Transfer Students Admits chart, NEF Fall Show Rates chart, First Year Retention chart, One year Retention Rate chart. The charts showed various comparisons to the previous two years.
   c. Ryan Anderson asked the question of whether or not we administer exit interviews, no we don’t do exit interviews because it’s difficult to get the students to respond.
   d. High Ability achievers this continues to have numbers up.
(Handout)
i. If you have a high class rank with low ACT or you have a high ACT but lower in class rank we would prefer the high class rank student. This shows they work hard at being a student. Dr. Fagin wondered if we shouldn’t focus on ACT scores, he was pointing out that many schools do not focus on ACT scores or even require-it.

ii. Jeff Iseminger mentioned that we had a big increase in Wisconsin attendees. Walt mentioned that Illinois also had an increase. A break down of from what regions of Minnesota our students come from the most was requested to be shared at next meeting.

e. Walt gave an update on Admissions Directors Management Meeting. Winona is the highest on NEF. But everyone was down on transfers. Online enrollment is a factor for all institutions. The payment option for application fees appears to be the most difficult. Our transfer numbers appear to be proportionate to all universities but our international numbers is what has helped us.

i. Provost Olson asked Jeff Iseminger’s opinion if there were any negative vibes within the community. But as far as Jeff knows, right now there isn’t really any data that he has. No one felt that there was any talk about “no I don’t want to go MSU, Mankato”.

ii. Southwest appeared to be way down in enrollment numbers. Normandale is way up though and they are very excited about our relationship.

f. Brenda Flannery shared International Enrollment Management (handout).

i. Project 1 – International Admissions Collaboration Pilot

ii. Project 2 – Website Redesign/Print Materials

iii. Project 3 – Domestic Recruitment Travel

g. Website project - home page is up with 4 videos, prospective students page completed and close to getting current students’ page completed. Undergrad will be the first to have the new template applied to their pages. Once current students page is complete then marketing will reconvene and give another plan.

i. Supporting all that are billboards and a bus wrap. Our message is now our name and URL. Next they will go out to the public and get feedback.