

Enrollment Management Committee
August 23, 2017
SGA Club room, Ely - 10:30AM



Present at meeting: Chair, Kelly Hart, John Ohotnicky, Dick Lenfest, Parviz Ansari, Diane Prusank, Lisa Plantefaber, Christina Swaidan, Deb Brodie, Sue LaMontagne, Emily Todd, Catherine Ryan, Dan Forster, Shelley Tinkham, Jon Conlogue

1. *Meeting called to order:* 10:33AM
2. *Approval of Minutes:* Motion passed with 1 abstain
3. *Updates*

a. Enrollment: John Ohotnicky/Lisa Plantefaber

- Enrollment projections handed out. Projection from February to set the budget for this year. 128 schedules removed and portion of these will start coming back.
- Web re-opens next Wednesday
- Add drop through August 28 - September 12, numbers will increase between now and add/drop
- Spring enrollment has always been smaller than fall
 - We lose 10% of our first-year students every year
 - Initial transfer students are at a higher risk of leaving as well, they are not fully replaced with new first years.
 - 369 total deposits on transfer as of August 22, 2017
 - 18/19 projections will be fuzzy until we finalize fall number
- Later applications and later deposits are things that will need to be adjusted. When this decision was made there was not a chance to have conversations and make the proper adjustments. We need to address this issue during the fall semester for next summer. We might need to have chairs available for these late deposit/transfers so students are getting the same kind of care and attention. (Note: What are we looking for from the chairs?)
- It was discussed by Dan Forster that two different things happened for summer melt. Number one is that deposits have been coming in later and later. All colleges are going past the May 1 deadline. Number two is a greater melt in May and June than prior years, slower melt in July and August.
- Parviz Ansari asked about summer head counts – At this point about 68 cancelled deposits for all the fall accepts. The question was also brought up, if we ask students why deposits were cancelled; admissions does ask the question, but they do not always receive an answer. Lisa Plantefaber did talk about the clearing house data. This data can be used to see where students went if they did not choose WSU.

- It was discussed that we may need to take a look at why most of melt is coming from commuter students.
- It was discussed by Lisa Plantefaber that she has looked at populations of incoming students. We have accepted a higher percentage of applicants than we have before. The question was asked, what impact does this have on the qualifications of entering students? High school GPA is on par with what we have been seeing. SAT scores have continued their slight decline, but the change was not drastic.

b. Day Admission – Kelly Hart

- 1406 deposits vs. 1407 Last year. We are still following up with students for Proof of Residency forms and final transcripts.
- The CRM is implemented and the admission application will go live September 5.
- It was said by Dan Forster that we are seeing a trend of higher transfer students. This is a population of students we need to tap into. We have been under performing in this area in the past year; one fall back is that they are at a higher risk of retention.
 - Dick Lenfest spoke that from a transfer perspective we are at a disadvantage because of a lower population base. Athletics tries to encourage their coaches that if a student leaves, they leave on a good note in case they decide to come back. This connects with our CRM.
 - Shelley spoke and said that virtually all CGCE undergraduate students are transfer, coming in with 57 credits or more. This population will continue to grow, they have different needs than traditional day students.

c. Division of Graduate and Continuing Education – Shelley Tinkham

- Brought in 37% of projected revenue. Last year was 35%, this will start jumping with the influx of PA tuition in January. Expenses at 8.3%.
- Fall funnel – Graduate enrollment is up at 205 accepts; 145 enrolled. We are down with undergraduates, 126 this year, but we are still enrolling for another week and a half.
- Overall seat counts for fall 2017 are up by 5.8% from last year at this time. Credit counts across the board are trending up. This upward date-to-date trend may be the result of students registering earlier due to better CGCE communication rather than a significant annual enrollment gain. We will keep an eye on this to see if it continues.
- 60 students showed up to first-year undergraduate/graduate orientation, everyone but MSW first year students were included. MSW has its own orientation. We also now offer on-line orientation, and this is going well.
- Program development – PA interview day is on September 24. The Bachelor of Science in Health Sciences and Master of Science in Occupational Therapy scheduled for state approval on October 31st. The first cohort RN to BSN

students completed their program this summer (5 students). Adding a 3rd site of the RN-to-BSN starting next fall. Announcement will go out this fall.

- Diane Prusank asked the question, when do they inform people that they are in the PA program. These people will be called in September within a few days of the interview day. The goal is to grant 100 Students an interview for an entering cohort of 24 students. Dan recommends reaching out to Janet and Tricia to let people know about this.

d. Residential Life - Jon Conlogue

- Session F next week 118 students registered. We opened that up to transfer students this year. We received 5 new housing contracts this week. There are 61 students in housing on the Administrative drop list received on Monday, August 21st represents the largest number in eight years. This number is anticipated to drop but it is unknown what the final number will be
- There are no problems anticipated with providing housing this year
- International students have priority
- Dan Forster suggested on coming up with an idea on how should we be selling housing to our transfer students. It is suggested we discuss that further

e. Financial Aid - Catherine Ryan

- New staff assistant - Jasmine Shaw
- Mass Grant payment schedule was recently released. The top award of \$1,400 has been reduced to \$1,300. Catherine and staff are making adjustments to approximately 700 students.
- In the past we have been able to help students each semester with book money, we do not anticipate having those resources this year.
- Dan Forster reminded people about federal work study. If you have a student who is working during their class times that will end up being a violation for us. The students will lose their work study and the section will lose that position. The students will read this in their packet. Supervisors need to go to the training if they do not they will not get work study students. We have been being audited and a report will be coming out on who is making the violations. There will be two supervisor training, dates August 31 and Sept 5

F. Billing - Deb Brodie

- On June 26 we withdrew 17 students for non-payment of spring bills, 7 were reinstated and will be back for fall semester
- July 3rd bills went out. Bills due on July 27.
- As of 22 August, there were 218 students that were withdrawn. Three of these students were reinstated as of August 23rd. Students who did their health insurance waivers were held and not withdrawn
- WSU does offer a 4 month payment plan

G. Athletics - Dick Lenfest

- Pre-season has started by early next week we will have 250 students on campus
- The cumulative GPA for Westfield State's 439 varsity student athletes for the spring 2017 term was 3.11. 62% of the varsity student athletes earned a 3.0 or better in the spring 2017
- Owls Ace MASCAC Spring All-Academic Team: WSU placed the most student athletes (158) that participated in a spring sport, on the MASCAC All-Academic Team (3.20 minimum GPA)
- Smith Cup Champions & MASCAC All Academic Leaders for fall, winter and spring seasons
- 2017 deposits – 177 for fall 2017

Additional Announcements

- Opening Day is Tuesday, September 5th please see the e-mail from Tricia Oliver for events.
- Friday, September 8th is the Strategic Planning Kick off. The meeting will be held from 1:40 – 2:55PM (WSU's new Common Meeting Time) DHE Commissioner Santiago will be in attendance along with President Torrecilha
- Year of transition for college structure. Think about how this will impact your areas and how you can work with academic affairs.

Next meeting tentative date and time:

-Sept 20th 3:00PM

Meeting adjourned at 12:22PM