

Drake University Faculty Senate
Admissions and Financial Aid Committee

Minute 9-13-2013

- **Members present:** Lou Ann Simpson, Sandy Henry, Kevin Lam, Andrew Welch, Tom Delahunt, Susan Ladd, Laura Linn, Megan Franklin, Sentwali Bakari. Student members and Bob Soltis were unable to attend this meeting.

- The meeting was convened at 9am with introductions of committee members. The chair of the Committee, Keith Summerville, then explained the Committee's recent history, lack of formal meetings for a couple of years, previous work. Essentially, the Admissions and Financial Aid committee served as a communications vehicle between staff and administration and the faculty. In the past, the committee was presented with data, but few faculty-driven initiatives bubbled up through our faculty governance process. All committee members expressed an interest in trying to collaborate with Admissions and Financial Aid offices to better address Drake's current and potential future enrollment challenges.

- Tom Delahunt then transitioned into a discussion about last year's admissions numbers. After enrollment validation, Drake enrolled 850 EFR students. This number reflects a melt of roughly 30 students that had made tuition deposits but, for a variety of reasons, did not attend Drake. Transfer numbers are down this year compared to the past but about 12.5%. Our discount rate for the past year was roughly 50%.

- Drake has set an enrollment goal of 900 EFR students for 2014-2015. Importantly, the number 900 reflects our goal for post-melt EFR students. That is, Drake likely needs to have 920-940 tuition deposits by May 2014 (because some students will deposit and not actually attend Drake).
- The committee transitioned into a broad discussion of the challenges faculty, staff, and administration will face in meeting a goal of 900 EFRs for Fall 2014.
 - Admissions needs to generate more applicants to Drake to increase the potential pool of EFRs from which we can draw our 2014-2015 EFR class.
 - To help increase the number of applicants, Admissions has purchases about 12,000 additional names of students that in the Midwest that meet our academic standards. We will target these students with communications to encourage them to apply.
 - Once students are admitted, we need to recruit them to put down tuition deposits and attend Drake in the Fall. This is the focus of the admitted students days in the spring.

- A variety of efforts are in different stages of implementation to diversify our EFR population (CREW, the QI project, and some efforts to maintain connections to international student pools).
 - A number of colleges and university are paying “agents” to recruit international students. Drake does not currently do so, as we have determined the practice is not consistent with our sense of ethics in Admissions practices.
- Members of the Committee engaged in broad discussion of the challenges Drake will face in reaching the 2014-2015 enrollment goal. The meeting ended with members being given two charged:
 - Each member will discuss the enrollment goals within his/her units and report back to the committee about particularly new or innovative approaches to increasing student yield.
 - Each member will develop his/her sense of priorities for the Committee. At the next meeting, the focus of discussion will be how we can work within the limits of Senate governance to meet our enrollment challenges now and in the future.
- The next meeting is tentatively set for Friday, September 27th at 9am in the A&S Dean’s conference room.