

MINUTES

ACADEMIC AFFAIRS AND ENROLLMENT MANAGEMENT COMMITTEE

UNIVERSITY OF SOUTHERN INDIANA BOARD OF TRUSTEES

March 2, 2023

The Academic Affairs and Enrollment Management Committee of the University of Southern Indiana Board of Trustees met on Thursday, March 2, 2023, in the Griffin Center on campus. Present were Committee Chair Christina M. Ryan, and Trustees W. Harold Calloway, Jeffrey L. Knight, and Kenneth L. Sendelweck '76. Also in attendance were President Ronald S. Rochon, Provost Mohammed F. Khayum, Vice President for Marketing and Communication Kindra L. Strupp, Vice President for Student Affairs Khalilah Doss, and Vice President of Strategic Enrollment Management Troy A. Miller.

1. ACADEMIC AFFAIRS UPDATE

Chair Ryan called on Provost Khayum for a report. Dr. Khayum provided information about the Indiana College Core Certificate. The Indiana College Core is a block of 30 credit hours of college-level coursework offered to high school seniors that includes specific competencies and learning outcomes commonly found in general education programs. This certificate will go before the Board of Trustees for approval in May.

2. CUSTOMER RELATIONSHIP MANAGEMENT SOFTWARE UPDATE

Chair Ryan called on Provost Khayum to introduce Dr. Shelly Blunt, Interim Dean of Pott College of Science, Engineering, and Education, to share a report on USI's new customer relationship management (CRM) platform, Slate, that was adopted by the University in Fall 2022.

Dr. Blunt explained how a CRM solution can be utilized to optimize multiple operations across campus. She highlighted the capabilities and features of the CRM that will assist with USI's recruitment and retention efforts. The implementation team carefully evaluated the advantages and disadvantages of several different platforms, compared those to USI's current CRM, and considered which CRM platforms other universities use before selecting Slate for USI. Dr. Blunt provided a live demonstration of Slate's capabilities, describing various dashboard icons and showing how information is entered by a potential or current student at both the undergraduate and graduate levels. She concluded her report by summarizing how the data can be used by departments and colleges to enhance the student campus experience.

There being no further business, the meeting adjourned at 10:26 a.m.