

## MINUTES

### ACADEMIC AFFAIRS AND ENROLLMENT MANAGEMENT COMMITTEE

#### UNIVERSITY OF SOUTHERN INDIANA BOARD OF TRUSTEES

September 5, 2019

The Academic Affairs and Enrollment Management Committee of the University of Southern Indiana Board of Trustees met on Thursday, September 5, 2019, in the Griffin Center on campus. Present were Trustees, Christine Keck and John Dunn. Trustee Christine Keck acted as committee chair in the absence of Jeffrey Knight. Also present were President Ronald Rochon, Provost Mohammed F. Khayum and Vice President for Enrollment Management Andrew W. Wright.

#### 1. ACADEMIC AFFAIRS UPDATE

Dr. Mohammed Khayum provided an update on Academic Affairs. Provost Khayum announced the plans are in their final stages for faculty convocation on October 11, 2019. The collaboration with the Indiana Commission for Higher Education continues with a wide range of projects related to documentation of student learning and competency development. Dr. Khayum reported the accelerated online MBA program enrollment continues an upward trajectory since its launch in 2016, despite ongoing declines in MBA program enrollments across the nation. USI's enrollment in this program is currently 694 students, prior to 2016 the enrollment stood at 107. Review and assessment of student learning outcomes for the accelerated online and in-class modalities indicates that both are performing above assessment benchmarks.

#### 2. ENROLLMENT UPDATE

Andrew Wright, vice president for Enrollment Management, reported on unofficial enrollment counts and graduation rates. He reported a slight decrease in fall Freshman enrollment. However, there was an increase in enrollment for the territory between Southwest Indiana and Indianapolis. The quality of the class is projected to increase to an average GPA of 3.44. Transfer student enrollment decreased only one percent despite USI's top feeder schools experiencing significant declines over the past five years. New graduate student enrollment is currently lower by one student. However, the overall enrollment in graduate programs is higher at 1,515 students. Mr. Wright provided detailed information reflecting decreased enrollments for many universities across the state.

Mr. Wright stated that the five- and six-year graduation rates of first-time, full-time, bachelor's degree-seeking students will be the highest in USI history.

Mr. Wright concluded his report with a brief summary on the work his unit is planning in terms of goals for the fall 2020 freshman class, focusing on growth and strategies to make an impact on enrollment.

#### 3. PRESENTATION ON ENROLLMENT PLANNING

Rashad Smith, Director of Undergraduate Admissions, presented on "Enrollment Planning Services and Segment Analysis". He began his presentation by explaining the College Board initiatives are to connect high school students to universities and colleges, and to help students be successful.

Mr. Smith explained the Enrollment Planning Service (EPS) report and how USI's access to this report provides information regarding the market and USI's visibility, competitor analysis, and allows for planning recruitment activities in new and existing markets. Market research and visibility is driven by three different reports, Executive Summary Report, Basic Reports, and Interactive reports. Mr. Smith explained the information provided by the reports, and how USI uses them in recruiting plans. The aspects of the Competitor Analysis provide an opportunity for USI to have insight to the mindset of students. The competitor analysis also allows USI to see what other institutions a student may be interested in based on the student's response to questions on the SAT. Another tool is the Segment Analysis Service, which Mr. Smith explained is a service used to describe the college choice behavior of high school students based on where they live and where they go to high school. With this service, USI can see the cluster combinations of students, which provides insight into

critical areas of focus for students in the college selection process. This information allows Admissions to target certain high schools for recruitment.

Mr. Smith concluded his report by explaining how the data received from the Collage Board is combined and used by Admissions to update and segment communication plans towards students and parents.

There being no further business, the meeting was adjourned at 10:25 a.m.