

11-17-2008

## Scholastic minutes 11/17/2008

Scholastic Committee

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### Recommended Citation

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University of Minnesota, Morris  
Scholastic Committee  
Minutes #9, 11/17/2008

The Scholastic Committee met on 11/17/2008, in IH 202. Members present:

S. Boyd, C. Cole, D. DeJager, S. Haugen, B. McQuarrie (Chr), L. Meek (Secy), J. Nellis, J. Pelletier, J.Schryver

Guests: B. Herrmann (Sr. Assoc. Director of Admissions, J. Morales (Assoc. Vice Chancellor for Enrollment).

1. Minutes from 11/11/08 were approved.

2. An announcement of a Community Conversation for the entire campus on December 2<sup>nd</sup> at 3:30 focusing on Admissions, CRPC and Scholastic issues was made. The Chair suggested that this meeting in December should mainly focus on Admissions issues, such as how to convert applicants and what Admissions, faculty, administrators and students can do to help. Although SC does have issues to discuss with the campus, the items we wish to bring to Assembly have not yet been discussed by the full committee and thus, a fall conversation would be premature. SC would rather have another Community Conversation in the spring for their issues. Editorial comments were made by committee members on the draft outline of the Conversation that had been previously submitted to them.

3. Discussion of conversion/yield rates and issues with Admissions ensued. Conversion is the percentage of admitted students who deposit. Yield refers to the percentage of admitted students who enroll. Melt is the percentage of students who deposit, but do not enroll.

The national yield average is 30-38% (varies by college). Our yield rate used to be above that average by several percentage points, but we are now 3-4% below the national average (35%). Currently our melt is 6% (but has been as high as 12%). Our yield percentages for our competitive scholarships, such as Prairie Scholars Award and Morris Scholars Award are very good (45% and 54% respectively). For students in the 25-27 composite ACT range, we admitted 39 more than last year, but enrolled only one more. For students in the 22-24 range, we admitted 25 more, but enrolled 21 fewer. Admissions gave us a conversion chart that excluded applications shared with the other campuses, broken down by declared major (top ten majors) that showed our gain or loss in converted students from 2007 – 2008. Undecided majors were up 3%, Biology down 14%, Pre Med down 4%, Psychology down 10%, Management up 10%, El Ed down 5%, English up 3%, Chemistry down 10%, Mathematics down 3% and Pre Engineering down 20%.

Current Conversion strategies:

1. Admitted student days, where students meet professors, coaches, other students, etc. There is one more this year than last year.
2. Two day community of scholars, where the best students in the state come to UMM.
3. Two days of events at Eastcliffe.
4. Local student event; anyone within 2 hours of Morris is invited for a meal and to meet faculty and students.
5. PSEO events –kickoff for the year.
6. Open house on President's Day.
7. Individual visits occur all the time.
8. Bus trips. Students are bused in.
9. Counselors phone all admitted students who have not deposited at least once a month.
10. Financial aid calls admitted students to see if they have questions.
11. Faculty in the discipline call admitted students.
12. Counselors go to high schools to meet with juniors, but also contact admitted students.
13. Counselors host pizza/meal get-togethers for admitted students in a region.
14. A series of mailings is sent out to admitted students.
15. Once deposited, a new student guide is sent.

16. Students are urged to set a summer registration date.

Future Conversion Endeavors:

1. Rethink and reformat visit days, admitted student days and registration sessions. Include formal welcome by high level administrator, showcase exhibits, showcase use of technology, use Green Guides on energy tours.
2. Enhance campus web site so students feel a connection before they visit.
3. Discipline Open Houses: top ten majors host admitted students and address concerns.
4. Develop value-added messages that address why students should come to Morris.
5. Develop articulation guidelines with community colleges.
6. Enhance transfer scholarships.
7. Create visits programs, registration and orientation specifically for transfer students and link transfers to faculty advisors instead of Admissions, Advising or Registrar's office.
8. Increase in students in top 5, 10 and 25% of their classes due to increased scholarships, now need a 'suction effect' where those good students we attracted because of money attract further students because of our quality and reputation. We cannot keep using Merit Scholarships to do this since it is too costly.
9. Shrink the world with technology, since our location continues to be a major difficulty in attracting students. Students need to feel they can remain connected with their family and the world.
10. Enhance our website and make it a tool to attract students as well as an internal tool. Need to use print, web and phone calls to attract/convert/retain students.
11. Need materials to show parents that our grads are successful.