

MINUTES

ACADEMIC AFFAIRS AND ENROLLMENT MANAGEMENT COMMITTEE

UNIVERSITY OF SOUTHERN INDIANA BOARD OF TRUSTEES

September 1, 2022

The Academic Affairs and Enrollment Management Committee of the University of Southern Indiana Board of Trustees met on Thursday, September 1, 2022, in the Griffin Center on campus. Present were Trustees Jeff Knight, serving as committee chair, and Harold Calloway. Also present were President Ronald S. Rochon; Provost Mohammed F. Khayum; Vice President for Marketing and Communications Kindra L. Strupp; and Vice President for Student Affairs Khalilah Doss.

1. STUDENT RETENTION UPDATE

Provost Khayum introduced Mr. Brody Broshears, Assistant Vice President of Academic Success, to provide an update on student retention.

Mr. Broshears first provided details on retention initiatives used in the last 12 years and how their implementation has assisted in retention efforts. Improving Student Success is one of the four goals of USI's 2021-2025 Strategic Plan: Accelerated Impact. Student success metrics chart show in 2021, that USI is performing well in the four- and five-year graduation rates and is performing well compared to other Ohio Valley Conference schools in first-year retention of at-risk Pell Grant eligible students. Based on historical data trends, USI's four-year graduation rate has increased to the highest percentage since 2007. First-year retention by select majors was highlighted to indicate programs that need additional assistance. Mr. Broshears discussed the various reasons students gave for not returning to USI, with the largest percentage being those transferring to other schools. Student Affairs is developing and implementing retention initiatives to target this group. He concluded by discussing performance results and how they impact funding from the State of Indiana.

2. INTRODUCTION OF NEW ACADEMIC LEADERS

Dr. Mohammed Khayum introduced Dr. Del Doughty, Dean of the College of Liberal Arts, and Dr. Sudesh Mujumdar, Dean of the Romain College of Business, to share their vision for their respective colleges.

Dr. Doughty began by asking, "what would it look like if USI's College of Liberal Arts was the best place to study in the United States and how is this achieved?". He explained to work towards that first, the college needs to assist in the development of their faculty and students by determining what they want to achieve in areas of expertise and then achieve them. Next, the college would need to invest in its faculty and students in various ways, either by research funding, providing time for development, or coaching. Dr. Doughty concluded by stating students need to see the long-term value of their education and realize how to capitalize on their investment.

Dr. Mujumdar's focus for the Romain College of Business is the "who", which is prospective students. The college recently redesigned the flyer sent to prospective students by obtaining and matching suggestions received from the Student Advisory Board. Once a new design was completed the User Perception, Cognition, & Interaction (UPCI) Biometrics Lab was used to track the movement of the eyes to determine if the order of the information should be altered. The college is focusing on marketing for prospective students using their interests and turning them into a career. He concluded noting that Gen Z students want to share their ideas and capabilities through co-creating experiences. Romain College of Business is utilizing former students in promotional items to establish bonds of belonging.

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