ENROLLMENT MANAGEMENT LEADERSHIP MEETING
MONDAY, FEBRUARY 2, 2009 – 10:30 A.M. – 12:00 P.M.
CENTENNIAL STUDENT UNION, CSU 204
MINUTES

PRESENT: John Alessio, Ryan Anderson, Anne Blackhurst, Nikki Dose, Brenda Flannery, Jeff Iseminger, Scott Johnson, Rosemary Kinne, Don Larsson, Scott Olson, Patricia Swatfager-Haney,

Updates

A. Enrollments Statistics (PSH/ND)

1. Spring Enrollment Numbers

   - Pat stated that spring enrollments looked good and that as of the end of last week we were up 398 students from last year; Rosemary said as of this morning it looked like we were up 110 FYE’s including summer enrollment; we were up 56 FYE’s for spring—this is about $150,000 - $200,000 increase in revenue for the year.

2. Admissions Numbers for Fall

   - A Fall Semester 2009 Admissions Summary was distributed to the group.
   - At this point we are a little behind in the overall admits for fall from last year; but we are up in the overall incoming and denies by 13.8%.
   - The Admissions Office has worked hard with the e-application process and is now finally caught up; thanks to everyone who put in a lot of time over the holidays to make this possible.
   - E-mails or phone calls have been made/will be made to any applicants with incomplete application information.
   - We should see the numbers at a better trend now that we are able to manage the e-applications. Most students are getting acknowledgements from the right institutions—the bugs are getting worked out; payments on line have improved.
   - More students are applying on line, but there are many incomplete applications.
   - Denied applications have decreased even with MSU’s high enrollment standards.

3. Retention Numbers for Fall/Spring

   - Retention numbers are down a little from last year; last year we were at 92.1% -- this year we are at 91.3%
   - Scott Olson talked about some facts from the National Report Card on Higher Education. (This report can be found on line.) The report card for the State of Minnesota is very good – very interesting stats in this report. Minnesota GPA’s are very high in comparison to other institutions. Completion ratios for Euro American students versus the African American students were much higher for the Euro American students. How can we close these gaps? Do we know why students leave, do we have data? e.g., some students leave because of transfer credits; other institutions will accommodate transfer credits.

   - Graduation rates – bring info on graduation rates to the next meeting.
B. Enrollment Activities

1. Summer Orientation Dates
   - Nikki passed out the Proposed Orientation Dates for 2009.
   - There are currently 13 two-day sessions for New Entering Freshmen.
   - One-day sessions have been set for transfer students.
   - Invitations and the schedule should be completed in the next few months.

2. Welcome Week Change
   - Move-in day is Thursday, August 20, 2009.
   - Students will start one day later this summer; hopefully students will focus more on classes and the beginning of school.
   - Classes begin on August 24, 2009.

3. Presidential Scholarships
   - At this time we can only offer two full presidential scholarship awards--$5,000 per year for four years and will be offering one-year presidential scholarships.
   - There is no long-term money available in the University Advancement area; working on what the endowment is.
   - Presidential scholarship interviews are coming up in the month of February.
   - Presidential scholarship funds will be pushed in the Capital Campaign.

4. Update on CRM
   - MnSCU put a RFP together; Hobson was awarded the bid; they are one of the premier companies.
   - It’s a three-year contact; if enough campuses go with the contract, there is a 20% discount; $90,000 for three years; we initially had $100,000 earmarked for this project; all costs are to be borne by the individual campuses--no MnSCU funds.
   - We will double check, but pretty sure this is only for undergraduate students; may be able to piggy back on it for graduate students. Anne would like to see if we could get graduate students on the system as well.
   - Each campus should be able to customize their own module.

Discussion

A. Enrollment Goals

1. Review Goals
   - Should make this a living document where numbers are updated regularly.
   - Add disclaimer – Note: These are goals for planning purposes. EM Goals may be fluid throughout the admissions process.
   - Take draft off and distribute to the meet and confer groups.
   - Maybe add a fall/spring row (similar to Diversity’s).
   - Graduate enrollment is up; get new numbers from Anne to Scott by this Friday.
   - Have Walt look at Sophomore numbers – need to be recalculated.

2. Definitions for Goals (Subgroups)

3. Financial Definitions (Rosemary Kinne)
   - Numbers still needed to be translated into FYE’s.

B. Budget Impact (Rosemary Kinne)
• Rosemary stated that MSU’s portion of the Governor’s recommended reduction to MnSCU is approximately $7,000,000.
• The $7,000,000 equals about 14% reduction to the state appropriation for MSU.
• When looking at the Enrollment Management goals, it is hard to gauge what the financial impact would be based on head count.
• 94% of MSU’s undergrads take more than 12 credits.
• Don Larsson added that increasing tuition could mean two things – higher tuition, more money; higher tuition, less students.
• An M & E Personnel Summary per bargaining unit was discussed on how FTE’s have increased since FY’00. You can view this chart on the Budget website: The growth in faculty is largely in part to accommodate and serve our students better. There is also a calculator on the budget website that you can go in and work different variables to see how the budget looks with the different scenarios.
• 10% plans are due at the end of February.

C. Honors Program Planning

• The Honors Program was suspended a year ago, but plans are to bring it back again for recruitment purposes.
• This fall there will be a pilot of about 25 students for learning communities.
• Currently, there is not a full-time Honors position with no search in place.

D. Other Updates/Announcements

• **Expectations of what we are to accomplish?** Each enrollment subgroup is to produce one page of strategies that we can use to reach these goals in light of tough budget restrictions.

E. Date for Next Meeting

• The next meeting will be in approximately one month – strategies are needed by then.