

Admission and Retention Committee

January 18, 202

2:00 pm

Attendees – Dr. Andrea Adams, Chair, Dr. Vixmar-Owens, Mehgan Kowalski, Dr. Ada Vilageliu-Diaz, Dr. Aaron Bruewer

Agenda

1. Introductions (New Member, Dr. Aaron Bruewer)
2. Reviewed latest enrollment numbers provided by Chris Anglim

Issues discussed at the meeting

- a. Historical Role and Power of the Committee: Dr. Vixmar-Owens asked whether there was any historical information about the committee's role and the scope of the committee's power. Dr. Adams said that she would reach out to Dr. King Berry to provide information to the committee. The committee agreed that this information would inform the objectives developed by the committee.
- b. Discussion – Branding and Marketing: Dr. Kowalski discussed the fact that concerning admissions, UDC marketing and branding are critically important to recruiting students. She commented that students do not have information regarding 529 plans; dollars go farther in an institution like UDC.
- c. Discussion – Do we know what motivates students to decide to attend UDC, transfer from UDC, or leave without graduating? The committee discussed that to answer that question, we need to hear from the students. Dr. Brewer suggested that preliminarily, we look to search for data that has already been gathered about that question.
 - i. Dr. Ada said that she would contact and invite Dr. Latham to come to the next meeting to talk about what the university is currently doing around either admission or retention
 - ii. Dr. Brewer suggested that we ask our colleagues what they were doing in their programs/departments or colleges to aid in recruiting or retention. hat the committees. The plan is that if faculty or programs are using techniques that work, those techniques can be shared with other faculty. Dr. Brewer also suggested that we look at what other universities in our area are doing. Dr. Ada mentioned American University's "puppy day."
 - iii. Dr. Adams will ask Dean Peters if she has information about the University's efforts in recruiting. She will again ask Dean Peters to provide some information or come to the meeting to understand what are the university programs that the committee might support.
 - iv. Dr. Kowalski said that Rebecca Graham might have some information about the results of student surveys conducted by the university.
 - v. Dr. Ada also suggested that Trinice McNabby (please correct spelling) might be a good resource to provide information about campus culture.

She also suggested that the committee looks at recruiting from schools that help individuals get their GED in the community as a source for recruiting students.

- vi. Some of the questions that need to be answered include:
 - 1. How are students assisted in moving from the Branch campus to the Main campus?
 - 2.
- 3. Questions to explore:
 - a. What is the scope of the committee's power
 - b. What is the University already doing to assist in increasing enrollment and retention?
 - c. What are different programs/departments doing:
 - i. Exit interviews
 - ii. Digital one-sheet
 - d. What about students:
 - i. What are their admission, enrollment, matriculation, and retention experiences?
 - ii. What are their expectations?
 - e. What data does the committee need to answer the questions?
- 4. UDC Benefits: (Starting list)
 - a. One on one attention
 - b. Small class size
 - c. Affordable
 - d. Connected mission with the surrounding mission of the District