

# Kentucky State University

Board of Regents Meeting

## **Student Success and Enrollment Management (SSEM) Committee**

July 26, 2013

**Regent Phyllis Williams, Chairperson  
Regent Syamala Reddy  
Dr. Lorenzo L. Esters, Staff**

**KENTUCKY STATE UNIVERSITY**  
**Regular Meeting of the**  
**Board of Regents**  
**Student Success and Enrollment Management Committee**  
July 26, 2013  
10:45 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**

**July 26, 2013**

**10:45 a.m.**

**Board Room – Academic Services Building**

**Frankfort, Kentucky**

**AGENDA**

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

## Student Success and Enrollment Management Committee

July 26, 2013

10:45 a.m.

Board Room – Academic Services Building  
Frankfort, Kentucky

### Agenda Item Background

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

#### Background:

The minutes of the Student Success and Enrollment Management Committee meeting of April 26, 2013, require approval in order to become an official part of the committee records.

#### Recommendation:

It is recommended that the Student Success and Enrollment Management Committee approve the minutes of the April 26, 2013 meeting.

<b>Initiator:</b>	Dr. Lorenzo L. Esters, Vice President
<b>Board Action Date:</b>	July 26, 2013
<b>Effective Date:</b>	July 26, 2013

KENTUCKY STATE UNIVERSITY  
Regular Student Success and Enrollment Management Committee Meeting  
Board of Regents  
Student Affairs Committee  
10:45 a.m. April 26, 2013  
Board Room, Academic Service Building  
Frankfort, Kentucky

**MINUTES**

Regent Phyllis Williams, Chairperson, called the meeting of the Kentucky State University Board of Regents Student Success and Enrollment Management Committee to order at 11 a.m. on April 26, 2013. Regent Williams asked Mrs. Fulvia Longstreet, Recorder, to call the roll:

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

Regent Edwin Conner, absent  
Regent Joseph Franklin, present

A quorum was declared.

The minutes of the January 25, 2013, meeting was approved.

**Action:** No action items.

**Correction:** No corrections.

**Informational:**

Dr. Lorenzo L. Esters began by introducing Antonio Boyle, new Assistant Vice President for Enrollment Services. Also introduced were Ray Bankston, Chelsea Hardy, Jason Carter and Joseph Franklin, seniors on the Executive Board of the Student Government Association. Dr. Esters presented each student with a plaque.

Dr. Esters presented a PowerPoint with an overview of the Student Success and Enrollment Management area which included the following divisional highlights:

- The division-wide *SSEM Strategic Plan* is complete. The plan development began with a division-wide retreat held at the Center for the Sustainability of Farms and Families. The mission, vision, goals and objectives were developed. It is a five year plan that will guide our work through the year 2018. The Division developed an employee recognition award (Gold Standard of Excellence Award). This award is used to recognize the individual or collective contributions of employees in three areas—customer service, competency and accountability. During the spring semester the Division started a Men and Women of Excellence program. Guests during the spring semester included: Drs. Vince and Vance Moss, Dr. Tonea Stewart and Mr. Derek Anderson. In the fall, both programs will include welcome week activities for all freshmen.

- *Enrollment Services/Spring 2013 Open House/Updates*  
The total applications to date for 2013 were at 4,700 compared to 3,698 at this point in spring 2012. A total of 1,074 individuals pre-registered for the April 2013 Open House and a total of 610 attended. University overviews were provided by the Academic Center for Excellence, Residence Life, University Safety and Security, the Center for Academic Persistence and Success, One-Stop-Shop, Health Services, Student Life, Bursar, Financial Aid, and Admissions. SEM Works continues their work with the University hosting their first in a three-part series of SEM strategy workshops. The primary goal of these workshops is to develop a Strategic Enrollment Plan for the University and strategies to sustain and grow the University's enrollment. The summer and fall registration is ongoing. The Financial Aid office has started the awarding process and students are receiving their award notifications.
  
- *Academic Support and Advising*  
Staff training is a major focus through participating in national and regional conferences, webinars, invited experts, etc. Contractual obligations with corrective actions were developed for all students on academic probation. Mid-term academic assistance meetings were held for all students who were identified as at-risk of not completing their courses.
  
- *Focus on Retention & Persistence*  
ACE served over 353 students in one-on-one sessions and an additional 393 students in workshop and classroom presentations. The New Student Orientation is scheduled for June 21 and July 18, 2013. The orientation will be mandatory for all new students and will be a full day event. A major pre-registration campaign is underway through the Center for Academic Persistence and Success for returning students.
  
- *Student Engagement and Leadership Development*  
A community service project in Nashville, TN was held with 40 students participating. A Red Cross Blood Drive was held and sponsored an Epilepsy Awareness Program was sponsored on campus. A Mural Design Competition, leadership and career counseling activities were also held.
  
- *University Police Services*  
The University is moving forward with plans to hire a permanent Director of University Safety and Security Affairs. Senior Officer Bernard Palmer and Patrolman Troy Willard have been hired. Both Sergeants have recently participated in training on how to bullet proof the department's leadership.

After questions and answers, Regent Henry moved and Regent Franklin seconded that the meeting be adjourned. Regent Bearden adjourned the meeting at 11:55 a.m.

Submitted by:

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Approved by:

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\_\_\_\_\_ Approved with no corrections

\_\_\_\_\_ Approved with corrections

### Agenda Item Background

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

**Background:**

**Recommendation:**

#### Informational

<b>Initiator:</b>	Dr. Lorenzo L. Esters, Vice President
<b>Board Action Date:</b>	July 26, 2013
<b>Effective Date:</b>	July 26, 2013

**Kentucky State University  
Student Success and Enrollment Management**

**Report to the Board of Regents**

**July 26, 2013**

**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, and success of all students and assure the safety of students, faculty, staff, administrators and all visitors to the KSU campus.

A highlight of key division activities since the April 26, 2013 Board of Regents meeting include the following:

- The Division concluded its work with its Strategic Enrollment Management consultant to enhance recruitment and marketing efforts. A comprehensive Strategic Enrollment Management Plan was submitted to the university for implementation.
  
- The university has experienced an increase in applications for admission over last year as well as an increase in the applicant academic profile. At this time last year the Office of Admissions had a total applicant pool of 4,066 as compared to 5,528 applications received this year to date. This represents a 36% increase over last year. The total number of acceptances at this time last year was 2,065 as compared to 3,245 acceptances this year to date. This represents a 57% increase. The total number of intent to enroll confirmation forms at this time last year totaled 466, compared to 603 intent to enroll confirmation forms received this year to date. This represents a 29% increase. The average applicant GPA at this time last year was 2.7 compared to 2.9 this year to date. This represents a 7% increase. The average applicant ACT score at this time last year was 18 compared to 19 this year to date. This represents a 6% increase.
  
- The University hosted New Student Orientation on June 21, 2013 with a total of 280 students plus 232 parents in attendance.
  
- The Division instituted a Quality Service Training Initiative for all full-time staff members. The initiative included seven training topics including: SSEM Gold Standard (Competency, Accountability, & Customer Service); Understanding & Relating to our Customers (internal & external); Internal Communication &

Documentation, Written Communication (Letters, Email, Promotional pieces, etc.), Telephone Usage, Special Events, and Exceptional Front-Line Customer Service in Higher Ed. The training sessions were delivered via live interactive presentations, online training courses and webinar formats.

- Interviews were conducted and an offer issued to fill the Director of University Safety & Security Affairs position effective August 1, 2013. The department is currently recruiting to fill three additional Patrol Officer positions to optimize staffing and campus safety.
- A Mental Health Counselor was hired in the Health Services Department to address a significant counseling void in that area.
- On June 28, 2013, Mr. John Martin, Registrar, retired from the university after 22 years of service. A national search is currently underway to fill this critical position.
- SSEM is currently in the midst of Ellucian Software implementation. A week long training of faculty, staff, administrators, and students was held by on-site consultants in the first of several campus visits to introduce Course Signals, an early alert system, to the university. This system will facilitate early awareness and academic support to students at risk of failure in a course.
- The kick-off to the Frankfort/ Franklin County Initiative was held on campus to introduce a series of efforts to promote KSU as “Frankfort’s University” and to encourage and promote ongoing collaborative efforts between the campus and local community. In a reception attended by campus and community leaders, the Honorable William May, KSU alumnus and Mayor of the City of Frankfort, presented a proclamation officially designating KSU as “Frankfort’s University.”
- As a result of aggressive retention measures and outreach for students in academic distress at the mid-term point and targeted initiatives to students on Academic Probation by departments within RMAS, there was a significant decrease in academic actions at the close of Spring 2013 grading in comparison to Spring 2012. Overall academic actions of academic probation, suspension, and dismissal decreased to 349 for Spring 2013 from 463 for Spring 2012, representing a 25% decline of students in academic distress.

## Student Success and Enrollment Management

### 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 as well as an increase in the applicant academic profile. At this time last year the Office of Admissions had a total applicant pool of 4,066 as compared to 5,528 applications received this year to date. This represents a 36% increase over last year. The total number of acceptances at this time last year was 2,065 as compared to 3,245 acceptances this year to date. This represents a 57% increase. The total number of intent to enroll confirmation forms at this time last year was 466 as compared to 603 intent to enroll confirmation forms this year to date. This represents a 29% increase. The average applicant GPA at this time last year was 2.7 compared to 2.9 this year to date. This represents a 7% increase. The average applicant ACT score at this time last year was 18 compared to 19 this year to date. This represents a 6% increase.
  
- The kick-off to the Frankfort/ Franklin County Initiative was held on campus to introduce a series of efforts to promote KSU as “Frankfort’s University” and to encourage and promote ongoing collaborative efforts between the campus and local community.
  - In a reception attended by campus and community leaders, the Honorable William May, KSU alumnus and Mayor of the City of Frankfort, presented a proclamation officially designating KSU as “Frankfort’s University.”
  - Members of the SSEM staff volunteered to host a KSU information table at the 40<sup>th</sup> Annual Capital Expo Festival, June 6-8, 2013. Information on the University was distributed along with 1000 free t-shirts noting Kentucky State University as “Frankfort’s University”
  - An ongoing marketing plan was initiated to promote KSU as Frankfort’s University that includes television advertisements, radio advertisements,

and newspaper inserts. The initial radio spots included voiceovers read by Frankfort residents that are also KSU alumni.

- The university's partnership with a Strategic Enrollment Management consultant concluded the information gathering phase at the end of June. The consultants are drafting a final Strategic Enrollment Management Plan to include the summary of their findings and corresponding recommendations for actions moving forward. The completed plan will be delivered by the end of July.
- The Student One Stop Shop (SOS) has partnered with the IT Department to implement a new Call Center software package – UC for Business that will allow all Enrollment Services calls to be routed through the SOS. The new desktop platform will greatly improve our ability to manage calls in an efficient manner as well as provide reporting capabilities that will assist with the assessment of call volume and processing. Callers will be notified of their place in the queue and offered the option to leave a message or continue to hold for the next available counselor. The desktop software will also allow additional staff to be trained and participate in the management of calls from their respective desks during peak high call volume times.

## **Spring 2013 Enrollment Services Program Highlights**

### **Office of Admissions**

- As part of the Frankfort/Franklin County Initiative the Office of Admissions attended the Franklin County High School graduations at the Frankfort Convention Center.
- Submitted data files of accepted and incomplete students to SEMWORKS as part of our (Customer Relations Management) CRM implementation. The CRM will allow us to communicate with prospective students in a timely manner.
- Over 265 missing credential letters were mailed to transfer students along with 1,700 missing credential letters to first-time freshman who have applied for Fall 2013.
- 18 new students were selected to serve as students' ambassadors for the upcoming school year. A week-long training will take place before school in August
- The Admission Counselors attended 20 high school award nights within the state of Kentucky to include our service counties and others. During these award nights, students were presented with scholarship award certificates.

- The Office of Admissions was represented at the Mayor's Roundtable event in Louisville, KY. This event recognized those students from Louisville who will be attending college this Fall. Two students from KSU were recognized at this event.

### **Student One Stop Shop (SOS)**

- The SOS assisted 98 graduating seniors with their Student Loan Exit Counseling sessions.
- Through a new telephone initiative, the SOS staff answered a total of 1,456 calls for the month of May. This number will increase as we move into the summer months.
- SOS staff assisted the Financial Aid office in stuffing award notices and missing information letters that were mailed out to students.
- During the month of May, the SOS received a total of 2,966 visits by students.

### **Financial Aid Office**

- Worked on Pell Reconciliation for 2011-12 year
- Led review of SAP appeals – late submissions- exception review
- Worked with Admissions on updates to Scholarship Brochures
- Updated Consumer Information on website
- Sent out reminder email to Unit Scholarship coordinators regarding July 1<sup>st</sup> deadline to submit recipient list.
- Continuing to work on Net Price Calculator updates
- The Financial Aid Office was recertified through 2019 for participation in Title IV (Pell Grant, SEOG, Federal Study, loans, etc.)

### **Office of the Registrar**

- Spring 2013 commencement was a success. One hundred and ninety students received degrees.
- Term-end and year-end processing were completed by the Office of the Registrar; included Grading, Degree Processed Updates, Academic Actions, and Approved Updates from the Faculty Senate.
- Mr. John Martin, Registrar, retired on June 30, 2013 after 22 years of service to the University. The search for a Registrar is ongoing.

## **RETENTION MANAGEMENT AND ADVISING SERVICES**

Retention Management and Advising Services (RMAS) represent one of three major areas within the Division of Student Success and Enrollment Management at Kentucky State University. The departments that comprise Retention Management and Advising Services are: Academic Center for Excellence (ACE), Center for Academic Persistence and Success (CAPS), Placement, Testing, Career Preparation, and Student Support Services (SSS). The goal of this comprehensive area is to increase student retention rates and persistence to graduation with a focus on academic success and achievement through intrusive, early intervention, academic support programming, and systematic tracking of students from matriculation to graduation. Several programmatic strategies have been instituted both by the area and individual departments in support of the institutional goals of improving student persistence, retention rates, graduation rates, and academic success.

### **Spring 2013 Retention Management and Advising Services Highlights**

#### **Academic Center for Excellence (ACE)**

- During the spring 2013 semester, ACE served over 488 students in more than 1,944 one-on-one tutorial sessions and an additional 393 students in workshops and classroom presentations.
- ACE regular clientele (8 or more visits) experienced a 92% pass rate in their tutored classes. This same cohort earned an average of 13.01 credit hours during the semester with an average GPA of 2.89.
- The Director collaborated with Academic Affairs on the successful rewrite of the Wal-Mart Student Success Collaborative grant which will fund faculty/staff learning community efforts for another year. An initial meeting of the expanded learning community was held at the KSU Research Farm on June 19<sup>th</sup>. A national meeting of all institutions participating in the grant will be held on the KSU campus this September 12-13<sup>th</sup>.
- ACE staff collaborated with the University's new Frankfort/Franklin County outreach to work with the Paul Sawyer Library, King Center, and Capital City Reading Camp for literacy efforts.

#### **FRIENDS**

- The Finding Resources In Education for NontraDitional Students (FRIENDS) Program contributes to the success of KSU's overall mission to its students with a focus on the nontraditional, commuter, and distance education students. This semester 154 students made use of the FRIENDS program during the months of April, May, and June.
- Staff members of FRIENDS in conjunction with ACE provided academic workshops to Nursing Education Enrichment Project students on Learning Styles, Study Skills, Goal Setting, and Time Management to give guidance, focus and to

assist in the success of their educational careers.

- The FRIENDS Program staff also participated in the “Kickoff Festival and Open House” at the Paul Sawyer Library in KSU’s Frankfort/ Franklin County Initiative.
- For the upcoming semester, the Supervisor of the FRIENDS program is preparing to move forward with a mentoring program targeting KSU’s nontraditional student population.

### **Center for Academic Persistence and Success (CAPS)**

- CAPS held 408 advising/counseling sessions during this quarter, including one-on-one meetings and pre-registration for Summer and Fall 2013.
- In efforts to improve knowledge and promote best practices in advising, CAPS staff has undergone several training opportunities that include webinars on intrusive advising and best retention strategies. Additionally, special training sessions have been conducted by departments within the institution to familiarize the CAPS staff on specific services and resources to assist them in better serving students, including Disability Resource Center on servicing students with disabilities and the Registrar Office on conducting degree audits. Lastly, the Director and two Persistence Officers attended the NACADA regional conference, which is the national organization for academic advising.
- CAPS staff participated in several divisional and university-wide events in support of retention, including but not limited to: Open House, Epilepsy workshops, New Student Orientation, AWA Orientation, SEM Works planning, Ellucian training, and SSEM meetings and trainings.
- The Director attended CPE meeting on Deliverology through Education Delivery Institute, representing the University’s Deliverology committee.
- CAPS staff collaborated with the University’s new Frankfort/Franklin County Initiative to work with the Capital Downtown Expo and Capital City Reading Camp for literacy efforts.

### **Placement, Testing, and Career Preparation (CPCP)**

- CPCP and Placement Testing staff served 328 students for professional testing in several national exams, including PRAXIS, SAT and ACT (National and Residual).
- CBT’s-Computer Based Test (CLEPs, Correspondence and Miller Analogies) served five students.
- During this quarter, approximately 707 students attended the Lab or received services from CPCP, with a total of 1,433 for the entire semester.

- CPCP facilitated faculty-led workshops to assist students with preparation for national licensure and professional school testing. A total of 120 students attended these training sessions for PRAXIS, Nursing and GRE Preparation.

### **Student Support Services (SSS)**

- SSS continues to diligently interface with all departments to assist students in their plight to be successful. The entire staff of SSS participated in the New Student Orientation (NSO) by welcoming both parents and students to Kentucky State University. The Director, John Burrell co-presented a session to the parents of incoming freshmen and transfer students at the June 21<sup>st</sup> New student Orientation. This presentation was developed to detail the specific resources available and how students may maximize their usage while at KSU. Such resources as SSS, ACE, CAPS, Financial Aid and many others were explained in detail. Further, the parents were provided phone numbers for these frequently called offices. At the end of the presentation, parents were given an opportunity to ask questions.
- SSS staff provided a resource table in the exhibit area during NSO with information about the services available to students. Several students and parents visited and many of the students submitted applications on location.
- The Director is participating in the male mentoring session during the summer Academics with Attitude (AWA) male mentoring sessions.
- SSS will be co-hosting the second annual Cultural Fair with Franklin County as a part of the KSU Franklin County initiative in March 2014.

### **Student Engagement and Leadership Development**

Student Engagement and Leadership Development (SELD) consists of the following offices: Health Services, Career Counseling and Placement, Judicial Affairs/Director of Women, and Student Life. The current major initiatives of SELD are: to enhance student engagement outside the classroom, on and off campus; to implement early monitoring of student leaders' academic performance; to partner with local health agencies to provide health education and initiatives; and to provide leadership development and training aimed at preparing students for life after graduation. To this end, the following strategies are being implemented in an effort to reach these goals:

- The current objectives for the Office of Student Life are:
  - To ensure that undergraduates participate in 1 of 2 community service projects annually.
  - To implement monthly student activities and leadership programs, including evenings and weekend programming and programs for off-campus students.
  - To increase the cumulative GPA of student leaders annually.

- The current objectives for the Office of Career Placement and Planning are:
  - To increase federal job placement annually.
  - To increase in state job placement annually.
- The current objectives for the Office of Health Services are:
  - To implement educational programs related to substance abuse, physical health, and mental health, in conjunction with local health agencies.
- In the area of Judicial Affairs:
  - Student Code of Conduct sanctions are being revised to include less punitive and more educational sanctioning workshops to foster student development (i.e., Conflict Resolution, Decision Making, Substance Abuse, and Anger Management) while still enrolled as opposed to out of school suspensions).
  - Efforts continue to decrease judicial violations and enhance character education through 1st and 2<sup>nd</sup> Year Seminar committee.

## **Spring 2013 Student Engagement and Leadership Development Highlights**

### **Career Counseling & Placement**

- The annual Career Placement Awards Program was held in the Carl M. Hill Student Center Ballroom. The guest speaker was Mr. Kevin Cooke, Jr., KSU alumnus and Deputy Chief Information Office, U. S. Department of Housing and Urban Development, Washington, D.C. During the program:
  - 22 graduating seniors were presented with awards.
  - 4 community partners; 1 alumnus; 1 retiree; 1 Green 2 Gold student; 3 employers; 7 staff members; and 4 faculty members were presented with awards.
- Graduate School and Job Placements
  - Tijan Ceesay, an accounting graduate, completed the Federal Reserve Bank Internship and was awarded a full-time position in the Memphis, Tennessee Branch.
  - Jivonta Montgomery was accepted to North Carolina Central School of Law.
  - Jessica Gordon, a Business Administration graduate, completed her post internship with the U. S. Federal Highway Administration and was hired and promoted to Financial Analyst in the Frankfort office.

### **Health Services**

- The Director secured an agreement with the State Department of Public Health/Immunization and Prevention to receive free vaccines for immunizations of Hepatitis A and B, Measles and Mumps and Rubella, Meningitis HPV, Diphtheria, Pertussis, Tetanus, and Varicella.

- Ms. Joy Harris was hired as Mental Health counselor.
- The office collaborated with the Office of Sponsored Programs to submit a 3 year grant of \$600,000 for HIV/Substance Abuse/Mental Health.

### **University Safety and Security Affairs**

The University Safety and Security Affairs Department is committed to creating an environment in which learning, living, research, and teaching may flourish. The Department holds steadfast in promoting a positive community environment while upholding and enforcing the law and minimizing risks to ensure the safety of students, faculty, staff and the guests at Kentucky State University. All Departmental personnel strive to maintain excellence and integrity in respecting the rights and dignity of all persons with whom they make contact.

#### **Spring 2013 University Safety and Security Affairs Department Highlights**

- Interviews were conducted and an offer issued to fill the Director of University Safety & Security Affairs position effective August 1, 2013.
- The department is currently recruiting to fill three additional Patrol Officer positions to better serve our campus.
- 11 members of the staff completed CPR training and certification.