

## MINUTES

### ACADEMIC AFFAIRS AND ENROLLMENT MANAGEMENT COMMITTEE

#### UNIVERSITY OF SOUTHERN INDIANA BOARD OF TRUSTEES

July 12, 2018

The Academic Affairs and Enrollment Management Committee of the University of Southern Indiana Board of Trustees met on Thursday, July 12, 2018, in the Griffin Center on campus. Present were Committee Chair Kenneth L. Sendelweck '76 and Trustees W. Harold Calloway, Anjali Patel '19, and Ted C. Ziemer Jr. Also in attendance were Faculty Senate Chair Charles A. Conaway, Interim Provost Mohammed F. Khayum, and Vice President for Enrollment Management Andrew W. Wright.

#### 1. ACADEMIC AFFAIRS UPDATE

Dr. Mohammed Khayum, interim provost, gave an Academic Affairs update. He noted the Provost's Office is planning the fall University meeting to be held on August 14, and preparing to welcome over 20 new faculty members on August 8. He reported the University is working with the Indiana Commission for Higher Education on three initiatives: a multi-state collaborative project to improve the quality of student learning; electronic-transcripts; and Credential Engine, a web portal that allows students to search for programs offered across the state of Indiana. Dr. Khayum concluded his report, noting that the final stages of preparation are underway to begin the search for a new provost. The goal is to complete the search by the end of the 2018 fall semester.

#### 2. ENROLLMENT UPDATE

Andrew Wright, vice president for Enrollment Management reported a strong summer enrollment, with an increase of 4.9 percent for undergraduate enrollment in all three-summer sessions and an overall increase of 9.1 percent. He noted the availability of Pell Grant monies and increased advising were significant contributors to the summer session enrollment increases.

Mr. Wright reported an increase in credit hour production for the fall compared to this time last year, even though overall enrollment has slightly declined. Freshmen enrollment has decreased slightly from last year, while transfer enrollment has increased, and new undergraduate enrollment is steady. The decline in the number of students in the senior class, along with more students completing their degrees and graduating, is having an impact on overall enrollment.

Vice President Wright reported a 5 percent increase in graduate enrollment. The University is expecting to set a record for graduate enrollment this year.

The University will begin the fall 2019 admissions process soon. Approximately 7,700 students have made inquiries to the University of Southern Indiana, compared to approximately 4,700 for the previous year.

#### 3. PRESENTATION ON THE UTILIZATION OF FACEBOOK LIVE

Rashad Smith, director of Undergraduate Admissions, gave a presentation on the utilization of Facebook Live. He explained that Undergraduate Admissions, with the assistance of University Communications, recently began using Facebook Live to reach prospective students and their parents. Live video streaming is a fun, engaging way to connect with students (and their parents) and inform them about what USI has to offer.

Mr. Smith noted parents want to know more and be more engaged as students get closer to making decisions. In fact, 62 percent of parents of seniors admitted to completing college applications for their students and 90 percent of parents of seniors contacted a college/university on behalf of their student.

Approximately 70 percent of adults use Facebook, which is why USI decided to utilize Facebook for the parents of the Class of 2022. USI created the Facebook page to keep parents informed; help them develop a roadmap

of the admissions process; and create a community where parents of prospective students can connect with the parents of current students. Over 300 members joined in the first week and the Facebook page has averaged 150 new members per month since February 2018.

The first Facebook Live production took place on March 19, and focused on orientation. Additional sessions included a production on May 30, regarding housing and dining and a session on July 9, focused on managing financial aid and paying the bill. Upcoming productions include focus on textbooks and technology and move-in and Welcome Week.

Mr. Smith explained the Facebook Live productions are successful because University representatives from various areas are nearby to answer questions, and the University is putting the right people on camera to assist parents and calm them. The live sessions reduce anxiety of new students and their parents, create stronger collaborations across campus to support recruitment efforts, and solidify the network of parents who can help with future recruitment efforts.

Mr. Sendelweck commended Mr. Smith for the Facebook Live initiative.

Mr. Sendelweck congratulated Dean White and the College of Nursing and Health Professions on receiving the two million dollar grant for rural primary care. He is looking forward to the collaborative work between Memorial Hospital in Jasper, Indiana and the College of Nursing and Health Professions.

There being no further business, the meeting adjourned at 10:45 a.m.