Enrollment Management Committee

Minutes 5 March 2014

Attendance: F. Herbert, A. Mendieta, T. Monks, M. Murray, C. Spiridon
Guest: A. Shanks  Convened: 4 p.m.

1. Minutes from 4 December 2013 accepted. (Murray/ Herbert) 5 approve; 2 abstain.

2. Student Health Center Proposal: M. Murray delivered EMC’s letter to the Senate in February. Mr. Spiridon was the main respondent in the Senate. President of Senate Koza suggests that we establish an ad hoc committee to pursue the issue.

3. Update on Admission and Retention: C. Spiridon

Fall 14—enrollment up 8%- 6 1/2% full-time freshman

<table>
<thead>
<tr>
<th>2013/</th>
<th>3,072</th>
<th>2014/</th>
<th>3,273</th>
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<tbody>
<tr>
<td>Transfer:</td>
<td>353</td>
<td>547</td>
<td>(not broken out by school)</td>
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Included are current SAT scores
Existing class-603 fewer students associated with major
Largest increase- Exploratory (20%) 1,100+ applications

Problem: Students are not applying to major (which supports anecdotal evidence that we are not recognized for anything.

C. Spiridon states that Departments “need to have more skin in the game.” If student expresses interest, have Departments reach out.

a) Improve brand (increase in advertising budget)
b) Establishing Signature Programs with University “brands us”
c) Biggest influence on recruitment is peer group

C. Spiridon notes that Departments need to set “realistic numbers” for each Department; Departments need to “map out where we are going with enrollment.” Departments also “need to recruit.”

A change in the process for Fall 2015 will be to “literally find where we need students.” We must identify goals and work with Dean about those goals.

4. C. Spiridon discusses CHEFA (Connecticut Higher Education Fund Authority) as possibility for funding of student health center. Student fees might pay down the debt on bonds.

Respectfully submitted,
Margaret Murray