Meeting Notes – Academic Leadership Council – September 28, 2011
Notes by Neosha Mackey

Members Present:

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<td>Frank Einhellig</td>
<td>Pawan Kahol</td>
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<td>Carey Adams</td>
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<td>Stephanie Bryant</td>
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<td>John Catau</td>
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<td>Kathy Coy</td>
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<td>Rachelle Darabi xx</td>
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<td>Terrel Gallaway</td>
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<td>Chris Herr</td>
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<td>Tammy Jahnke</td>
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Don Simpson Chair of the Enrollment Management Committee presented information on this year’s enrollment figures by many different categories.

Handouts and slide show. See Enrollment Management and Services for Executive Enrollment Management Committee Documents.

The Committee was reconstituted after four years. Noel-Levitz—consulting firm, supplied some basic information on enrollment management. Recognition that enrollment can’t be met by recruitment only. Enrollment is everybody’s business.

Charge:

To develop and periodically revise enrollment objectives for the University that are consistent with the institutional mission, resources, facilities, demographics, legislative mandates, and other factors that influence optimum enrollment levels. Objectives should be segmented by category (e.g., college and department of major, student type, level, campus of dominant enrollment) and must incorporate diversity objectives consistent with the long-range plan. The committee will also coordinate campus-wide efforts to achieve enrollment objectives, with emphasis on recruitment, retention, marketing, program and service offerings and resource allocation.

Joye Norris on Adult student analysis and proposed initiatives: Her presentation is just after Don’s.

Traditional schools could learn by studying the inroads made by for-profit colleges. Need alternative pathways.

For profit formula

- Very visible
- Combine delivery models
• Choice of course formats
• Convenience, convenience, convenience
• Cohorts form as enrollments emerge

Cohorts are ideal.
Powerful learning model. Important to know what people want.

**Bold action required.**

**3 pronged approach:**

• Establish outreach in south Springfield.
• Deliver programs and specialized training via cohort at south locations
• Deliver programs using seated and online delivery.

**More partnerships:** OTC and Crowder have invited us to partner. MU courting them for online degree competition.

**Increase online programs.**

We need to work with area employers on ways to take MSU courses to work sites.

Two things already in the works are the St Johns eMBA and increasing numbers in VA for DSS.

Possibilities or things to consider:

• Are we aggressively marketing certificate programs?
• Capacity to expand. Space and faculty for CHHS. Need other elements to help expand.
• (Capacity study?)
• Good facilities should attract students.
• Recruiting opportunities on location. (Go to hospitals more to recruit nursing students.)
• Revenue sharing with CE?
• Stephanie--contractual arrangement with St. John’s.
• Possible relationships with OTC to offer upper division courses at OTC. Criminology for example.
• Work with OTC in Waynesville and Hollister. Very good market.
• Be careful about class size. Many choose us because of small classes.
• Business living-learning community. 60 – 100 students. CHHS has had for several years.
• MSU graduates more teachers than any other in the state. 417 graduated last year with BS ED. Of those only 35 have gone on to graduate classes. How to get more in graduate courses? How to get more teachers in to graduate programs.

**Conversation on targets.** Combination of targets and projections. We want to increase by this much. How can we do this?
Ideas for Spring Semester. Before Oct. 12. Email Don with one or two ideas for increasing student enrollment and/or retention for spring 2012.

Talk with departments about longer term projections. In the longer term think about bigger ideas on how to get 30-40 more students. One way to increase retention is to take more qualified students. Students who transfer from OTC have a high success rate. How to go from certification to a second degree? People come for a certificate program but just a few hours would give degree, how can we do that?

Many area employers want opportunities for employees. Investigate, talk with HR departments, talk with our departments and see what can be done.

Freshmen recruitment is still very important. Targeted personalized e-mails. Flyers. Brochures.

Dual credit for Personal Finance. MDHE requires master’s degree and 18 hours in the area—exceptions can be made. High school classroom teachers are covering 40% of finance. COBA FGB needs to add 60% of the content.

PED 100. More take during the summer and transfer it back in. Have worked on an iTunes course for PED100. Students want that option. It is up to College and department to make that decision.