ENROLLMENT MANAGEMENT LEADERSHIP MEETING
MONDAY, DECEMBER 15, 2008 – 10:30 A.M. – 12:00 P.M.
CENTENNIAL STUDENT UNION, CSU 204

PRESENT: John Alessio, Anne Blackhurst, Nikki Dose, Michael Fagin, Brenda Flannery, Jeff Iseminger, Sandi Jessen, Scott Johnson, Don Larsson, Pat Lipetsky, Scott Olson, Rick Straka, Patricia Swatfager-Haney, Walt Wolff

Pat Swatfager-Haney welcomed the group and introduced the attendees.

1. Small Group Reports

Marketing Group

- Jeff Iseminger discussed some of the items they have been working on for enrollment marketing which includes Web page redesign. They have been working with consultants on redesigning key Web pages for student recruitment. The following pages have gone live: the University home page (complete with four videos); Undergraduate Admissions home page; Academics; Prospective Students; and Current Students. They will also be incorporating several new video clips into various pages featuring individual faculty members, graduate students and non-traditional-age students.
- Jeff showed graphs of page visit statistics for September-October, 2008, compared to the same period last fall. The new pages have drawn skyrocketing visits. Visits to Prospective Students have quadrupled, Academics have tripled; Undergraduate Admissions has quintupled; and Campus Visits has nearly tripled. More people are going directly to the site they want to see.
- There are 11 billboards advertising MSU and the wrap ad is still in place on the metro bus that travels through the U of M.
- We’ve hired freelancer Joe Tougas, who is a very good technical writer; along with Eric Hoffmann, Printing Services Graphics head, who will be working together with campus clients to improve the content of their Web pages. A strategic funding application was submitted for this work.
- We need to have a “knock out” web page that brings more visits to MSU’s web page.

Extended Learning Group

- Pat Lipetsky stated that one of the major issues for Extended Learning is how to report enrollment figures; reporting in credit hours is more accurate.
- Would like to see the Metro area enrollment move to 7700 France.
- PSEO students do not bring much money to MSU.
• Concurrent (in H.S.) – One MSU position is supported through this program which provides orientation and 3 visits to the high school each week. However, this program is not a money maker for MSU, but does promote goodwill and good relationships. If MSU did not take this program on, someone else would. Don Larsson would like to see the completion ratios for the concurrent students. The main disciplines in this program are English, Speech Communications; Biology, and Sociology.

Grad Group
• Judy Zempke will be taking on the recruitment coordinator position starting December 3 for a one-year term. Looking at funding through the strategic funding process for a second term. We are up about 400 applications over last year; but did have fewer students graduate this December.

Walt Wolff
• They are considering automatic scholarship awards for 2010. This way when a student comes to campus we can offer a scholarship which would entice them to make MSU their choice.
• Looking at putting money into student employment – if we can make a commitment that the student is guaranteed a job, this would attract more students; geared to students who have scored 21 -23 on their ACT’s.
• Paying the ambassadors; their time is volunteered. If there was a way to fund this group, it may cause more enthusiasm when giving tours and promoting MSU.

Rick Straka
• When dealing with budget issues, be aware if we use students and reduce AFSCME, there will be bargaining unit issues.
• We need to make sure that when we look at our enrollment figures, we are not just looking at FTE’s as some of these numbers can be coming from tuition waivers, PSEO’s, concurrent, etc. This has a big impact as to what amount goes to the general fund. We need to look at credit hours.
• There will be a link through the Budget web site which will be coming out in an e-mail. The 3% budget plans will be on the web page. There are four different scenarios you can choose from to see how the budget would work out for each budget-reduction scenario.
• 7700 France – The campus cost money to open. It’s an up-front investment and was done in the belief that in 3 years times, it should be in a break-even mode and after that it will generate money back to the campus.
2. Review Enrollment Management Goals 2009 - 2013

- Scott Olson distributed a draft handout on Enrollment Management Goals 2009 - 2013. If you have any updates, please get them to Scott. The plan is to get these Draft Goals on the January meet and confer meetings and then to the whole campus. We need everyone on campus to start thinking about the budget and enrollment.

- We need to add to the draft goals a:
  - 2nd sheet showing a definition key;
  - 3rd sheet showing budget in relationship to the numbers.

- Mike Fagin suggested that we put enrollment management issues high on the Strategic Priority Committee’s list to look at first – any items that will make a substantial difference in increasing our admissions. Yes, enrollment management items will be high priority in the Strategic Planning process.

- Don Larsson would like to bring in the Assessment Evaluation group to show us what we are doing well and what we are not doing so well at. Did we spend the money wisely?