



## **Committee on Enrollment and Retention**

Winthrop University Board of Trustees

June 27, 2019 1:00pm-3:00pm

Joynes Hall | Baruch Room

## **MINUTES**

**Committee Members Present:** Julie Fowler, Sandra Stroman, Ashlye Wilkerson, Tim Hopkins, Jane LaRoche, Janet Smalley, Gary Williams, Ximena Perez

**Others Present:** Jack DeRochi, Michelle Hare, JC Cunningham, Gloria Jones, David Rollings, Megan Rolf, Maria Linn, Whitney Campbell, Tadean Page, Jessica Van Cleave, Katie Price, Katie Gawronski, Ellin Wilder-Byrd, Claire Weikle, Megan Schramm-Possinger, Amanda James, Eduardo Prieto, Tim Drueke, Jennie Rakestraw, Paula Garofalo

### **1. Call to Order and Approval of Minutes from Committee on Enrollment and Retention meeting on April 11, 2019.**

Julie Fowler called the meeting to order at 1:10pm. The minutes were unanimously approved.

### **2. Graduate School Update**

Jack DeRochi, Dean of the Graduate School, reported on current application numbers and the increase in the number of admitted students. He attributed this increase to the implementation of the new CRM system, Slate, because it allows applications to be reviewed and processed faster than ever. Fall 2019 graduate school enrollment is projected to be 760-790 students. Online program enrollment is outperforming the prior year with the largest increase being in the online Master of Social Work program due to the addition of the testing waiver. Jack DeRochi is speaking with deans and departments across the university to identify additional online programs to launch in Fall 2020. Marketing and admissions strategies and processes are being developed to promote the Bachelor of Professional Studies program.

### **3. Freshmen and Transfer Recruitment Update**

Eduardo Prieto, Vice President for Access and Enrollment Management, discussed the current headcount attributing the deficit of -251 to improved graduation rates and smaller new freshmen and new transfer cohorts from Fall 2018. New strategies were developed to increase enrollment for Fall 2019 including; 1) Financial Aid Optimization with EAB, 2) Implementation of a new CRM system, Slate, 3) TWG Search Firm increased engagement with students, 4) New positions added, and 5) Recruitment and Sales Training for Office of Admissions.

### **4. 2019-2020 Recruitment Activities and Plan Preview**

Amanda James, Assistant to the Vice President for Access and Enrollment Management, provided an update on the new recruitment territories in South Carolina, nationally, and internationally. A more robust strategy has been developed for Transfer Recruitment with

the dedicated counselor establishing partnerships with two-year technical colleges and attending more college fairs and transfer specific events. Additional recruitment events have been added to Fall 2019-2020 school year including an one more Fall Open House, monthly Saturday Visit opportunities, and Tailgate with Winthrop. In collaboration with the Office of Alumni Relations, two events for admitted students will be held in Columbia and Charleston to welcome the Fall 2019 freshmen to the Winthrop.

**5. Access and Enrollment Management Update**

Eduardo Prieto, Vice President for Access and Enrollment Management (AEM), provided an update on the upcoming renovation of Joynes Hall with a projected construction start date of January 2020. Research is being conducted on identifying a new search partner to replace TWG. The Common App is gaining popularity among universities in South Carolina and Winthrop is considering joining.

According to Education Advisory Board (EAB), we are on target to meet new student enrollment projections and institutional aid expenditures targets.

Admissions decisions for Fall 2020 Freshmen will be released on December 1 and February 15 with rolling admissions continuing past February 15.

**6. Academic Work Ethic (AWE)**

Megan Schramm-Possinger, Senior Research Associate, discussed her research on AWE as it relates to incoming students, current freshmen, and graduation rates. Improving the retention of non-AWE students would increase graduate rates by 2-3% and revenue by \$3.3 million over 3 cohorts. 70% of the students who are admitted to Winthrop for Fall 2019 are AWE students which is similar to the proportion of students who enrolled at Winthrop in Fall 2018 (69% = AWE; 31% = non-AWE). Based on findings in the First Year Experience (FYE) cohorts and National Survey of Student Engagement (NSSE) further research is being conducted to determine what, if any, targeted interventions can impact retention for non-AWE students. Targeted interventions include seat assignments, evaluations on integrity, motivation and study skills, and time management activities. This research will be conducted in Fall2019.

**7. Old Business**

**8. New Business**

**9. Adjournment**

Having no other items, Julie Fowler adjourned the meeting at 3:12pm.

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Glenn A. McCall, Committee Chair

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Dr. Amanda James, Recording Secretary