

Enrollment Management Committee Meeting
Tuesday, August 18, 2020
2:30-4:00 p.m.

Kelly Hart, Joshua Hettrick, Interim President Dr. Roy Saigo, Robert Kersting, Monique Lopez, Samuel Tsongalis, Mike Mazeika, Daniel Forster, Steve Taksar, Gloria Lopez, Lisa Plantefaber, Maggie Balch, Tricia Oliver, Richard Lenfest, Stefanie Sanchez

1. Call to Order K. Hart
 - a. 2:33pm
2. Introduction of new committee members and guest –Welcome Interim President Dr. Roy Saigo, Dr. Robert Kersting, Provost and VP of Academic Affairs and new Dean of Students, Maggie Blach
3. COVID-19 Strategic Opening of the University D. Forster
 - a. Discussed the importance of the Enrollment Management Committee
 - b. Accomplishments; Improved Financial Aid awarding, improved communication with students, more faculty focused. Refined honors program and increased yield. Supported initiatives in the Banacos center on how students are screened. Worked with student services to address hold issues on student accounts. Addressed issues around housing and how students sign up and retain their position.
 - c. Thoughts from Dr. Saigo:
 - i. Meeting with the board this Friday. Down about 10 million dollars in revenue
 - ii. Enrollment started to go down in 2016 and continued to go down
 - iii. St. Cloud state had many issues after 7 years they became the flagships of institutions
 - iv. Moved on to southern Oregon University. Down in enrollment. Started personally calling parents and students finding out the issues of why students were not returning. Everyone stepped in to help recruit students with a 4% increase turn around.
 - v. Called for all hands on deck. Treat every student as if they were your own child.
 - vi. Refocus ourselves. Look at CT, NY, NJ.
 - vii. Asked Erica Broman, VP of Institutional Advancement, to find Alumni in the area who are teachers and to identify students that might fit into WSU and make calls
 - viii. Flood social media with good news. Get students involved, get the whole campus involved in asking students to come back.
 - ix. Need to come up with aggressive, imaginative, progressive and audacious ideas.

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- x. Wants a plan in 3 weeks
- d. Dan spoke: we have an opportunity here. This shows an outsiders view. We need to do better and think outside the box
 - i. We have been working with a number of outside vendors and making changes in how we work our prospect pool.
 - ii. Increasing funding for residence halls
 - iii. Close to 1500 for housing, students are dropping each day from housing. There is room to move students in under the right circumstances
- e. Tours:
 - i. What are our sister institutions doing? Are they allowed to go into buildings? We still have the largest population of on campus students as opposed to other universities in the state. Dan has not heard of anyone going into multiple buildings.
 - ii. Maybe a “white house” tour.
- f. Recruitment ideas:
 - i. Lisa Plantefaber - Spring to fall, taking out students who have graduated, Lisa is looking at 300 names who are eligible and registered for spring (not fall) but have no credits. Lisa will generate the list so everyone can look for holds.
 - ii. Mike asked about retaining students through CGCE as well.
 - iii. XRG - We have policies that interfere with these students going from CGCE to fulltime day student. Need to have a conversation on how we can support these students. This has been a lingering question CGCE vs Day students
 - iv. Monique Lopez: A different policy/billing structure for those students with 9 credits or less. This has become a big problem and has been highlighted now because of the pandemic.
 - v. Because housing was down, we welcomed students that were part time they still payed housing rate. We worked with the students.
 - vi. Need to re-visit what fees they may not be paying as a part time student, but using.
 - vii. Sam spoke about students not coming back. We are talking hypothetical pictures about students coming back to campus and students are frustrated. No one has asked the students perspective on the opening of WSU. Students need a seat on the opening strategy team.

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4. June Minutes

K. Hart

- a. Minutes passed

5. Announcements

Committee Members

- a. XRG or some kind of fee structure – is it possible to prorate different fees based on credit as opposed to going to XRG. Possible solution to think about a hybrid fee. Coding them as an XRG but not assigning them as XRG. Lisa asked if the state would allow us to prorate the tuition.
- b. We are connecting the fees to the college instead of the residency. If someone's an XRG we could connect it to housing then their commuter status. A new code would be better moving forward in the future. Students recognize XRG with CGCE. How do we assist students who want to be part time but stay engaged and live on campus?
- c. Need to continue conversation - Dan, Kelly, Monique, Stefanie, Nicole, Lisa and Maria (if Nicole is not available) should talk further on this.

6. Other Business

Committee Members

- a. Officially ACT/SAT optional
- b. Waiving application fees until January 1
- c. Just finished piloting small campus tours. Tours will be resumed mid-September.
- d. Purchased a phone app for self-guided tours from OnCell planning kick off call
- e. Add/drop starts again next Thursday and will go until Tuesday, September 8th.

7. Adjourned: 4:07