11-13-2018

Scholastic minutes 11/13/2018

Scholastic Committee

Present: Roland Guyotte (chair), Leslie Meek, Chris Atkinson, Brenda Boever, Jennifer Goodnough, Mitchell Scanlan, Heather Pennie, Nancy Pederson, Bryan Nell, Emma Kloos, Michelle Schamp, Elizabeth Abler
Absent: Parker Smith, Judy Korn, Angie Senger
Guest: Jennifer Zych Herrmann, Office of Admissions

1. **Approve minutes of October 13, 2018, meeting**
    Minutes approved.

2. **Chair's Report**
    No report.

3. **SCEP Report**
    ● The changes to the grading and Transcript policy passed. Mention of the Incomplete policy changes should be mentioned at Campus Assembly. This policy change is important and should be clearly communicated to the campus.
    ● Academic integrity issues were discussed, and especially as they can relate to mental health issues students face. Providing more access to mental health resources should be communicated broadly.
    ● The question of whether or not athletic staff should have access to canvas sites for all student athlete records as a way to monitor academic progress. The SCEP committee responded that it does not support this access.
    ● Bob McMaster presented TC campus admissions data.
    ● SCEP will be consulted regarding changes in the structure of the Provost's office.

4. **Admissions presentation: Jennifer Zych Herrmann**
    (This powerpoint presentation will be shared in entirety with the committee.)

    National landscape for college admissions: 25% decline in HS graduates nationwide
    ● It is important to understand what is the viable market of students in our region. ACTs, income, all affect our pool of eligible students. The competition is fierce.
    ● The available college bound population in MN is 122 students per institution in the state of MN. Institutions try to bend the demographics in their favor to get a larger percentage of available students.
    ● These numbers are based on first year students who are full-pay. The more students that are admitted, the more likely it is that they not full pay students. We have a need blind admission policy. Our students are price conscious when making decisions.
    ● Institutions also use a Discount Rate: full cost-scholarships=cost of attendance. More of our students are not full pay students than those enrolling at private institutions. Our discount rate is about 30% - private institutions are around 60%
    ● The dollar amount of scholarship packages are deceiving, so students are encouraged to look at the bottom line. Looking for a good value is important to students and families.

- In 2009, the admission strategy changed to admit more students just to get the same # of students due to this changing landscape.
  - On average, our students apply to 6 schools. The application fee may be a factor in the number of places students apply; Morris tries to be flexible and sometimes offer incentives and waive fees at different times.
  - Location, small schools, discount rate, "fit" all affect the # of students who apply and enroll.
  - The institution needs to focus on what you can control
    - Quality of academics
    - Quality of student life
    These are the things that students are thinking about and impact how they make decisions
  - Timing on visits/engaging students is key on generating applications
  - More students who do multiple deposits cancel and go elsewhere = "melt"
  - First Gen students often fall into the summer melt
    - Some do not go to college at all
    - Institutions are using mass texting "nudging"
  - MN HS grads will be down .1 percent until 2028
    - The upper midwest in particular is going down in grad numbers
  - Race/Ethnicity growth is greatest in Hispanic students
    - Initiatives may be taken in recruiting these growing populations

Mechanics of the enrollment process
- Enrollment Funnel (first year students)
  - #of apps/#admitted/#deposited/#enrolled
  - Fewer apps over the past few years: biggest change is our shared application process with the TC campus.
  - 700 apps shared once week in past years. This number was just half for F18 - apps came in later than normal.
  - First source applications are always preferred
- The application yield this year was higher than the year before: 19.1 from 17.1
  - International apps were about 10% of total pool last year, but students ran into visa issues, etc. so that factored into total yield.
  - Out of state enrollment has grown, but still fairly local (ND, SD, WI)
- Engaging student audiences
  - Begins in the sophomore year of HS
  - Students are asked to indicate level of interest so outreach can be continued--then the pool drops off
  - Upwards to 55,000+ student names are in the database to begin
    - Cost and other factors are considered in the marketing process
      - A company is used to assist with this marketing process
    - See slide on Fall Freshmen Enrollment funnel by Marketing Audience
    - Previously purchased names make up a significant portion of the incoming class

Using the EAB Self Reported Academic Record
- Many institutions nation-wide are using this service, including the TC campus
  - Accessing HS transcripts in a timely manner is a big problem for many students and it affects their ability to submit complete college applications

- This process allows us to receive more complete more applications, increased diversity of applications and Admissions finds no misrepresentation of academic record
- The students are required to submit official transcripts later
- The data looks much like a transcript
- Students pay no fees for this service
- This platform is standardized and used by many institutions (see slide with sample report)
- Report will indicate college in the schools courses in a way more easily identified than a traditional high school transcript
- Requests for final transcripts will be sent in May when all grades are final.

Questions and Answers: Question: Summer advising is difficult without the college transcript. Will this create a bigger problem? Self reported data does not work well in this situation.

   Answer: Admissions staff look at this data and encourage students to send transcripts. This system goes into Peoplesoft and this can be queried. This system is a data file, so will allow us to search for these gaps.

   Question: What is the turnaround time from completed application to decision?

   Answer: Three weeks typically. Estimated financial aid awards can now go out as early as December, so that helps families make decisions earlier.

The Chair thanked Jennifer Zych-Herrmann for providing this information. Meeting Adjourned.

Respectfully submitted,
Brenda Boever