

Enrollment Management Committee
Meeting Minutes
Thursday, October 25, 2018

Present: Nicole Baginski, Claudia Ciano-Boyce, Dan Forster, Kelly Hart, Michelle Henrichon, Stefanie Sanchez, Monique Lopez, Enrique Morales-Diaz, Lisa Plantefaber, Stephen Taksar, Catherine Ryan, Carlton Pickron, Maureen McCartney, Susan Leggett.

- I. Call to order: 3:00pm
- II. Meeting Minutes: Approved
- III. Current Charter
 - a. Review and Discussion
 - President has reviewed – passed out charter with notes and changes for everyone to review.
 - Committee Charge section:
 - Item 1, under the committee charge – Look at good and bad policies
 - Item 3, under the committee charge – Missing the first part of that sentence. Change this to: “Identify and recommend strategies that will improve the institutions graduation rates.” - All agreed to this.
 - No other changes for this section
 - Membership Section:
 - Dean of Undergraduate Studies won't be on the membership
 - There is no Dean of Research and Assessment. It is Associate Dean of Institutional Research.
 - Dean of Student Affairs is “Dean of Students”
 - Purpose Section:
 - First bullet – we may decide not to grow so change it around to be a little more flexible.
 - These were all the changes for now. If there are any more suggestions please forward them to Dan and Kelly.
 - b. Prioritize President's area and timeline:
 - Suggestion from the Provost for the format of this meeting that as we tackle some of these issues it might be helpful to create subcommittees for them. If everyone is ok with this, this will be our new format. We will have our usual 45 minutes for the larger group discussion and then the last 45 minutes will be on the project based subcommittee group and report back at next meeting.
 - Would like to create a subcommittee to discuss the administrative holds we use on the bursars accounts.
 - The purpose of this smaller group will give us an idea of how big this is, how long it may take, what are some of the obstacles in moving forward and then we can get a better idea of the time line.
- IV. Committees:
 - Policies Holding Students Back (look at this after we deal with the administrative holds) – this will be a priority.

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- Form a subcommittee that just focuses on the holds.
- Committee Members: Monique Lopez, Kelly Hart, Nicole Baginski, Stefanie Sanchez, Catherine Ryan
- When we talk about the right size for WSU, the strategic plan includes some of this. Kelly will find the past Strategic Enrollment Management plan so committee members can review.
- Form a subcommittee to determine that right size for WSU.
 - Committee members: Lisa Plantefaber, Susan LaMontagne, Dan Forster, Dick Lenfest
- Form a subcommittee on prospective students and how they view the university - market position.
 - Committee members: Kelly Hart, Dan Forster, Janet Garcia
- Form a subcommittee to identify and recommend strategies to improve the institution's graduation rates and retention.
 - Committee Members: Maureen McCartney, Enrique Morales-Diaz, Stephanie Sanchez, Claudia Ciano-Boyce, Monique Lopez

V. During the last meeting, the committee members were asked to forward issues they thought were negatively impacting students (this list was e-mailed out to everyone prior to the meeting):

Financial Aid:

- March 1 priority deadline – publish deadline for FASFA. The students who meet that deadline are from the most supported homes. For priority you need to meet the deadline and we can potentially run out of resources. Other students who have the most financial need miss that deadline. FASFA used to open in January so there was a three month filing window, now it opens in October and there is a six month filing window.
- Students who are usually on time are the first years.
- This might be more of a resource issue than a timing issue.
- This puts a barrier because we can lose talented students.
- Make this a campus wide effort.

Athletics:

- Alcohol 10/100 Policy: spoke with student conduct, talked with students. Is the policy antiquated? If you get caught with a beer twice you get kicked off campus. No harm in looking at this policy.
- 1st year student parking policy: students are always looking for jobs and because the minimum wage is going up the opportunity for work study is going down. Students will need to go off campus. Is there enough parking in south lot for first year students to bring their vehicles? Could be a little more revenue generated for parking
- Student Affairs is currently experimenting with putting out 150 stickers for parking for first year students this week because we have 200/250 tickets that were not purchased by upper class students. They have put it out as a lottery and had a great response. A year ago we had 1142 south lot parking passes purchased with no first year students and still had upper class students asking

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for more. Adding parking would be quite a big investment and we don't have the parking space to add 500 new students. After the parking assessment was done we know we have enough parking for faculty, staff and upper class students, but we don't have enough spaces during the prime times. It might be helpful if we had classes that started later to break up the prime times.

- Dan shared with the group that, if we continue to bring in classes similar to what we did this year we will see somewhere around a 10% reduction in over 5 years. This maybe an opportunity to address parking further down the road.
- Residence Hall Damage policy: If you are living in a certain area and damage occurs, if they don't know who is responsible for the damage, everyone gets charged. Dick spoke with a student from student government and this came up.

Student Billing

- Currently students are mailed a paper bill with instructions that they need to return the form. They need to either mail the form or send it online to confirm their enrollment. Once they send it in with or without payment, they are confirmed that they are coming back. We encourage them to send it via on line, but it says that when you send it you also need to include payment and that's not the case. Student billing gets tons of mail each day and has to go through each one and manually process. Sometimes through this manual process it is easy to miss logging in a form. The enrollment process is flawed and people are annoyed with the process. We could look at having a spot on their MyWestfield page to confirm this. This mailing process then causes the next problem
- Students who have not confirmed their enrollment then get dropped and lose their schedule.
- Students are not required to pay their bill at the time they send back in the form, but because it says they are it has become billings issue to take care of. This uses up a lot of Student billing limited resources and a lot of their time which could be focused on actual billing issue.
- Dan would like to create a deadline for this so we don't go through it again in the next billing cycle.
- We currently have 265 students on hold. Of these, 76% owe over \$1,000.00
- Suggestion of moving back the billing date was made, so we can address any issues early.

CGCE

- Will address their information at the next meeting.

VI. Subcommittee Meeting (Billing/Holds)

VII. Next meeting is November 29th at 3:00 – 4:30PM, in the Owl's Nest, Ely.