

College of Arts and Sciences  
Chairs Council  
September 25, 2018

Present: Ballard, Berchild, Brake, Brown, Scott Buchanan, Stan Buchanan, Cavanaugh, Conant, Glende, Glendening, Hall, Hantzis, Hill, Olsen, Perrin, Selman, Sheets, Stofferahn, Woods, Yousif

Absent: Clark, Kruger-Newsham, Seung, Tucker

I. Approval of Minutes from September 11, 2018 – Approved as submitted.

II. Steve Neiheisel, Vice Provost

- I have come here through the group called The Registry. Members of The Registry come in to help bridge some gaps and to move things along for the permanent appointee. My contract is through the end of the calendar year.
- My background is chief enrollment officer (dean, chair, provost, vice provost). My masters and doctorate are from The Ohio State University.
- The provost established a SEM (Student Enrollment Management) Council. Both the president and the provost provided some emphasis that enrollment is important and that people must engage. We are down in enrollment this year so we want to increase in 2019
- This campus, for the past 10 years, has worked on a one-year plan. My preference is a four-year plan because I feel it works best with budget and enrollment cycles. The SEM Council meets weekly and will rotate agendas between the 2019 initiatives and long-term goals.
- The 2019 initiative is a persistence campaign for retention and continuation. The first initiative is to try to close the gap before the end of the spring semester. We are looking for an institutionally wide orchestrated effort around priority registration to get students registered before they leave for Christmas. Similarly, at the end of spring to make sure they register for fall before they leave in the spring.
- The second initiative is to identify and target selected programs for growth. Can we invest marginally in marketing? Can we identify distinct market segments? We have not tapped into this market. Do we have programs that have the capacity, that have demand and have distinct markets in which we can invest? The caveat is that they be current programs for fall 19.
- Third, is accessing the National Student Clearing House to find students interested in ISU, but who are not here yet. If they are at a community college, we can go recruit them as transfer students. Look at the admitted students who did not enroll and actively recruit them. We are going to find the students who did not come back and try to bring them back. Follow up with the students who enrolled or are interested in ISU.
- Fundamentally, transfers, online and graduate students need to be growth engines for this campus. Each are not mutually exclusive of the other. Use these areas to grow while we address financial aid and academic preparation of the freshman.
- The previous ten years have made us a healthy institution, but it is simply not a sustainable model.
- Dual admission is an option with IvyTech. Let them live on campus and attend the events if they want to.
  - Olsen asked what we could do to help between now and spring. A: The challenge is on us in the enrollment and marketing area to connect students. We need to filter and give you the tools to follow up with the students. The level of engagement is the key to retention. Obviously the more engaged the student is (job, dorm, club, faculty member, GA) the better chance we have in retaining them. We want to apply that principle from admissions to enrollment.
  - Hantzis shared that chairpersons receive a list of names with students interested in their area. She has a specific group of 2-3 faculty who she has the students meet with. She added that it would be helpful if admissions let the chairpersons know if their parents are alumni.
  - Sheets stated that he would appreciate feedback after they meet with the students and parents to know if their efforts are successful.
  - Rider asked Neiheisel what advice he had for international student recruiting. A: Internationalization of the campus and the learning experience is valuable and important. The likelihood of significant enrollment growth from their countries to ours will be limited for the next few years because of the external circumstances. International students who are already transfers could play a factor.

- Yousif asked if we should continue to raise our standards for admissions. In addition, in the college we have many programs that are relatively inexpensive, what is your view of charging different amounts for different majors. A: The higher the admissions standards the higher the retention rate. A 3.4 GPA will generally fall in the neighborhood of the low 80s for retention. The challenge will be the access question with transfer students, and the support systems to grow the retention. Two primary indicators of a successful high school student moving on to college were languages and math.
- Brake wondered if there is going to be any emphasis on processing articulation agreements with transfers. A: Neiheisel is working with institutional research and the registrar's office to be more involved in enrollment.
- Neiheisel commented that the online development team here is a strong crew and they do great work. Should not our services have the expertise of our instructional technology people to make our online services and websites easier for our students to use when it comes to transactional processes? All of our operational stuff should be self-service and then we help those who need help.
- Selman: In the graduate school, we used the clearinghouse to determine if a student left a school with a financial hold. Ballard wondered how they could get the transcripts for enrollment here.

### III. Announcements and Reminders (Olen)

- Olsen will be out of the office next week.
- Assessment/Student Success reports are due to the Dean's Office by October 1. The graduate assessment reports are on the same report.
- Homecoming: Get your table reservations in to Nancy.
- Please continue to notify Bassam about FAD and Workflow problems as the Pre-tenure reviews come forward. Yousif asked that lecturers use the CAS P&T report as opposed to the lecturer report so that the vitae appear. Hantzis suggested they copy and paste the vita into the report.
- Interim grading begins this Thursday with grades due next Tuesday. If someone missed the attendance reporting, please make sure they get the interim grade because if they miss both it will not be good.
- A representative from Barnes and Noble will be here in SH211 on Thursday from 11-2 to help with bookstore orders.
- Olsen asked the chairs to let their new tenure track or instructors know that he will use their name and a one sentence description of his/her specialty in his fall address. Please email Olsen with a one-sentence synopsis of their specialty.
- Ballard informed the chairs that Robin is no longer with ISU. We need syllabi from a number of you for the CTL project to go along with our previous discussion about transfer articulation. Please send them to me by Thursday at the latest.

### IV. Your Items for Discussion

- Hantzis: The Study Abroad Fair is this Thursday from 11-4 in Dede I.

Next Meeting: Tuesday, October 9