Enrollment Working Group Meeting Minutes  
November 12, 2010

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

In attendance: Tom Bear, Dave Dwyer, Sue Edwards, Rita Eykamp (via teleconference), Patrick Hayden, Thomas Josenhans, Mary Kessler, Laura Paglis

Our purpose today was to continue the brainstorming session from our last meeting. Our focus is on generating ideas for achieving the goal of increasing enrollment by 50 students annually over the next five years.

Following is the list of ideas generated during the meeting. The numbering continues from the previous meeting’s minutes.

32. Several high school partnership arrangements are underway; are we fully exploiting?
33. Newman Club, other church youth groups – how can we specifically access these students? (Evansville Catholic diocese, Methodist churches / bishops, Baptist student coalition)
34. Memorial H.S. students & other locals view UE as “just down the street”; need to get them on campus in overnight programs to experience what UE student life is all about
35. Summer camps & enrichment programs – Continuing Ed runs these – can we package & market them better?
36. Opportunity for SAT / ACT prep programs on campus?
37. Could we do AP prep courses, e.g., calculus prep course? UE credit could be earned if student achieves specified grade. How do we address competition from state schools which, by state law, must award college credit for 3, 4, & 5 AP scores?
38. We need to be able to track progress toward +50/year goal
39. Are there more opportunities in transfer student market? UE has several articulation agreements; these require a lot of staff time to develop
40. Can we attract more locals to our summer school programs; perhaps students who are enrolled elsewhere during the academic year?
41. Need to professionalize admissions counseling staff, pay them better to reduce churning – counselors tend to leave every couple of years. There is a fairly long learning curve. It seems that a relatively small investment here might have a large potential payoff in admissions effectiveness
42. Is there enough admissions support staff, esp. with the common app coming soon?
43. There are key people serving effectively in recruiting / admissions roles within various academic departments, e.g., PT. Can this model be extended into other areas?
44. Opportunity for outreach to families – how to navigate college applications process
45. Re improving retention – should freshmen be undeclared?
46. Should we institute admissions requirements for more programs? How do we balance twin goals of (1) increasing selectivity & burnishing our quality reputation with (2) enrolling & retaining enough students to meet revenue goals? Engineering has been successful in differentiating itself from another school by instituting program admission requirements
47. Re the above item, we could have direct entry for very strong students & “pre-program(s)” for others. See pre-PT model
48. Music / Fine Arts scholarships capped at $15K. This limits our competitiveness with other schools
49. Are we getting the most value from our scholarship investments? Follow-up stories and successes – advertise these better?
50. How can we utilize alumni more?
51. Admissions web page is very good; want it to be even more dynamic and unique. Need staff time and expertise to accomplish this. Departmental web pages have room for improvement as well
52. Admissions Office would like a full-time professional position to target Scouting
53. Consider creating a fund for adding faculty / staff positions or granting course release time – programs could compete for these funds with their revenue-generating ideas
54. Need to allocate resources to growing academic programs; some are at or near capacity

In our next meeting, the brainstormed ideas from the previous two meetings will be posted on the meeting room walls. Members will put sticky dots next to the ideas they think hold the most promise. The ideas that get the most votes will be examined for common themes. These themes will eventually be developed into a set of strategic planning goals, with justification for each, which our working group will propose to the Steering Committee.

Members are encouraged to e-mail Laura before the next meeting with any ideas they would like added to the above list.

The next meeting will be Wednesday, November 17, at 1:30 PM.

The meeting adjourned at 10:05 AM.