

MINUTES

ACADEMIC AFFAIRS AND ENROLLMENT MANAGEMENT COMMITTEE

UNIVERSITY OF SOUTHERN INDIANA BOARD OF TRUSTEES

March 1, 2018

The Academic Affairs and Enrollment Management Committee of the University of Southern Indiana Board of Trustees met on Thursday, March 1, 2018, in the Griffin Center on campus. Present were Committee Chair Kenneth L. Sendelweck '76 and Trustees W. Harold Calloway, Amy W. MacDonell, Anjali Patel '19, and Ted C. Ziemer Jr. Also in attendance were President Linda L. M. Bennett, Provost Ronald S. Rochon, Vice President for Enrollment Management Andrew W. Wright and Faculty Senate Chair Peter C. Whiting.

1. APPROVAL OF A NEW DEGREE PROGRAM: BACHELOR OF ARTS/BACHELOR OF SCIENCE IN STATISTICS

The Pott College of Science, Engineering, and Education proposed to offer a Bachelor of Arts/Bachelor of Science in Statistics degree. A complete abstract describing the program is in Attachment A. The proposed implementation date is fall 2018.

On a motion by Mr. Ziemer, seconded by Ms. MacDonell, the committee approved the recommendation to the Board of Trustees to approve the degree program in Attachment A.

2. ENROLLMENT UPDATE

Andrew Wright, vice president for Enrollment Management, reported there is currently an increase in enrollment for both undergraduate and graduate students in Summer I and Summer II sessions and a decrease in enrollment for Summer III session. He added the overall credit hour production for the three terms combined for undergraduate students increased 1.4 percent or 139 hours and 42 percent or 1,212 hours for graduate students, a combined increase of 10.8 percent or 1,351 hours. Mr. Wright noted this is a significant change compared to the lower summer enrollments experienced over the past several years.

Mr. Wright explained two initiatives in USI's communication stream that could increase enrollment in summer courses – summer Pell grants and fast track. Both students and advisors received information regarding the availability of each program.

Vice President Wright concluded his report with an update on current applications, admissions and orientation information, noting that it is too early to predict the University's enrollment for fall 2018.

3. OVERVIEW OF UNDERGRADUATE RECRUITMENT EFFORTS

Rashad Smith, director of Undergraduate Admissions, provided an overview of the University's recruitment efforts. Mr. Smith began his presentation informing the committee that there has been a continual decrease in the number of high school graduates over the last ten years.

Mr. Smith explained several strategies used to recruit freshman students including, name buys, marketing and communication plans. The University currently acquires names of students using predictive analytics. Marketing strategies have included collaborations between Undergraduate Admissions and Marketing and Communications to advertise through digital advertisements and billboards, as well as print and social media. In addition, the University recently launched the role model campaign. Each communication plan is tailored for admitted students, senior inquiries, sophomores, juniors and parents.

Senior high school students receive communications from Undergraduate Admissions if they have applied, been admitted or visited campus. Those admitted to USI receive an acceptance packet and email, commitment card and housing and orientation information. Parents also receive information.

High school students inquiring about USI receive brochures and postcards regarding quality academics, scholarships, student life and campus visits. Inquiring students also can attend open house sessions that occur throughout the fall and spring semesters.

A goal of Undergraduate Admissions is to inform parents at each stage of the admissions process to help them develop a roadmap that will assist them through the process. Undergraduate Admissions has worked to connect prospective parents with parents of admitted students through Facebook. Prospective parents are given the opportunity to ask questions directly to parents of current students.

A combination of email and postcard correspondence is sent to junior level high school students. This communication plan focuses on resources and services such as those offered in University Division. It is segmented by college depending on the students' interests and introduces students to clubs, organizations, Greek life and study abroad. Prospective students also are strongly encouraged to visit campus.

The sophomore communication plan focuses more on branding and an introduction to the University's programs. They are provided with a college planning timeline and are sent information through email about preparing to take ACT and SAT tests.

More recent strategies aimed at prospective freshman include information regarding scholarships such as the Harolyn Torain Multicultural Leadership Scholarship, Medical Professions Academy and Foundation Scholarship Application Portal.

For transfer students, strategies include expanded visits to feeder schools; transfer visit days; National Student Clearinghouse; expanded transfer communication plan and Academic Partnerships (AP) programs. Specialized transfer ambassadors also are available to give campus tours and to answer any questions from prospective students.

In order to make undergraduate recruitment successful, Undergraduate Admissions works collaboratively with many offices, including Honors, Housing and Residence Life, Student Development Programs, Student Financial Assistance, University Division, College Achievement Program and the Financial Care Team. Programmatic efforts such as campus visit initiatives like the Health Professions Day, Lunes de Latinos and CAP Day, are conducted as well. In addition, the Student Ambassador Organization has been restructured to better connect with prospective students. Three types of ambassadors are now available – student ambassadors, transfer ambassadors and bi-lingual ambassadors.

Mr. Smith concluded his presentation by reviewing the challenging landscape USI faces in differentiating itself from other universities. President Bennett noted the role model campaign shows how the University develops relationships with its students.

In other business, Provost Rochon informed the committee that the Bachelor of Science in Electrical Engineering program will be expedited at the next Indiana Commission for Higher Education meeting. In addition, Dr. Zane Mitchell, Dean of the Pott College of Science, Engineering, and Education informed the committee that the Doctor of Education program was approved by the Higher Learning Commission.

There being no further business, the meeting adjourned at 10:50 a.m.

ABSTRACT
Bachelor of Arts/Bachelor of Science in Statistics
To be offered on-campus only
by the University of Southern Indiana, Evansville, Indiana

Consistency with Institution's Mission:

The mission statement for the University of Southern Indiana states, "USI is an engaged learning community advancing education and knowledge, enhancing civic and cultural awareness, and fostering partnerships through comprehensive outreach programs. We prepare individuals to live wisely in a diverse and global community." Advancing knowledge in the 21st century requires the design of techniques to collect, analyze, and interpret quantitative data. Furthermore, in order to live wisely, individuals must become critical consumers of statistics. The proposed Bachelor of Arts/Bachelor of Science in Statistics degree will not only benefit the students enrolled, but has the potential to elevate the entire university community through the availability of additional course offerings in statistics, and the development of partnerships among students and faculty who seek statistical consultation for research projects in other fields.

Relation to Institution's Strategic and/or Academic Plan:

The design of the program aligns with the goals of the Pott College of Science, Engineering, and Education. The proposed degree will: 1) support the attraction of academically strong students to the University of Southern Indiana campus; 2) enhance student learning and engagement through specific courses designed to permit students to conduct original research; and 3) support innovation in terms of the programmatic offerings in the College. The addition of a degree program in statistics and its associated curriculum will support the Pott College of Science, Engineering, and Education's commitment to prepare individuals with rigorous and diverse experiences both within the program and across the Science, Technology, Engineering, and Mathematics (STEM) fields. The presence of a bachelor's degree in statistics expands USI's potential to recruit academically strong students, especially among those planning to attend graduate school. These students may complement their degree in mathematics, computer science, or social science with coursework in statistics or earn a second major in statistics.

Curriculum:

Completion of the Bachelor of Arts/Bachelor of Science in Statistics will require 120 credit hours. These hours will include 48 hours of course work in the major – 18 hours in mathematics and 30 hours in statistics. Completion of the proposed degree can be accomplished in four years.

Employment Possibilities:

Statistics is one of the fastest-growing career fields in the country and in the state. A 2011 report from the McKinsey Global Institute anticipated that "there will be a shortage of talent necessary for organizations to take advantage of big data. By 2018, the United States alone could face a shortage of 140,000 to 190,000 people with deep analytical skills as well as 1.5 million managers and analysts with the know-how to use the analysis of big data to make effective decisions" (Manyika et al., 2011).

From 2003 to 2013 the number of statistics degrees awarded at the undergraduate level in the United States tripled, and the number of master's degrees more than doubled. In addition, majors and minors in statistics complement other degree programs, especially for individuals who are planning to advance to graduate school to conduct quantitative research.

The U.S. Bureau of Labor Statistics (2015) estimates statisticians will be the ninth fastest growing occupation in the ten-year period from 2014 to 2024 with an estimated growth rate of 34 percent. Similarly, the Indiana Department of Workforce Development's (n.d.) Occupational Demand Report estimates that there will be a 39 percent increase in the need for statisticians in Indiana across the same time period. This ranks as the fourth largest change in the state, and the third largest change among occupations requiring a college degree.