

College of Arts and Sciences
Chair's Council
February 4, 2020

Present: Berchild, Brown, Scott Buchanan, Stan Buchanan, Cavanaugh, Fischer, Glende, Hall, Hantzis, Hill, Inlow, Israel, Kinne, Kruger, Latimer, Perrin, Olsen, Rider, Selman, Sheets, Stofferahn, Tucker, Yousif, Woods

Absent: Ballard, Clark, Seung

Guest: Jason Trainer, Vice Provost for Student Enrollment Management
Kristi Lawson, Project Manager, Student Enrollment Management

- I. Approval of Minutes from January 28, 2020 – Approved as amended (to expand on staff item), with one abstention.
- II. Updates: Budget; Give to Blue Day (Chris O.)
 - Chris thanked the chairpersons for sending him names of faculty who are multilingual.
 - Matt Bergbower agreed to be the chairperson for Political Science beginning in July. Welcome Matt.
 - Chris will email the alums who responded to the recent survey on February 15th about Give to Blue. He asked the chairpersons to think of alumni to reach out to for a giving challenge.
 - Chris reported that the CAS Student Advisory Board met last week for the first time this semester.
 - Chris distributed the enrollment report for spring. Our share of the graduate budget is about half of the budget, primarily because of Foundational Studies.
 - Chris reported that the fall 20 enrollment numbers are relatively hopeful. We are outperforming last year, but there is a long way to go. The budget projections are based on a freshman class of 2,050, while last year was 1,890.
 - Chris shared that other ways of saving money continues to be through attrition with staff positions. Additionally, OIT is cutting student printers primarily in the residence halls.
 - Chris added that Academic Affairs is considering making New Faculty Orientation (NFO) non-mandatory and reducing the program to two or three days, without a stipend.
 - Chairpersons suggested for less money, rather than none at all. They hate to see the new faculty miss out on the cohort that is NFO.
 - They ask that Academic Affairs speak with the young faculty about the program before they change the program because the attendees to NFO are also a good resource for the rest of the faculty in the departments.
- III. Your items for discussion
 - N/A
- IV. Jason Trainer, and Kristi Lawson
 - Jason stated that we have positioned ourselves pretty strong heading into the fall, but we do have a way to go.
 - We are working to rebound our fall freshman enrollments for 2020. We have increased our applicant pool between 23-24%. We were also aggressive with our financial aid pieces. We send out FANs (Financial Aid Notifications), which let the students know what their finances look like. We have a significant numbers of students that show up with no financial plan in place. After all aids, loans and scholarships are covered, what is left for the family to cover is also mentioned in FANs.

- Jason stated that our brand recognition is strong, but our market recognition is weak. We need to lift up the strengths of the institution and what makes us unique.
- Our online enrollments continue to increase, but we need to do more about growing those numbers. How do we create capacity? How do we alleviate the financial strain on our students? Graduate programs are needing increased as well. We are hoping that the renewed focus on graduate and transfer areas will help to increase our cohorts.
- Jason suggested that some things we can do now are Parallel pathways to improve retention and partnering in writing a grant for cyber security.
- Questions:
 - Ann R. asked what is being done to improve international enrollment for graduate students. Jason replied that the challenge is that the market is so difficult right now. The international applications are up, but the yields are low. We are trying to be more non-traditional in our approaches to recruiting.
 - Ann R. asked what we are doing to attract Latino students. Jason stated that Hispanic students are an area we can grow in. How we communicate with families? What type of language resources we need to provide for families visiting. We have a position open now for an admissions counselor with a requirement of speaking with our Latino prospects. Ann added that we have a group of people in this room who would be very willing to work with you and admissions. Jason suggested that they reach out to Rich Toomey.
 - Jason stated that in all areas, 30% of our challenges are with the processes. Processes/internal controls, the second is the academic (programs, advising), third is financial.
 - Jeff K. asked if the common application is still part of the conversation. Jason responded that we are moving to Slate CRM, and we will be folding 4-5 technologies into this platform, the most significant is the application, both undergraduate and graduate. How can we take the common app. and have it feed into Slate? The common app. is very expensive and costs the institution about \$4/5 for each application. The version through Slate is free, so while we definitely support the common app., it isn't one we can afford to lead with.
 - Darlene H. commented that it would make campus visits more productive and enjoyable for parents and students if we had a little background on the students ahead of time, i.e. name, high school they attended, what they are interested in; just things to let the student feel engaged.
 - Chris O. asked about recruiting from small high schools. It seems that students from small high schools feel more at home here at ISU.

Next Meeting: February 18, 2020