

Enrollment Management Team Meeting

Tuesday, March 15, 2011

Harris 214

2:00 – 4:00 p.m.

Attending:

Hilary Allen, Director of Alumnae and Parent Relations
Ann Gleason, Dean of Students
Megan Greer, Associate Director of Admissions
Jeff Howlett, Chief Information Officer
Luo Luo, Enrollment Research Specialist
Miranda McCall, Assistant Director of Financial Assistance
Kevin Michaelsen, Director of Financial Assistance
Lori Miller, Research, Planning and Assessment
Carver Morrow, Student Representative, Honor Council Chair
Stephanie Myrto, Assistant Director of Operations, Admissions
Marie Sumerel, Director of the Career Center
Garry Walton, Dean of Humanities and Social Sciences
Candice Fisher Webb, Co-Director of First-Year Experience
Susan Wessels, Associate Dean and Dept. Head, School of Business
Anne York, Associate Professor of Economics
Danny Green, Associate Vice President for Enrollment

Not Attending:

Lori Duke, Controller
Karen Dunton, Managing Director of Marketing
Anna Beavon Gravely, Student Representative, SGA President
Amanda Steele-Middleton, Registrar
Larry Grimes, Professor of Biological Sciences

SYNOPSIS

The numbers – Members were provided a copy of the weekly report of March 10, 2011. Stephanie Myrto and Megan Greer shared that Fall 2011 FFR application number is smaller than this time last year, however, there are more students still in the pipeline. The deposit number is up (116 this year vs. 98 last year) and it is noticed that students this year are highly interested in Meredith College. For the upcoming Experience Meredith (this event is one week earlier than last year), 93 students have registered vs. 27 this time last year. In addition, the registered number of upcoming Junior Visitation Day is slightly up this year than last year (152 vs. 147). Think Meredith Dinners are coming soon in Raleigh and Charlotte.

FYE Retention– Members were provided a copy of FYE retention report. Luo Luo shared that the study indicates that students taking FYE courses at their first semester at Meredith retain slightly better than those not taking. In addition, the percentage of students taking FYE courses drops about 4% from Fall 09 to Fall 10. Members shared that the competition with PRISM courses may be one factor, since the PRISM courses get more marketing and promotion on-campus. Also, the message that students received about FYE courses may be different from student advisors and faculty advisors.

Danny suggested more detailed studies about this issue of FYE courses by looking at the differences between staff instructors and faculty instructor, students with different intended majors, etc. Committee members suggested that more faculty members may be encouraged to teach FYE courses.

Financial Assistance Web Strategy– Kevin Michaelsen and Miranda McCall showed members a new feature of financial website. A new add-on information is now available online for students to see their financial information: a) Missing documents—students can use the ID and password to log in and check their missing documents, which will save their time on waiting the physical mails. Related links of those documents/forms are provided so students can easily go ahead and fill out the required forms. b) Award letter – after logging in students can review their award letter online. c) Calculate your annual bill – this feature can show students’ annual bill based on current award packages.

The online information is updated daily and physical mail will continue to be provided to students and parents. This online service is now available to incoming new students and is expected to be available for continuing students soon.

Noel-Levitz 2nd year survey results – Members were provided a copy of the 2nd Year Survey results. The survey was administered in late fall 2010 and focused on all enrolled sophomore students. 124 students completed the survey. The survey shows students’ college plans, intended majors, self-assessment of current academic and social experience, future academic and career plans, etc. Since some students expressed need for academic or financial advice, members suggested proactively providing those services instead of waiting for them to come for help.

CIRP/BCSSE and CSI Measurement Tools – Members shared the use of these measurement tools and discussed about the feasible way of administering these tools in a rotated way.

Next EMT meeting – Tuesday, April 19, 2011, 2:00 – 4:00 p.m., Harris 214

Adjournment – Danny thanked members for their attendance. The meeting adjourned at 4:00 p.m.