

## **Enrollment Management Subcommittee Meeting Minutes**

**September 9, 2020 at 3:30PM**

**Via WebEx**

I. The meeting was called to order at 3:30pm via Webex.

a. Committee Members Present:

- Polina Chemishanova
- Jalen Ellis (SGA representative)
- Joanna Hersey
- Beth Holder (Dean for University College)
- Alice Kay Locklear
- Shilpa Regan
- Crystal Walline
- Lois Williams (AVC for Enrollment)

The following members were absent: Jennifer Whittington

Guests in attendance: Derek Oxendine and Provost Locklear

II. Joanna Hersey agreed to serve as Secretary.

III. The Minutes of the April 8, 2020 were approved as read.

IV. Chair Report

a. Review of Committee Charge

- The function of the Enrollment Management Committee is to consider policies and standards related to admissions and recruitment, financial aid, retention, advising, graduation, and related areas. The Subcommittee is also charged with receiving expressions of concern or interest regarding any of the areas listed above from faculty, staff, administration, or students. The Subcommittee makes recommendations as necessary to the Academic Affairs Committee on these matters.

b. Students added after drop/add

- This fall, some students were added after this period, as late as in the third week, which was concerning as it does not help set up students for success. This procedure was somewhat new recently due to our current situation, and it shouldn't normally be taking place. The committee discussed if policy language might be needed to address this issue. Also, if this does occur, paying attention to which classes might be more successful in this emergency case might be wise. Should students need to add late, there are some classes where this would be less of a problem and some classes where this should be avoided.

## V. Member Reports

- a. Lois Williams (AVC for Enrollment) went over our current numbers, and indicated we hope to see a pick up in January as well. Testing didn't of course happen as scheduled this past spring due to Covid. Many systems schools were down freshman across the system. We did a pilot Winter Term last year, and will do so again as a stand alone term across more departments. We won't be offering traditional financial aid for this but students can apply for alternative loans options. Sixty-two students took classes from full-time faculty during the pilot in Arts and Sciences.
  - Overall enrollment up 7.3%.
  - Freshman came in at 901 compared to 1131 last year.
  - Transfers were up, approximately 3%.
  - Graduate students increased, particularly in the online MBA. New graduate student enrollment is up over 50%.
  - In total, new student enrollment increased 3%.
  - Total continuing students were up nearly 10% over last year at this time.
  - NASTSL Grant has been received to create a transfer transition office, see below in Dr. Holder's report.
  
- b. Beth Holder (Dean for University College) shared that orientation was a new experience under these new circumstances, shout out to Todd Allen and that team for a great effort in a challenging situation. There were swag mailings and virtual sessions, bringing connection through good communication and engagement.
  - Welcome Week was different but continued our traditions as we could.
  - Convocation was reimaged with a keynote speaker of one of our own and a welcome from the faculty and administration, and kept an academic focus.
  - Fall to Fall retention came in at 70.7% which was down one percent. Dr. Holder will be analyzing by category and will share that information as well as the primary reason for departure. These reasons are divided into areas such as academic, financial, social/emotional (homesickness, etc) unhappy with UNCP (area, etc) other (another reason or experience) and Covid related reasons.
  - Created learning communities to target the area of social and emotional, extra funding is arriving for these areas and we will look at that result. Every incoming freshman has been assigned to a peer mentor, who is paid, to engage with them and keep up with their experience. Very positive feedback is being received with these mentors already.
  - Grading accommodations were generous but students weren't always taking advantage, her office made a lot of calls and engaged with students who hadn't previously engaged with this issue. Students who hadn't registered were also contacted.
  - DFW (drop/fail/withdraw) rates range from 0-80.6% (F19) over 1422 sections, with 297 over the 30% number, which is felt to be the milestone where one might look into things more closely. There is faculty coaching and support in place, those faculty who are experiencing these very high rates rates could be spoken with and perhaps assisted with identifying concerns. Faculty who might need this support will receive outreach and assistance. Suggestions for this came from discussion, such as incentivizing these partnerships with faculty, free materials and the like. Everyone is in agreement this does not mean participating

in any type of grade inflation. Often it comes down to looking at aspects of the class such as how many graded items are present in the course, and working with faculty to help give them multiple assignments which can provide opportunity for growth across the course.

- Freshman retention is a main focus but a council to look at sophomores is being done as well, and inside the individual areas to identify areas needing support. Dr. Holder will be back with numbers as she has them. Committee member comments noted the importance of remembering to include, for the emotional reasons, issues of gender and other self-identifying categories as to the student comfort and feeling of fitting in.
- Freshman performance feels lower to faculty in our current situation, encourage the use of the HAWK alerts as always, email has been sent to remind faculty.
- Drs. Gardner/Barefoot visit was cancelled in April, not currently rescheduled. Dr. Holder is in contact and will send our data for input from them and keep in communication. They have been supportive of the additional coaching initiatives and have been very giving of their time and expertise for us.
- Student Mentoring – We are implementing a campus-wide peer mentoring program for all first-year freshmen. All incoming freshmen are assigned to an age-peer, based on First Year Seminar sections, to assist with transitional issues.
- Grants Received: Total = \$4,157,685
  1. \$73,800 – System Level Funding for Virtual Coaching and Tutoring
    - Hired 3 Student Success Coaches, Academic Advising, New Student Programming
  2. Online Learning
    - Pays for tutors and supplemental instructors for courses with historically high D/F/Withdrawal rates
    - 16 professional staff participated in Foundational Student Coaching Training conducted by Insidetrack
  3. \$378,000 Gear Up
    - UNCP received a sub-award from the UNC System Gear-Up grant that will hire a full-time success coach to serve first-years students that attended a high school with the Gear-Up program. The grant is \$75,600 for 5 years for a total of \$378,000.
  4. \$1,706,800 TRIO renewal
    - TRIO/Student Support Services Grant: UNCP received renewal of the Student Support Services grant from the Department of Education. This grant is designed to serve first-generation college students, low income students and students with disabilities. The grant is \$341,360 for 5 years for a total of \$1,706,800.
  5. \$1,999,085.00 NASANTI (Native American-Serving Nontribal Institutions Program) in collaboration with Enrollment Management. This is a partnership with Robeson Community College. The grant is for \$399,817 per year for 5 years – total = \$1,999,085.00  
Areas of Emphasis:
    - Financial Literacy - will provide information regarding financial literacy (how do I pay for college, etc.) beginning the freshman year. In addition, financial literacy workshops will be provided - minimum of 10 per year – at both UNCP and RCC.
    - Teacher Education support - support for Praxis will be provided via Praxis Plus, math tutoring, workshops, etc.
    - Math support - full-time math support specialist will be hired to coordinate math tutoring/support for all math courses. Additional math tutors will be supported through this funding.

- Pre-health majors (including nursing) - hire graduate assistants and professional tutor to support these students with tutoring, workshops, job shadowing, and internships. Provides funding to support increased scores on standardized tests required for the majors.
- Transfer and Commuter students - hires 2 full-time transfer support specialists to assist with advising and getting these students connected to campus resources and services. Establishes a Transfer and Commuter Center that commuter students can use between classes.

VI. Unfinished Business: none (our items from spring head to AA, all welcome to attend)

VII. New Business

- a. Faculty sign-off on withdrawal: In spring, it was decided the faculty signature was not needed before a student could withdraw, which ended up being helpful when Covid hit. An online workflow is desired, and a question of what is best practice is up for discussion. Then committee discussed the pros and cons of requiring these signatures.
- Cons include the need for last minute signatures, and when students cannot find faculty this causes negativity and frustration.
  - Pros to requiring signatures are that it catches when a potential honor code violation is the reason for the withdrawal, or when a student isn't in too much trouble yet in the class. Faculty feel that having the chance to speak with them could keep them in the class, successful in the course and degree path, and off of the DFW list. Faculty would not know to reach out to them in the automatic format.
  - If it is not required but individual faculty feel strongly, one solution is they could add this item to their syllabus, indicating they would like to be included in this decision process.
  - Faculty expressed that getting an email notification would be beneficial, as with so many students we don't catch it right away and could miss the chance to reach out to the students. The current version from this past spring (where faculty could reply within 48 hours but it went through if nothing was sent) felt like a great compromise to many faculty.
  - More information is helpful, so updates will be sent on where we are in that process from Lois, and Jalen will reach out to the students to check in on their feeling about this as well.

VIII. Announcements: The committee discussed the potential need to meet more often as time sensitive issues come to light. The next meeting is currently October 14, 2020.

IX. The meeting was adjourned at 4:42PM.

*Minutes respectfully submitted by Joanna Hersey, September 13, 2020*