WCSU Enrollment Management Committee

November 13, 2013 – Admissions Conference Room

Present: D. Brown, F. Herbert, A. Mendieta, T. Monks (Chair), J. Murray, M. Murray, C. Paris, K. Rubczyk, L. Warren

Meeting called to order at 0900. October 9, 2013 minutes read. A correction in section 8A “A Letter of Support” Correction: WCSU is currently a member of the College Board and NACAC. Also change “build” to ‘create” 2nd sentence. Motion to accept with changes brought by M. Murray: 2nd D. Brown.

Introduction: New member to Enrollment Management Kim Rybczyk. Welcome Kim who has had previous experience on Enrollment Management Committee (EMC).

Old Business: Draft a letter in support of building a new fitness and recreation center. Buildings on other campuses reviewed, (UCONN, Fairfield, & Sacred Heart). Letter of support addressed to WCSU Senate, CC: Student Government Corey Paris SGA President. M. Murray & C. Paris to present to Senate President Karen Koza. Issue regarding an increase of student fees by $9 to $79.00, which would raise an additional $80,000/ year to be allocated to the new fitness / recreation center. SGA & EMC feel strongly this would make WCSU more attractive to future students. Motion to approve draft of letter with corrections to be made by M. Murray via electronic documentation made by F. Herbert, 2nd D. Brown.

Discussion: Regarding vacant space and utilization of that space once VPA moves to the new building on West Side Campus. Discussed the possibility of converting that space to fitness and recreation center instead of constructing a new building.

Admissions: J Murray: Counselors hired and in place. Each counselor assigned to a school and will review all freshman applications. Fran Testa – SPS, Carlton Lee- Business, Laura Scarola – VPA, Brian Michaud – A&S and undecided.

WCSU looking to increase student population in and out of state. There is an increase of transfer students from the community colleges. Many don’t live on campus. Articulation agreements with community colleges are helping with transfer students. There’s also a loss in market share of student’s to other private schools. The applicant pool is flat for this spring. It’s normally low, this year approximately 350 students. Geographically WCSU is losing students in surrounding areas. There is also the need to examine graduation and retention rates and get at underlying issues.

Marketing Campaign: to raise money for the institution. Target audience are alumni and more wealthy patrons. Also need to market to the everyday student not just honors.
students. Stressed the need to accurately portray advantages of cost, engagement of faculty and project “who” we are.

Questions were raised regarding the consulting firm that has designated each CSU with having specific majors or signature programs.

M. Murray: brought up the need for more visible security presence at all university events in light of current tragedies.

**Senate Bill:** Discussion around competency based education, which is a bill before the senate. The cost is attractive, but it is based on major only.

**Accepted Student’s Day:** Will be held in April. There is no open house planned for the spring.

**Plans to attract students:** Short term: regional. Long term: national. WCSU needs to be in the International Market. Internationally target English speaking countries. Out of state and international students bring more money to the university.

**Motion to Adjourn:** 1000

**Next meeting December 4**

Respectfully submitted

Linda H. Warren