

## MINUTES

### ACADEMIC AFFAIRS AND ENROLLMENT MANAGEMENT COMMITTEE

#### UNIVERSITY OF SOUTHERN INDIANA BOARD OF TRUSTEES

March 5, 2020

The Academic Affairs and Enrollment Management Committee of the University of Southern Indiana Board of Trustees met on Thursday, March 5, 2020, in the Griffin Center on campus. Present were Trustees, Christine H. Keck, John M. Dunn, Kenneth L. Sendelweck '76, and committee chair, Jeffrey L. Knight. Also present was Provost Mohammed F. Khayum.

#### 1. ACADEMIC AFFAIRS UPDATE

Dr. Mohammed Khayum, provost, provided an update on Academic Affairs. Dr. Khayum reported the online Masters in Criminal Justice degree program that was approved by the Board at its November meeting, has been submitted to the Indiana Commission of Higher Education. He reported that the Strategic Planning committee has begun to formulate goals and objectives from the information obtained in the recent SWOT analysis. He concluded reporting USI is preparing for its first orientation session on March 20, 2020. This is the first opportunity for the University to begin enrolling new freshman for fall 2020.

#### 2. PRESENTATION ON GRADUATE STUDIES

Dr. Michael Dixon, interim director of Graduate Studies, presented an overview of the enrollment trends, the opportunities available, and the challenges faced in Graduate Studies. He began by providing details on the programs available, their mode of delivery, and a breakdown of enrollment for spring 2020. Data indicates the mode of delivery graduate students are most interested in is online courses.

Dr. Dixon discussed fall enrollment trends over that past five years. Total enrollment increased as a result of increases in the Master of Business Administration (MBA) and Master of Business Administration-online (MBAO) programs. Data indicates the number of credit hours generated by online programs increased significantly while non-online programs remained relatively stable. Fall 2020 estimates continue to show growth in enrollment and credit hour production.

The office of Graduate Studies has continued to focus on process improvements. Current graduate students have indicated that they find the application process difficult and the time it takes for final admittance decisions is too long. The Graduate Studies office also found that the current Customer Relationship Management (CRM) system doesn't offer flexibility in how USI is able to communicate with prospective students and it does not communicate with Banner which drives the collection of data. As a result, accurate data is difficult to collect.

Based on these challenges, opportunities for improvement were developed. The Graduate Studies office is working on process maps for prospects and the flow from application to enrollment. A new application is being developed for Graduate Studies and individual program applications also are being simplified. The University is reviewing the possibility of gaining access to a more powerful CRM to reach prospects and collect data. Other areas for opportunity include adjustments to admission requirements, online delivery, and bi-term course offerings.

Dr. Dixon concluded his report discussing the use of digital marketing for recruitment initiatives. By using social media, a large number of impressions can be achieved.

There being no further business, the meeting was adjourned at 8:42 a.m.