

Drake University Faculty Senate

Admissions and Financial Aid Committee

Minute 9-27-2013

- **Members present:** Lou Ann Simpson, Sandy Henry, Kevin Lam, Yousef Kirechi (student), Andrew Welch, Tom Delahunt, Susan Ladd, Laura Linn, Megan Franklin, Sentwali Bakari. Student members and Bob Soltis were unable to attend this meeting.
 - I. Reports from Colleges and Schools on approaches to increasing enrollment to meet 900 EFR target.
- Yield of admitted students to enrolled students – 22%. Yield from visitors to applications – used to be 69% and is now dropping to the low 50%'s. Some of our science majors are being turned away by the visit experience.
- Need to capture momentum coming off of the visits to get students to apply.
- Could we pursue some disciplinary-level outreach to students that have visited?
- CBPA does more direct, intentional outreach to students during the visit stage of the process.
- Is there a link between students that elect over-night visits and yield.
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A&S Report

- A&S has set college goal of increasing yield by 2-3% across majors.
 - This will involve participation in some of the Saturday visit days
 - College is working

SoJMC

- Pilot Project
 - SOJMC does have capacity to add additional students.
 - Creating a social media intern in Journalism and using social media to push visible medium to prospective students.
 - 2-day immersion activities in targeted high schools – faculty will travel to regional high schools that typically yield high to Drake and recruit students
 - These leverage existing college fairs, target schools that offer high school journalism programs, etc.

SOE

- Kevin asked questions about what kind of students we are bringing to campus – to diversify student population?
 - We don't have a fly-in program but some schools have the resources to fly students in to visit campus
 - Chicago Bus Tour
 - Drake hits many admissions fairs

- Tom distributed data showing projected changes in student enrollment and growth in potential student population in 2021-2022.
- We rejoined the National Hispanic XXXX Group
- SOE started a 3D program to partner with DSM schools, DMAAC and Drake to bring paraprofessionals in DSM schools to Drake. Agreement is that if those students come to Drake, they would teach in DSM schools for some contracted time.
 - Participants are selected by principals of their schools, etc.

CBPA

- Informal discussion looking at whether CBPA has majors that can grow. Internal transfers into CBPA tend to swell their programs and make enrollment management complex.
- Accounting program may be decreasing at Drake – UNI's seems to be increasing.

Athletics

- 10% of student body are athletes – admissions working with coaches on keeping up to date with latest admissions data / information.
- Retention rate can be a concern – Title 9 audit was recently done and this will have implications for roster management, etc.

What can this Committee Do?

- Some sort of endorsement about the shared responsibility among faculty, staff, and administrators to meet enrollment goals.
- Helpful to have as much specificity as possible about what role faculty can play in the admissions process. Perhaps a very concrete list of ways of engagement for faculty with prospective students.
- Programs for the future / programs we have now that are not consistent with the Drake University of the future?
- How can we engage in an effective study of what programs, etc. Drake needs **for the future?**
- Should we be satisfied with the way our current system of governance operates to assess current programs, potential future programs, and enrollment trends?
- Emerging programs – biomedical engineering, biomechanics, exercise science, informatics, etc.
- Admissions process – can we expedite the process?
 - GPA / test scores / etc.
 - Senate could ask for a research project involving use of standardized test and whether test scores are decent correlates to student performance.
 - Should we assess skills sets in other ways rather than standardized tests