

## **Meeting Minutes**

### **Faculty Senate Committee on Enrollment Management**

**March 1, 2010**

Bonnie Braun called the meeting to order at noon. In attendance were members Bonnie Braun, Jennifer Quinn-Taylor, Jerry Notaro, Joan Eldridge, Narciso Hidalgo, and guests Ruby Qin, and John Vassel

John reported Spring Recruitment for the campus has kicked off. Recruiters are on the road around the state including as far south as Miami. Recruiters attend from 60-80 College Nights, and visit about 150 high schools.

Narciso emphasized the importance of printing materials in Spanish. He also volunteered to not only do the translations but to visit targeted schools with Spanish speaking populations. John also stated many of the parents who come with their children to recruiting events would very much appreciate a Spanish speaker. Applications are down in Pinellas County where recruiters can't visit schools during regular school hours. There was a Drive In Conference held on campus for Guidance Counselors and a separate tour for Guidance Counselors from around the state. Transfer student numbers are up and solid. Admissions is doing a great job of getting students processed and admitted into the institution. Faculty have been very involved with recruiting and campus events.

Ruby gave a report on the importance the Academic Success Center plays in student retention. There are new programs that need assessment. Review sessions and tutoring are being offered for required tests. More GRE and GMAT sessions are being requested and offered. Ruby emphasized the center is not just for struggling, but also for all, students. New sessions cover LSAT and pre-med, including practice tests. Additional marketing and outreach opportunities were discussed. There are regular tutoring sessions and more students are coming in.

Narciso suggested there be later tutoring sessions offered, possibly between 5-6 p.m. He proposed that the tutors go to classes and explain what services and hours are offered. Ruby said much of classroom visits are already being done.

John suggested the Academic Success Center create a profile on popular student social networks. Many campus departments report their success with student connection and communication. Jerry reported the Library has had a Facebook page for quite a while and has almost 200 friends.

Ruby said many are coming for Math tutoring and a Math Lab may be possible in the future. There is increasing demand for tutoring in the Sciences, specifically Chemistry, Physics, and Biology.

Discussion followed about some students playing the admissions, recruiting, and advising game with our campus and then switching to the Tampa campus. Joan verified it is taking up much needed staff time and resources and can be very frustrating.

The Committee would like Holly to discuss these problems and the effects it has on retention at an upcoming meeting.

The meeting was adjourned at 1:10.

Next meeting:

April 5<sup>th</sup>, noon, COQ 201.

Future meeting:

May 3<sup>rd</sup> (Committee Annual report due to the Faculty Senate)

Submitted by Jerry Notaro