

Kentucky State University

Board of Regents Meeting

Student Success and Enrollment Management (SSEM) Committee

April 26, 2013

Regent Phyllis Williams, Chairperson
Regent Edwin Conner
Regent Syamala Reddy
Regent Joseph Franklin
Dr. Lorenzo L. Esters, Staff

KENTUCKY STATE UNIVERSITY
Regular Meeting of the
Board of Regents
Student Success and Enrollment Management Committee
April 26, 2013
10:30 a.m.
Board Room – Academic Services Building
Frankfort, Kentucky

STUDENT SUCCESS AND ENROLLMENT MANAGEMENT COMMITTEE MEETING INDEX

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Student Success and Enrollment Management Committee

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10:30 a.m.

Board Room – Academic Services Building

Frankfort, Kentucky

AGENDA

- | | |
|---|---|
| I. Call to Order | Regent Phyllis Williams,
Chairperson |
| II. Roll Call | Ms. Fulvia G. Longstreet, Recorder |
| III. Opening Remarks | Regent Phyllis Williams,
Chairperson |
| IV. <u>Approval of Minutes</u> | Regent Phyllis Williams,
Chairperson |
| V. <u>Executive Summary Report</u> | Dr. Lorenzo L. Esters, Vice President
Student Success and Enrollment
Management |
| VI. Discussion | |
| VII. Adjournment | |

Student Success and Enrollment Management Committee

April 26, 2013

10:30 a.m.

Board Room - Academic Services Building
Frankfort, Kentucky

Agenda Item Background

To:	Board of Regents Student Success and Enrollment Management Committee	Date: April 26, 2013
From:	Dr. Lorenzo L. Esters, Vice President	
Subject:	January 25, 2013 Committee Minutes	
Reason for Consideration:	Approval	Enclosures: Yes

Background:

The minutes of the Student Success and Enrollment Management Committee meeting of January 25, 2013, require approval in order to become an official part of the committee records.

Recommendation:

That the Student Success and Enrollment Management Committee approve the minutes of the January 25, 2013 meeting.

Initiator:	Dr. Lorenzo L. Esters, Vice President
Board Action Date:	April 26, 2013
Effective Date:	April 26, 2013

Student Success and Enrollment Management Committee

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**Board Room – Academic Services Building
Frankfort, Kentucky**

MINUTES

Regent Karen Bearden, Acting Chairperson, in the absence of Regent Williams, called the meeting of the Kentucky State University Board of Regents Student Affairs Committee to order at 10:45 a.m. on January 25, 2013. Regent Bearden asked Mrs. Fulvia Longstreet, Recorder to call the roll:

Regent Phyllis Williams, absent
Regent Syamala Reddy, absent
Dr. Lorenzo L. Esters, present

Regent Edwin Conner, present
Regent Joseph Franklin, present
Regent Lavaughn Henry, present

A quorum was declared.

The minutes of the October 26, 2012 meeting was approved.

Action: Action item: To change the name of the Student Affairs Committee to Student Success and Enrollment Management Committee. Regent Franklin made the motion to approve and Regent Henry seconded. The motion was approved.

Correction: No corrections.

Informational: Dr. Lorenzo L. Esters began his presentation by deferring to Regent Franklin to provide any updates on student activities for the semester.

Regent Franklin's report: The Student Government Association (SGA) is putting together many programs to improve the morale and increase the level of motivation among the students at KSU. SGA worked with two campus organizations to provide a venue for viewing the US Presidential debates. SGA and Student Life sponsored a three-day Men's Conference. SGA assisted in a mentoring project with students in the Upward Bound program and also assisted with a Thanksgiving Food Drive for the Frankfort residents. SGA also held a walk-through the dorms to express the importance of finishing the semester strong academically. The SGA is also working with Student Engagement and Leadership Development to finalize its 5-point Strategic Agenda that will ultimately improve morale, increase grade point averages and improve retention.

Dr. Esters presented a slide presentation with an overview of the Student Success and Enrollment Management area including the following:

- The Completion Imperative: Enhancing Student Success with Intentionality and Teamwork.
- Current Enrollment and Retention Data (Enrollment Fall to Fall and Spring to Spring).
- Recruitment Strategies.
 - Launch new and innovative recruitment campaigns.
 - Effective Territory Management.
 - Website Enhancement.
 - Increase Admit to Enrolled Rate.
 - Enhance Transfer enrollment through innovative partnerships.
- Retention Strategies
 - Development of the Center for Academic Persistence & Success.
 - Spring Pre-Registration Campaign to impact Persistence.
 - Policy Revision for Students on Academic Probation.
 - Individualized Advising & Support to Students with 100 or more hours.
 - Development of 1st and 2nd Year Committee.
- Student Engagement and Leadership Development Strategies.
 - Monitor student leaders' grades.
 - Implement Leadership Training and Development.
 - Implement 1st and 2nd Year Seminars.
 - Increase evening/weekend activities.
 - Provide substance abuse education and health initiatives.
 - Implement revised policies/procedures for conduct.
- University Police Observations.
 - Performed a review of the police department.
 - Cross training for staff.
 - Developing Standard Operating Procedure Manual.
 - Continuous training on active shooter situations.

After questions and answers, Regent Franklin moved and Regent Henry seconded that the meeting be adjourned. Regent Bearden adjourned the meeting at 11:22 a.m.

Submitted by:

Approved by:

_____ Approved with no corrections

_____ Approved with corrections

Agenda Item Background

To:	Board of Regents Student Success and Enrollment Management Committee	Date: April 26, 2013
From:	Dr. Lorenzo L. Esters, Vice President	
Subject:	Executive Summary	
Reason for Consideration:	Informational	Enclosures: Yes

Background:

Recommendation:

Informational

Initiator:	Dr. Lorenzo L. Esters, Vice President
Board Action Date:	April 26, 2013
Effective Date:	April 26, 2013

Student Success and Enrollment Management Committee

April 26, 2013

10:30 a.m.

**Board Room – Academic Services Building
Frankfort, Kentucky**

Executive Summary

The division of Student Success and Enrollment Management (SSEM) continues to implement strategies based on research-based and data-informed best practices to enhance the recruitment, retention, success of all students and assure the safety of students, faculty, staff, administrators and all visitors to the KSU campus.

Mr. Antonio Boyle has been hired to serve as the Assistant Vice President for Enrollment Services. Enrollment Services consists of the Green to Gold Program, Office of Admissions, Office of Student Financial Aid, Office of the Registrar and the Student One Stop Shop.

A highlight of key division activities since the January 25, 2013 Board of Regents meeting include the following:

- A Division-wide SSEM Strategic Leadership Retreat was held on March 11 and 12, 2013. The retreat included a focus on team building, the development of a mission and vision statement, and the identification of key five year goals and objectives for the Division. The retreat also included faculty and staff from other areas of the university who are members of the newly formed Freshmen and Sophomore Year Experience Committee.
- The Division continues to work with its Strategic Enrollment Management consultant to enhance recruitment and marketing efforts.
- The Division has experienced an increase in applications for admission over last year. At this time last year the Office of Admissions had a total applicant pool of 3,624. To date, a total of 4,499 applications have been received. This represents a 24% increase over last year. The total number of acceptances at this time last year was 1,425 as compared to 2,523 acceptances this year to date. This represents a 77% increase.

- The university hosted Spring Open House on April 20, 2013 with a total of 845 individuals pre-registered including high school and community college students.
- The Division has developed the “Gold Standard of Excellence Award,” which recognizes employees and/or departments for providing outstanding customer service, demonstrating workload competency and a commitment to accountability within the Division of Student Success and Enrollment Management. The employees in the newly developed Center for Academic Persistence and Excellence were the first recipients of the award.
- The Division continues efforts to enhance programming to identify at-risk students and intervene proactively to enhance persistence and success. As a result, more students are being touched through individual advising/counseling sessions.
- The Division is focusing on student loan debt management and financial literacy by launching a new initiative in partnership with USAFunds. The effort is scheduled for launch in Fall 2013.
- The Division’s Men of Excellence and Women of Excellence initiatives were launched this semester with several nationally recognized guests who visited the campus including actress and Professor Dr. Tonea Stewart, NBA champion Derek Anderson and famous physicians and twin brothers, Drs. Vince and Vance Moss.
- Two additional officers, one full-time dispatcher and two part-time dispatchers have been hired. The Department is currently recruiting to fill the Lieutenant position that became vacant after a recent resignation.

Departmental Activity Reports

ENROLLMENT SERVICES

The Office of Enrollment Services maintains as its primary mission the planning, implementation, coordination, monitoring and evaluation of a comprehensive enrollment management plan that fosters collaboration and promotes teamwork in the achievement of an academically enriched student population. Enrollment Services consists of the Green to Gold Program, Office of Admissions, Office of Student Financial Aid, Office of the Registrar and the Student One Stop Shop.

Programmatic Priorities/Strategies to support Student Success

- The university has experienced an increase in applications for admission over last year. At this time last year the Office of Admissions had a total applicant pool of 3,624 as compared to 4,499 applications received this year to date. This represents a 24% increase over last year. The total number of acceptances at this time last year was 1,425 as compared to 2,523 acceptances this year to date. This represents a 77% increase. The Office of Admissions is currently focusing on incomplete applications through mailings, telephone calls and emails in an effort to increase the yield. Efforts are focused on reaching incomplete applicants and assisting them with completing the application process and assisting accepted students with the enrollment process and submission of their housing deposits, where applicable.

- The university hosted Spring Open House on April 20, 2013 with a total of 845 individuals pre-registered including high school and community college students.

- The university is launching a new partnership with USAFunds focused on Debt Management and Default Prevention for all KSU students. The initiative is designed to educate students on how to take control of their student loans and about managing their time and money. The tools provided through this effort will assist the university with staying in touch with borrowers to help them stay on track to successful loan repayments.

- The university's partnership with a Strategic Enrollment Management consultant is on-going. An update on the progress is as follows:
 - Preliminary work on establishing strengths, weaknesses, opportunities and threats, along with current marketing, recruiting and retention strategies has been completed. The consultants have made over five visits to the campus this semester to include interviews with staff, faculty, and administrators and have presented several reports to the university related to the enhancement of recruitment, processes and marketing.

 - The consultants presented at the Student Success and Enrollment Management Strategic Planning retreat held on March 11, 2013. As a result, several campus committees have been developed focused on the following four areas:
 - Quality Enrollment Growth
 - Brand and Brand Promise
 - Customer Service
 - Data-driven Integrated Student Success model