

University of Minnesota Morris Digital Well
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Consultative Committee

Campus Governance

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Consultative minutes 10/31/2008

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Consultative Committee Minutes

October 31, 2008

Present: Jon Anderson, Nancy Carpenter (XO), Brad Deane, Len Keeler, Judy Korn, Maggie Larson, Lynn Schulz, Jennifer Zych Herrmann (Chair)

Absent: Pam Gades, Alex Murphy, Adam Olson

Guests: Jacquie Johnson, Chancellor and James Morales, Associate Vice Chancellor for Enrollment

Minutes Approval: Approved with changes re: who seconded chair nomination and final vote count. Brad Deane motioned to approve the minutes with these changes, seconded by Jon Anderson.

Enrollment: Jacquie Johnson, Chancellor and James Morales, Associate Vice-Chancellor for Enrollment joined us to talk about campus enrollment and changes in our student reporting data that will help clarify this number for future terms. This conversation came about as a result of concern that was raised regarding the differences between projected enrollment numbers and the actual, final fall 2008 enrollment statistics.

James Morales first addressed the discrepancies between projected and actual enrollment numbers:

1. Increase in number of Morris graduates in Spring 2008
2. Lowered enrollments in Global Student Teaching and Continuing Education
3. Problematic nature of current enrollment statistics chart
 - not accounting for non-degree seeking (NND) students' attrition (exchanges, etc.) in Morris total enrollment counts.

Morales shared an early version on the New Enrollment Statistics and Projections chart which removes the NND students from the equation. James pulls from this information to make the Fall Enrollment Estimates for each admission cycle.

Projecting Enrollment: James starts this process in the spring prior to the next recruiting year – i.e. Fall '09 projections started in Spring '08. He uses Student Roster Summary Statistics in this process. One flaw that complicates these projections is that Morris and the University counts students by credit rather than by cohort. Cohort vs. credit level tracking is problematic.

Conversion of Applicants: In fall 2008 we had one of the largest application pools in recent history. Our goal was to convert 430 of the 1,500 applicants into deposited, enrolling students. Just over 100 of these applications can be attributed to the Shared Applicant Project in which all University of Minnesota campuses participate. Students who apply to the University of Minnesota, Twin Cities are sent a letter informing them

that they can apply to other campuses of the U of M without jeopardizing their current application status and with no additional fees. Although 2008 is Morris' first year of receiving these Shared Applicants, so far they have enrolled at a lower rate than our other applicants. The increase in applications, combined with only a modestly higher enrollment rate lead to much lower overall yield rates.

“Stealth” applicants are also a growing trend. These “stealth” applicants are students who apply for admission to Morris and are not already in our database through previous communication with our office (i.e. response to our direct mail campaign, information requests, campus visits, college fairs, high school visits, sending standardized test scores). We can infer that their primary source of information about our campus is via the web. We should be exploring more ways to bring Morris to these students through webcasting music, lectures and athletic events.

Jacque Johnson next addressed the Fall 2008 Convocation numbers directly. She stated that the Convocation numbers were wrong because the model was incorrect. Jacquie emphasized that she strives to be accurate and the numbers were not meant to mislead. The new enrollment projections model that James shared is a result of a desire to fully understand our enrollment mix and to have accurate information. There was a request from the committee to use relative numbers versus percentages, or better yet, both, so that the campus membership has a better understanding of what is really happening. This was a well-received comment.

The conversation continued with some comments by the committee and guests regarding our student conversion challenges.

Some questions and thoughts that arose at the end of our meeting:

- What can we do better in the future to increase our enrollment?
- How can we work together to attract the students who aren't choosing Morris?
- We need more information on benefits and outcomes for our majors, especially online.

Submitted by Jennifer Zych Herrmann