Enrollment Working Group Meeting Minutes
October 27, 2010

The meeting was called to order at 9:00 AM.

In attendance: Tom Bear (co-chair), Rita Eykamp, Carla Doty, Jennifer Graban, Dave Dwyer, Thomas Josenhans, Mary Kessler, Laura Paglis (co-chair), Patrick Hayden

At this first meeting of the Enrollment Working Group, Tom Bear presented information on UE enrollment issues so that all members could begin thinking about strategic planning from a common base of information. Two presentations were made: “UE Enrollment: A Ten-Year Perspective,” which had been presented to the Board of Trustees earlier in the month, and “Building on Success: Enrollment Services Recruitment and Retention Plans, 2010-2011.” Both PowerPoint documents are available to Enrollment Working Group members on the Group’s SharePoint site.

Brief discussion followed on a variety of topics, including:

• As broad objectives, we will want to think about the following: maintaining or strategically growing student enrollment, shaping the academic profile of incoming freshmen, improving retention, and continuing the downward pressure on the discount rate.

• Members are encouraged to share their ideas between meetings via e-mail.

• The Group will work toward completing its activities by the end of the fall semester. This will enable the Steering Committee to consider and prioritize working group inputs in January. Dr. Kazee will present the Strategic Plan to the Board of Trustees on February 18, 2011.

• Adult Education programs were discussed as an area that may have untapped potential. Adult Ed students are drawn to UE mainly through word-of-mouth from current and past students. Adult Ed students sometimes do not feel a sense of “belonging” to the UE community. Ways to engage them more, perhaps through involving them in current undergraduate mentoring programs, were briefly discussed.

• The initiative to enroll military veterans was briefly touched upon.

The next meeting date and time will be determined and communicated shortly.

The meeting adjourned at 10:05 AM.