

Admissions and Financial Aid Committee Meeting

September 26, 2014

Minutes

Members Present: Tom Delahunt, Laura Linn, Kevin Lam, Lou Ann Simpson, Andrea Kjos, Laurie Blachford, Andrew Welch, Megan Franklin, Sentwali Bakari, Keith Summerville, Kevin Saunders, Melissa Sturm-Smith

I. Admissions Report

- Applications are coming in, numbers are up and down depending on the day. It's way too early to make much more than that statement.
- We're not experiencing the problems with the common application that were reported across the nation last year.
- Simpson's retention from last year was 79% - as a consequence they laid off 11 people this week. News reports on dwindling enrollments for colleges across the country are not appearing 1-2 times per week.
- Drake had more transfer students come for fall 2014 than most of our peers – bucking a major national trend as well. Transfers are up at the publics, way down at the non profits.
- Ryan Thompson, whose territory included WI, is leaving Admissions to become the Director for Admissions at Grandview University.
- Laura Linn attended a major national conference and was involved in some high-profile panel discussions – this is a sign of her good work and her exceptional leadership skills. We're lucky to have her.

II. Financial Aid

- Our colleagues from Noel Levitz will be on campus next week to work with financial aid on how our master matrix is parameterized – this informs how we make decisions about aid to students / discount rate, etc.
- More on this at the next meeting.

III. New Programs

- Data analytics approved by CBPA and A&S. Dan alexander and Keith Summerville are working on a transfer plan for INTI (A major contributor of Malaysian students into the ACTS program). They hope to get that to Leslie Mamorrian in the next week or two.
- Kinesiology is winding its way through the approval process for A&S.
- Keith Summerville and Renae Chesnut will collaborate with Admissions to minimize the degree to which health sciences and kinesiology compete (in a bad

way) for the same students. We can track overall yield of science students into those two majors (and retention) and monitor whether those stats increase as the new major is brought online. We can tweak how we market these majors to prospective students so that they synergize rather than negate.

- Need to get preptalk sessions set for both new majors if they are approved by BoT.

IV. Retention

- Kevin and Melissa S-S briefed the group on work performed by an ad-hoc retention committee last year (tracking CREW, the proactive advising project, etc). The need to manage retention across all 4 years is high so our work with retention should not be ad hoc but more coordinated between faculty (this committee) and staff (CAAD). Therefore, retention was written into the charge of the A&FA committee (approved by Exec, waiting a vote by Senate)
- Drake also needs to focus on the 'murky middle' – a cohort of student that do well enough academically to not receive support based on low grades, etc. We need to get our hands around how we retain these students.
- Does the University need a retention goal? We currently do not have one for the University. A&S set one last year (and this year) of 90%.
- Our dialog turned to the need for Drake to develop a comprehensive enrollment management strategy – we don't have one that works with students from yield to graduation. We also do not charge anyone on campus with that work – at other schools the Director of Admissions and Financial aid gets that role / a position that reports to the Provost gets that role. Why do we not do this?
- How should we set a retention goal – what data do we need to set one?

These unanswered questions and a report on the QI work will form the basis of our next meeting. This meet will be Friday Oct 10 at 9am in TMR132.