



**University Council
Student Engagement and Success**

Minutes: February 4, 2014

Attendees: Angeletti, Rick; Gannon, Debbie; Thorpe, Lauri; Ohlson, Margo; Mothes, Holly; Pleuss, Carol; Levy, Paul; Sochacka, Alicia; Christopher, Greg; Krovi, Ravi

Absent: Kline, John; Ashby, Susan; Moore, Stacey; Marion, Nancy; Tressel, Jim

Meeting called to order at 3:00 pm. January minutes approved.

- I. **Fall 2014 Enrollment Update** – Applications total 14,486 and quality indicators are outpacing fall 2013. Direct admit percentage has increased. This fall, 51% of the students are directly admitted to a college. Immediate challenges are increasing Confirmation Fee payments through May 1 deadline (and beyond) and chasing the \$45 application fee to complete applicant files.
- II. **Yield Task Force** – This is a new concentrated effort by college liaisons and student services officers to move the needle forward on increasing admitted to confirmed student yield. This group is engaged in methodical connected outreach by department/major with admitted students.
- III. **Honors Overview** – 75 students have committed to Honors College. There has been a concern about the miscommunication regarding the Honors cards that were to be returned to the college. On February 21, 2014, 34 students were interviewed followed by a reception. Honors College has received 867 scholarship applications and the deadline was extended until February 7th.
- IV. **UC Standing Committee Expectations** – Goals for the UC Student Engagement and Success are to be present at the March meeting. The group discussed the following goals:
 - a. **Admission/ Yield – increase graduation rate**
 - b. **Student engagement - to become more connected with students**
 - **Service model to cut through the layers**
 - c. **Research Algebra and Calculus grades to determine if they could be admitted to programs**
 - **Students are at risk with math classes – create a math “bootcamp”**

Meeting adjourned at 4:00 pm.



University Council Student Engagement and Success

Minutes: March 4, 2014

Attendees: Christopher, Greg; Gannon, Debbie; Krovi, Ravi; Levy, Paul; Mothes, Holly; Thorpe, Lauri

Absent: Angeletti, Rick; Ashby, Susan; Kline, John; Ohlson, Margo; Tressel, Jim; Moore, Stacey; Pleuss, Carol; Sochacka, Alicja;

Meeting called to order at 3:05 pm. February minutes reviewed, approved.

I. Student Engagement and Success Goals for the Remainder of UC Year Ending April 30, 2014

- ❖ Increase Yield Rate from applicants to admits and from admits to confirms
 - ❖ Work with NSO Team to incorporate more of Greek Life and Student Involvement in NSO
 - ❖ Submit Proposal to UC for Campus Culture of “The Blue & Gold Promise” new service model proposal to shift campus culture to respond to student problems/questions with an attitude of: *“No matter the problem or question, I will help you resolve.”* and includes *UA Pride Days every Friday whereby UA attire is encouraged.*
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- The goals will be submitted to University Council by March 11th. They will be read at the University Council meeting.
 - With these goals in mind we need to focus on students’ rights and responsibilities and faculty’s rights and responsibilities.
 - Focus on strategies not the “how to” part.
 - We need to be prepared to answer questions on the “new service model”
 - Everyone on this campus should be able to do a basic set of functions or at least answer basic questions from students and direct them to proper offices for specific help/questions.
 - This will be a culture change/mind-shift on campus. With these goals in place we should start seeing the effects in 2015-2016 on campus.
 - “Service Reminders”, the idea of “I am here to help you” should be adapted on campus
 - We need to come up with a 1-2 page focus on how we will do business.
 - Dean Dubick’s “student’s creed”, we should include this in our proposal. Debbie will try to track down this creed.

II. Summary Report of Admissions

- More than 16,000 applications received for Fall 2014 (+43% from 2013)
- Admits are up by 28% from last year
- Confirmed are up by 1% from this time last year . . . +5.5% from 2012

	Applied	Admitted	Pathways/Denied	Confirmed
Fall 2014 <i>(as of March 3, 2014)</i>	16,017	10,419	117	1,618
Fall 2013 <i>(as of March 4, 2013)</i>	11,231	8,123	103	1,604
Fall 2012 <i>(as of March 5, 2012)</i>	11,766	7,995	5	1,537
#change 2013 to 2014	+4,786	+2,296	14	14
% change 2013 to 2014	+43%	+28%	+14%	+1%

- How we gain momentum from here on out, the yield task force meets weekly.
 - Welcome letter from the Deans of the Colleges, Direct & College ready
 - Email welcomes from the Department Heads to students and parents
 - Accolades letter – “why you chose this major”
- Hopefully in the next week a mass mailing will go out to the admitted students.
- Time frame for letters to go out; within the next week, letter from the Deans. Then 10 days after an email from the Department Heads.
- Then 10 days after the Department Head email, send a “did you know” email.
- Some students have not heard from their colleges since October, no fault of anyone, there have been a lot of changes on campus.
- Spring break NSO is at 850 confirmed thus far, and we are expecting 1,000 students to attend.
- Financial Aid packets will be sent to the students March 18. This is ahead of last year, which was April.



University Council Student Engagement and Success

Minutes: October 29, 2014

Attendees: Angeletti, Rick; Gannon, Debbie; Gruich, Dorothy; Kline, John; Krovi, Ravi; Levy, Paul; Marion, Nancy; Moore, Stacey; Mothes, Holly; Pleuss, Carol; Thorpe, Lauri; Tuesday, Carrie.

**Absent
(with notice)** Ashby, Susan

Meeting called to order at 1:00 pm.

I. **First Year Curriculum – All Pathways**

a. **Basic Committee Proposal (needs vetting from OOA; then to Council of Deans)**

- i. First Year Curricular experience- should be a University requirement for everyone; 120 credits to degree + FYE (experience) course
- ii. Must incorporate the first year learning outcomes designed by the MYAE, First year experience group
- iii. Flexible requirement – each college decides what they want to do – particularly for direct admit students; flexible # of credits by college, department or unit
- iv. The entire Curricular Requirement does require some central coordination – particularly coordination of the learning outcomes – ensure all are using them
- v. Next steps – allow colleges to come up with a planthis is an opportunity for colleges to engage their students vs. a mandate from above.
- vi. May design a course
- vii. May incorporate learning outcomes into existing courses (e.g., Tools for Engineering; Introduction to Nursing; Professional and Career Issues in Psychology)
- viii. May require students to take some form of the existing Akron Experience course (flexible # credits)

II. **Multi-Year Experience: First-Year Learning Outcomes**

- i. Students will be able to use technology resources (i.e. MyAkron, Springboard, email, DARS, UA Website and OrgSync) available on campus.
- ii. Students will be able to list three different job responsibilities and requirements for an entry level position they desire upon graduation with their intended major or a major they have an interest in.
- iii. Students will have an informational interaction with an upperclassman in their major or intended major.
- iv. Students will know the graduation requirements for their major or intended major.
- v. Students will identify strengths and pitfalls that will impact their college success and identify strategies (using available resources) to cope with the pitfalls and utilize their strengths.
- vi. Students will complete a Professional Development Action Plan that outlines their co-curricular activities during their first two years at UA.
- vii. Students will be able to answer questions associated with the history and traditions of The University of Akron.

- viii. Students will attend or participate in at least one sporting event, speaker presentation, music or art performance at UA.
- ix. Students will enroll in at least one math course during their first year in support of the General Education Learning Outcomes.
- x. Students will enroll in at least one English or communications course during their first year in support of the General Education Learning Outcomes.
- xi. Students will demonstrate cultural competencies by demonstrating an acceptance of the validity of the opinions from individuals who have ideas, attitudes, beliefs and behaviors that are different from their own.

b. Suggestions to the multi-year experience:

- 1. Under #1- Learning Outcomes add "I have a topic, where do I begin?"
- 2. Add website and technology.
- 3. "Validation Responsibility" – add more clarity.
- 4. Add: "how to send a proper email to a faculty/staff member."
- 5. Add: "how many of you check your UA email?"
- 6. Add: "uploading a document."
- 7. Under Technology add: "Career Line."
- 8. Add: "email to your smartphone."
- 9. Other considerations, every administrator should teach this course.
- 10. Every Dean should teach this course, get to know the students.

c. Re: Next steps – allow colleges to come up with a planthis is an opportunity for colleges to engage their students vs. a mandate from above. The College of Business would like to focus on:

- i. Engagement and Involvement
 - 1. Study Abroad speakers in class.
 - 2. Work in tandem with LC classes.
 - 3. Completing a project for all three classes.
 - 4. A good understanding of what retention is.
 - 5. Write a one-page essay on "Why I chose UA".
 - 6. Understanding where students are coming from, their pressure points.
 - 7. What does it mean to become "successful".
 - 8. Exploring your major. Advisory committee came and spoke to the class.
 - 9. How to do internships.
 - 10. Mold certain behaviors to this class.

d. Ideas:

- 1. Could we offer this class on one or two weekends during the semester?
- 2. Could it be offered in the summer through ZipStart?

III. UA Applications First-Time Freshmen (comparing three years) – Report (Lauri Thorpe)

a. Applications

- i. Fall 15 – 7,161; Fall 14 – 5,194; Fall 13 – 3,401

b. Admits:

- i. Fall 15 – 2,547; Fall 14 – 1,685; Fall 13 – 1,250

c. ACT average Scores – Applicants

- i. Fall 15 – 23.4; Fall 14 – 23.5; Fall 13 – 23.1

d. GPA average – Applicants

- i. Fall 15 – 3.5; Fall 14 – 3.49; Fall 13 – 3.41

e. ACT average - Admits:

- i. Fall 15 – 24; Fall 14 – 23.8; Fall 13 – 23.6

f. GPA average – Admits:

- i. Fall 15 – 3.55; Fall 14 – 3.54; Fall 13 – 3.49

g. Honors Admits are up by 53.2% from last year, Fall 15 – 573; Fall 14 – 374.

h. This weekend, November 1, we have a visitation day and are expecting about 1,700.

- i. One of the reasons our application pool is up is because we purchased 50,000 names from Royal, we bought sophomore and junior communication as well.
 - j. President Scarborough would like us to deny about the same amount of students as last year.
 - i. Denials: Fall 14 – 587; Fall 13 – 380; Fall 12 – 135; Fall 11 – 0
- IV. The Student Success Collaborative: An Overview – will go to colleges in Spring 15.**
- a. Two major deliverables to guide our work:
 - i. Predictive Workbooks
 - ii. Advising Platform
 - b. A best-in-class suite of services for improving degree completion:
 - i. Data Analytics and predictive modeling
 - ii. Student Success software platform.
 - iii. Best Practice research access
 - iv. Dedicated consulting support
 - v. Peer benchmarking and collaboration.
- V. Complete College America**
- a. Conference will be in Miami Beach December 1 & 2, 2014
 - b. Willie and Chris will perform their “Finish in Time”!!!!

Meeting adjourned 2:10 pm

Next meeting will be December 3rd.