

3:30 p.m., Murphy Room, LSC

Present:

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| Medora Barnes | Abdul Imam | Tamba Nlandu |
| Matt Berg | Matt Johnson | Debby Rosenthal |
| Cecile Brennan | Anne Kugler | Keiko Nakano |
| Rich Clark | Graciela Lacueva | Ed Peck |
| Gwen Compton-Engle | Kathy Lee | Mindy Peden |
| Rebecca Drenovsky | Stacey Love | Fr. Tom Pipp |
| Jeff Dyck | Kathleen Manning | Cathy Rosemary |
| Tina Facca-Miess | Maria Marsilli | Debby Rosenthal |
| Margaret Farrar | Pam Mason | Paul Shick |
| Peggy Finucane | Sheila McGinn | Andy Welki |
| Gerry Guest | Mike Nichols | |

I. Approval of Minutes

D. Rosenthal moved to approve the minutes from the September 5, 2017 meeting. M. Marsilli seconded.

II. Office of Mission and Identity

E. Peck, Vice President for University Mission and Identity, introduced [Fr. Tom Pipp](#), recently hired by the Office of Mission and Identity. E. Peck said his office would like to attend department meetings in order to meet faculty, establish relationships, and introduce the current project of office: workshops familiarizing faculty with the Ignatian pedagogical paradigm. Workshops are being offered that focus on the principles and priorities of Jesuit education. The practical dimension of the workshops includes things that enhance syllabus and teaching. Anyone who would like to help structure the workshops should contact the office. M. Nichols added that he and Ed Hannenberg received a NetVUE grant for increasing reflection at the university. Whatever techniques are used for teaching, these are often reflected in Ignatian pedagogy. There are resources for different disciplines, participation is encouraged.

III. Enrollment plans for the year and discussion

M. Farrar introduced Stacey Love, Assistant Vice President for Enrollment Outreach and Student Success. S. Love said enrollment is working with marketing to attract students with personalized visits, daily visits, and events. Claudia Wenzel (Assistant Vice President, Student Enrollment and Financial Services) can discuss endowed scholarships. Natalie Robinson (Coordinator of Enrollment Events) is now in charge of personalized visits. The next event is Blue Streak Preview Day on Saturday, November 4 from 8:00 a.m. to 3:00 p.m. There is a different format this year that is more flexible than previous events. An overview of the schedule for the day was presented.

M. Nichols asked if time is built in to see labs in Dolan. S. Love said tours will happen every hour on the half hour. M. Farrar asked about staffing - are students leading tours? S. Love said it is up to departments whether students or faculty lead the tours. M. Barnes asked about the timing of having the academic fair going on at the same time as the special tours. T. Facca pointed out that the first weekend in November is Ignatian Teach In for Justice, which is a draw for high school students and takes some of the target audience away from weekend. K. Lee asked if all events are in Dolan? S. Love answered that some events may be Rodman, and tours will leave from the quad. J. Dyck suggested starting tour at the informational

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tables at the fair. S. McGinn asked when sororities and fraternities will be presenting? S. Love said in the afternoon. S. McGinn said it would be better to have student groups early in the day and reserve the afternoon for academics and co-curricular activities. M. Farrar commented that the day should be scheduled considering what is easiest for students and families. M. Finucane said if other student organizations are there in the morning, shouldn't fraternities and sororities be there in the morning as well? M. Peden noted that it can be hard for departments to compete with sororities and fraternities. R. Clark said they do provide leadership opportunities, but suggested they should not receive special treatment and should be moved to the morning session. M. Farrar added that there should be a draw for students and families. She will reach out to departments to come up with strategies.

S. Love went over pathway programs and articulation agreements. JCU is developing umbrella agreements with Tri-C, Lakeland and Lorain community colleges. The colleges stress building connections with departments at partner institutions. Partnerships are being developed to have guest teachers from JCU go to the community colleges. Students need more interaction with JCU earlier in process before they are ready to transfer. Obstacles to success for transfer students are usually cultural; it would help if they were familiar with the JCU campus. There is also an opportunity to develop programs that community college students and faculty could attend. There are also grant opportunities tied to pipeline partnerships from high schools and agreements with community colleges, so it makes sense to engage. S. Love added that college credit plus students also look at 2+2 programs. J. Dyck asked if the student's priority is to finish associates degree at host institution? S. Love replied yes, they must earn a degree prior or within one semester or will transfer back.

S. Love talked about ways faculty can help, such as personalized emails that are sent out through the CRM (Customer Relationship Management software) - Slate. R. Drenovsky said she drafted letters for students last year and other chairs agreed. J. Dyck asked about what happens after personalized visit. S. Love said students receive a survey. J. Dyck said it would be helpful to have a list of students to contact. An automated system is fine, but it is good to get know them individually. S. Love said enrollment is building an admission and marketing plan right now. M. Barnes pointed out that if we are increasing the scale of personalized visits, that task is often shuffled to the chair and can be too much. Who else can do it? R. Drenovsky said it can be even more work for the chair to ask other faculty members. M. Farrar noted that in the past, admissions folk would steer students to certain faculty members. It would be helpful for admissions to ask chairs to recommend other faculty members to do personalized visits. P. Shick commented that he has the opposite problem - one MT/CS faculty member is overwhelmed, bypassing chair. There should be a single point of contact. G. Lacueva suggested sending a list of faculty who are available on certain days. D. Rosenthal asked if there are days when students prefer to visit as it would be useful info for planning/predicting. M. Finucane agreed that it would be beneficial to get a warning about high volume days. K. Lee asked how JCU is reaching out to students for Blue Streak Preview Day besides regular feeder schools. S. Love responded that a postcard was sent to 12,000 students, with a follow-up email 5 days later, then another reminder 10 days later. M. Peden noted that when she attended the board meeting for advancement, she was surprised the mailing list had not been used before. S. Love encouraged chairs to email her with questions and suggestions.

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IV. Announcements (M. Farrar):

- a. **Global Education's Administrative Program Review:** Thank you to everyone who participated. More information will be presented to chairs soon.
- b. **Career Services:** The pilot is off to a rocky start. Career Services is planning to do a 9-month out survey that will have useful data on alums for programs and advisory boards.
- c. **Marketing and Communication:** Many departments have met with Natalie Mazanowski, Vice President, Integrated Marketing and Communications. M. Peden commented that she brought the whole IMC team to PJHR. It wasn't very productive, but it nice to meet everyone. M. Farrar said right now IMC is putting out an RFP for a web overhaul to be completed by summer 2018. Boler has already redone their site, so a new CAS and university site will complement that.
- d. **Scheduling Guidelines:** M. Farrar will be sending out scheduling guidelines to chairs soon. Departments need to use all times available to offer a wide range of courses and focus on student access not faculty convenience. M. Peden commented that students are not interested in 8 a.m. courses. M. Farrar suggested offering first year student core classes at less desirable times - courses students must attend. There will also be a move toward scheduling for the full year rather than semester to semester as it would be helpful for students, faculty, planning, adjuncts, etc. M. Peden brought up the issue of coordinating with other departments - it would be much easier if departments could see each other's plans. G. Lacueva suggested saving and sharing schedules in a Google Drive folder. M. Farrar noted that the sciences already do this, they coordinate because they have to. The registrar's office can also look into conflicts. M. Barnes pointed out that there are problems with interdisciplinary programs. M. Farrar also noted that the course numbering system needs to be changed.
- e. **Diversity and inclusion workshop:** The webinar did not go well as there were sound issues. The DVD will be distributed if the quality is better.

V. Strategic Planning for CAS

M. Farrar said she will talk about strategic planning at the faculty meeting tomorrow, October 4. The Culicchia Award presentation will also take place at the meeting.

VI. Faculty-Staff Development Day: January 12

Interest survey will go out about topics. Will ask for expertise from chairs and faculty.

P. Mason announced a faculty workshop next Wednesday, October 11, regarding study abroad. Melanie Hahn will introduce crisis communications.

S. McGinn announced that TRS is interviewing Jesuit candidate this week, and invited faculty to attend.

Meeting adjourned 4:55 p.m.

2017-2018 Enrollment Strategy (summary)

- Personalized Visits
- Daily Visits
- Events
- Financial Aid Leveraging
- One-on-One Meetings w/Claudia to discuss endowed scholarships (she will be reaching out)

Personalized Visit (PV)

- Our unique approach
- All visitors are encouraged to complete a PV
- Occur at different stages of the enrollment cycle
- Feedback/response from JCU faculty and staff is
CRITICAL

Daily Visits

- Less time in front of families
- Focus is on the student (tour guide) experience
- Used to encourage families to return for additional visits

Events

- Designed to drive applications (Homecoming, BSPD, Junior Open House and Summer Cookouts)
- Designed to keep families engaged (Admitted Student Dinners)
- Designed to help families make the **big decision** (Celebration plus all of the above)

Blue Streak Preview Day

Saturday, November 4, 2017

8:00 a.m. until 3:00 p.m.

- Check-in and Student Fair
- Opening
- Presidential Welcome
- Welcome from the Deans
 - Margaret
 - Al
- Introduction of EM's
- Overview of the Day/Scheduling
- Dismissal @ 10:00 a.m.

10:15 a.m. and 11:15 a.m.

- CAS/Undecided
- Boler
- Admission/Financial Aid
- Athletics

~12:00 p.m.

- Signature Programs (Arrupe, Honors, Leadership)
- Academic and Engagement Fair (ends at 2:00 p.m.)
- Boler Fair (ends at 2:00 p.m.)
- Lunch (ends at 2:00 p.m.)

1:00 p.m.-1:45 p.m. & 2:00 p.m.-2:45 p.m.

- Bio/Chemistry/Pre-Health
- Communication and Theatre Arts
- Education
- Sociology/Criminology, Political Science and Pre-Law
- EPAS
- Psychology
- Humanities
- Math/Computer Science/Data

Optional Tours: 11:00 a.m. -2:00 p.m.

- Athletics
- Biology and Chemistry Labs
- Full Campus
- Physics Lab
- Psychology
- Residence Halls (only)

Pathways and Articulation

- Priority for effective and sustainable Transfer Student Recruitment
- Tri-C (waiting for signatures)
- Lakeland and Lorain will be ready for review later this week
- Deeper Connections to build relationships

How Else Can You Help?

- Draft an email to go to students interested in your program (PJHR Example)
- Keep us informed!
- Help with events (even if it's to give hugs and directions)
- Say yes or say no—but say something

How can we help?