

University of Minnesota Morris Digital Well

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Scholastic Committee

Campus Governance

3-3-2022

Scholastic minutes 03/03/2022

Scholastic Committee

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Present

Present: Dennis Stewart (Chair), Jason Ramey, Joseph Beaver, Josh Kuusisto, Alyssa Pirinelli, Julie Eckerle, Marcus Muller, Jessica Porwoll, Beth Zaske

Notetaker: Jason Ramey

Approval of Previous Minutes- We will approve next week

Agenda:

Chair Report-

SCEP Report-None

Admission Report-

Brian Studebaker and Melissa Bert

Questions: What is the office of admissions proud of this year?

1. Salesforce to Slate transition

New user friendly platform, easier to update info for students

Easier to release decisions on admissions

Talked about the integration of all participating areas being easier overall

2. What do you think faculty and staff can do directly to help with retention and recruitment?

Faculty and staff: Website refresh/redesign coming up. Will need to have content ready for communications and marketing.

This information will help to better explain the Morris story.

Melissa- Retention- Positioning and identifying the key differentiators for our institution. Trying to be all things to all people with our admissions language. What sets us apart from other institutions?

Faculty and staff are already doing a lot to retain and recruit students. Consistent retention rate 2019-2020 and 2020-2021.

Question 4.

Brian notes that we now have better systems in place to track engagement with students and parents.

Transfer population, partnered with 3enrollment.

Melissa- We still have some opportunities on campus, but we did transition to online opportunities due to Covid protocols.

More visits per weekday have been added for personal and group visits to campus.

Question number?

What is the number of deposits this year? Have deposits increased with applications being up?

Switched to an organization that was focused on identifying the right students for the campus. If denied from UMTC, students can share their application with other campuses. We had an increase in application sharing in 2020. Overwhelmed by the applications and yielded very few students. Decided to reduce outreach only to students from Minnesota.

Slate can track why a student might reject an offer to attend UM Morris.

Intent to enroll students are similar to deposits from last year.

Applications are up approximately 100 and admits are also up.

36 Student athletes have committed but have not yet made deposits.

Question:

How are our efforts on International recruiting?

New staff member with a focus on Multicultural recruitment

3 additional hires

SUFE not sending students this year due to pandemic related issues.

In continued talks regarding our contract with them.

Question

The pandemic reduced the number of classes offered....add more here

Marcus- a difficult question to answer but students he is talking to do not like online classes

Melissa- what we do well is provide quality in-person instruction. There could be some value in thinking about summer offerings. Is there a way we can expand and/or increase our offerings? How are we utilizing our classroom options to best serve our students?

Dennis - Question-

Do students want online classes? Has anyone collected data on this?

Do we have data from comparable institutions as to what they offer ?

Last Question

Do staffing issues in the office of communication hurt our ability to get the word out?

Yes from both guests .

Investment in this area is needed.

Question from committee member

Is Crookston rerouting students to Morris?

Recruiters are recruiting for both campuses.

Recruiters have been in more places and they are sharing the load

Question from committee member

Have you thought of having the tours changed due to details changing through the years?

Response- tour guides are trained

The guides are volunteer and unpaid

Please share with Brian Studebaker if you hear inaccurate information from the tour guides

Question:

Are we planning on sticking with test optional admission?

Not required for Fall 22, 23, This aligns with other campuses that are test optional.

Unsure if this will change for upcoming classes