Members present: John Alessio, Ryan Anderson, Nicole Dose, Michael Fagin, Brenda Flannery, Jeff Iseminger, Scott Johnson, Donald Larsson, Patricia Lipetzky, Scott Olson, Patricia Swatfager-Haney, and Walt Wolff.

Walt presented Insight Data and discussed some of the information distributed. Data was from the Minnesota Office of Higher Education.

High School Graduates:
- Fall of 1978, we had 72,766 graduating high school seniors.
- Now in 2008-2009, we had 64,078 graduating high school seniors.
- In 2014-2015 there are 57,812 projected high school graduates

Caucasians:
- In 2008-2009 there are 53,727 caucasian graduates.
- In 2014-2015 there will be 45,977 caucasian graduates.

Blacks/Hispanics
- There are 3,865 blacks this year.
- In 2014-2015 there are 4,265 projected black students.
- There are 2,016 Hispanic students this year.
- In 2014-2015 there are 3,316 projected Hispanic students.

Twin Cities, Seven County Metro Area (Region 11) graduates attending MSU:
- 45% graduating seniors
- 51% graduates in 2005
- 53% graduates in 2008

Minnesota ACT scores:
- In 2008, all students in Minnesota led the nation with an average ACT scores of 22.6.
- Black students average ACT scores was 17.6.
- Hispanic average ACT score was 20.3
- There were 5,000 students in the “other” ethnic group with an average ACT score of 23.2.
- Based solely on ACT scores, both Black and Hispanic students are not admissible to MSU because they score below 21 ACT composite score.

Gender:
- ACT scores by gender show that females out-perform males in all categories except at the highest level.
- Males out-perform in the ACT score brackets of 31-33 and 34-36.

Enrollment Patterns:
- Best predictor for success is class rank, but ACT gives a national norm and is used in conjunction with class rank. GPA’s are inflated in high schools.
- Minnesota State University, Mankato ACT average composite is 21.8. This is an improvement from 21.4 four years ago.
- MnSCU requires test placement tests for certain academic courses. We use ACT subscores for some courses and Acuplacer for other courses.
- The Board of Trustees is concerned about the national trend of the lowering number of males attending college.
• Cabinet discussed whether we should have a General College or expand our Contract Program.
• College Access Program brings students with lower ACT scores and this does not improve our student profile.
• A report highlighted areas of Minnesota where students looked at enrolling in college in 2004-2006 outside of Minnesota.
• Iowa students in the top northern tier may come to Minnesota to attend college.

MSU Feeder High Schools:
• A list of the top feeder high schools for MSU included 21 in the metropolitan area.
• Champlin Park HS students have a 23.4 ACT average; Minnetonka HS students 23 ACT average and Mankato East students 22.5 ACT average and Mankato West students a 22.4 ACT average.
• MSU has the second highest (33%) number of students who list MSU as their first choice when they take the ACT test.
• The report indicated students most likely to enroll in local colleges.
• As family income of enrolled students improved, their ACT scores improved.

MSU competition:
Our top competitors in order are:
--University of Minnesota--Twin Cities
--St. Cloud State University
--University of Minnesota—Duluth
--Winona State University

Projected enrollment for next five years at MSU was distributed.
Discussion questions included:
  o Will the economy affect the number of students who choose MSU?
  o How can we market to specific groups to keep us competitive?
  o We need to look at international, CAP, and other pieces of the NEF enrollment.
  o Low income access students do not have financial resources to help with their education.
  o The subgroups need to work on strategies to achieve target enrollment for next year.
  o Cabinet will have a mini retreat on November 20 to discuss enrollment.

NEF Subcommittee
The NEF subcommittee report outlined funding requests for next year. Deans and the Provost from Century College were hosted by MSU to discuss shared programs.

Enrollment Management Report for AY2008-2009
Report was distributed outlining goals for 2008-2009 and a preliminary status in achieving these goals.
• The suggestion was made to add narrative to items on the Enrollment Report.
• Suggestion was made to add Contract Students to the report.
• Each committee should bring forward goals and a definition of what this goal means. Also send in a narrative to add to this report.

High Ability Students
• 18.4% of the new entering freshmen are high ability students this year.
  o How should we define high ability students?
• Do we want top 10% and 26 ACT composite or should we focus on second 10% and 24-26 ACT composite?
• Project cost to compete for students in this group.
• What is the cost of scholarships to expand to second 10% of high school class?

• If total enrolled is expanding, the actual number of students changes. Express high ability students as a percentage and a number. Suggestion was made to do both.
• Currently we are looking at percent. Take percent of 2,300 students and list specific number of high ability students.
• Data shows that class rank is a better predictor of student success at MSU than high ACT scores.
• Committee will define high ability “A” and high ability “B” groups and what our enrollment should be.

Transfer Students
• Committee does not have a report yet. Next year we will start with same goals for transfer admits that we had this year and will look at ways to achieve the goals next year.
  o Dr. Patricia Swatfager-Haney discussed steps taken due to problems with the e-application for students applying for next year. All MnSCU schools are having problems with the new e-application.
• Transfer committee is focusing on strategies to improve transfer enrollment for next year.
  o Additional staff to process applications in the spring.
  o Faculty visit community colleges.
  o Change GPA requirement for scholarships for our-of-state students.
• In-state tuition for everyone would mean we would need to more than double out-of-state students.
• Many strategies involved in contact with community colleges and students from the community colleges.
• Guaranteed admission?
• Transfer visit days?
• Open House at MSU?
• Transfer Orientations.
• Partnerships with community colleges. Students can have access to some of our programs.

Is the Transfer Committee trying to project enrollment for the next five years?
• Committee will track transfer student enrollment for spring term 2009.
• Suggestion was made for Walt to call SCC to see when AA students may begin to transfer.

Freshman Retention
• Ten year average retention rate was 77.9%. Last year’s retention rate was 77.4%. There was a dip this year in retention percent, but the number of students was higher due to the larger number of students last year. NEF retention this year was 1,815 students, but the percent was 77.4%.
• Goals for retention for next five years reflect projected enrollments for next five years.
• Retention rates for ethnic students was included also.

International Enrollment Projections
• 62-67% of the international students enroll fall semester. 33-37% of the international students enroll spring semester.
• The number of international students increased this fall
• Our prediction is 77 new international students next fall.
• The Enrollment Management report for international students includes new admits last spring and this fall.

Diversity Recruitment Five-Year Plan
• The plan gives the number of students they expect to recruit each year.
• They want to double the ethnic student population by 2012-2013.
• Some of the recruitment strategies are as follows:
  o Increase campus visits.
  o Increase number of ethnic specific programs.
  o Working to establish partnerships with businesses.
  o Structure in pre-college activities. There is a Saturday school to increase language skills and prepare for the ACT test.
  o Resident programs on campus brought students to campus.
• The goal for 2008-2009 was to recruit 350 students.
• Based on about an 18% increase this year, projections were made.
• Latino recruitment expects to recruit a larger percentage of all students.
• Metro area and northwest suburbs are growth areas for ethnic students.
• At Roosevelt High School, we have a partnership with the high school and Mankato West and East.
• Minnesota Council on Latinos has been in meetings with MSU. Council would like MSU to be a destination school or Latinos.
• Traditional students will be decreasing, but ethnic students will be increasing in number.
• Ethnic numbers should be broken down to percent NEF, percent transfer and percent graduate.

Extended Campus
  o Programs covered by Extended Campus include:
    o On-Line only
    o Off-campus (metro area and non-metro)
    o PSEO (on-line, concurrent, and on MSU campus).

Implications from Budget Cuts
  o Arts and Humanities
    o May be cutting TA positions and would affect number of sections of courses for NEF.
    o TA cuts will affect graduate programs.
    o We need to do final strategies to lessen impact on students.

Funding for this year
  o CDC has a draft proposal for everyone to review.
  o The goal is to make changes and print the brochure by Christmas.

The next Enrollment Management Leadership Group meeting will be in about two weeks.