

- Enrollment Update (Lee Young)
 - Recruiting
 - Sulphur Springs and Rockwall are the largest feeder districts in the local area
 - It is a false assumption that local students will attend A&M-Commerce simply because they are local
 - Some high school students are not financially able to pay for college (cost of living included)
 - Those that are academically and financially able to attend anywhere they wish are often willing to travel further than A&M-Commerce
 - Local community colleges (Paris Junior College, Tarrant County College) are an attractive alternative to many students, especially those looking to save money
 - Limited face-to-face interactions with students available during school visits
 - Many districts will not allow recruiters any interaction with students other than a lunchroom visit
 - Lunch usually lasts around 20 minutes
 - Many students would rather spend this time with their friends
 - Some recruiters have been able to partner with the AVID teachers and have class visits in addition to the lunchroom visits
 - UEC RESPONSE: we have many alumni living in these areas that could host events for students and some superintendents of these districts who could make changes to the recruiting policies
 - In rural and poorer districts, there exist students that still contend with a lack of parental or familial support to attend college
 - Students in wealthier, more urban, districts are used to convenience, proximity, and amenities/restaurants of choice
 - UT Arlington is often the college of choice for its local students due to its marketing campaign, proximity, and urban location
 - Students in Frisco ISD, in particular, believe that Commerce is simply too far a distance to travel to attend college
 - UEC RESPONSE: create an alumni group in Frisco close to the school, invite students to visit alumni, and host events
 - Many students ask if Chick-Fil-A® is in Commerce, followed by Whataburger®
 - UEC RESPONSE: does Sodexo have a partnership with either of these?
 - These students visit during their Sophomore year and enjoy the visit, but lose interest by the time they reach their Senior year
 - Some teachers and counselors use the A&M-Commerce application as a “practice” because it is free
 - Incoming freshmen are attracted to mentorship opportunities such as S.E.E.D.S., L.E.A.D., and the Freshman Living & Learning Communities
 - Experts (advisors, faculty, deans, etc.) increase the impact of any presentation to students and parents
 - Transfer students have varied needs
 - Automatic admission requirements have been helpful for transfer students
 - Transfer Guides are a useful tool for recruiting events; more could easily be created by departments

- The Organizational Leadership program (competency-based, TAB) has been popular among these students, but could benefit from increased marketing
- Scholarships have been helpful for all student populations, but more funds would always be welcome
- Increased marketing needed
 - Students in some districts believe A&M-Commerce is College Station's business school
 - A story repository for Admissions and for each department with student success stories and faculty stories would be a way for prospective students to connect to their futures
 - The Admissions webpage should be a main page for the University with easy-to-access information for prospective students
 - Each department should have a webpage listing the possible career opportunities available with a degree in each major offered
 - A website redesign is needed for better navigability, easier searches, and a more streamlined experience
 - The Wordpress migration was halted due to a lack of resources (for migration period and hiring of staff to approve/edit webpages)
 - Web governance must be in place prior to migration
 - College of Business to be migrated first (plan for migration and personnel already in place)
 - Wordpress Migration Committee formed
 - Tim Murphy, chair; Brent Donham, Randy Harp, Shanan Gibson, William Kuracina, Tim Letzring, Matt Wood, Scott Cason, Jeremy Gamez
 - Weekly progress report and additional updates to be provided to the President
- Dallas County Promise
 - dallascountypromise.org
 - Student benefits (see website for full eligibility requirements)
 - Free tuition at any college in the DCCCD for all students
 - Success coach support for students
 - Textbook stipend
 - Transfer scholarships
 - If the University were to partner with this initiative, it would create a firm relationship with the Dallas county student population
- Military base recruiting
 - Hazlewood and GI Bill scholarships are available to these students
 - These students have different goals and different needs than other traditional and non-traditional students
 - ACE transcripts are more difficult to process and fewer programs accept their credits
 - Private colleges and universities have more resources to devote to recruiting
- Counselor Update
 - An update is hosted each fall on campus for guidance counselors
 - It has generally been a poor turnout
 - Turning the day into a CEU-generating event has increased turnout
 - In the morning, there are representatives from CollegeBoard, SAT, ACT, etc. on campus for training (eligible for CEU)
 - In the afternoon, there are A&M-Commerce information sessions and campus tours

- Junior Day
 - The first Junior Day was hosted this AY, and it was highly successful
 - Eight schools sent students, who were mixed up then split into groups for the day
 - The students attended a signature course class
 - Faculty were very supportive of this initiative
 - Students loved attending a college class on campus
 - The only limit was space (Ferguson could be used with advanced notice)
 - Students ate lunch in the Mane Cafeteria and went on a campus tour
 - Many counselors were also in attendance
 - Plan to host this annually
- Enrollment numbers for Fall 2018
 - Headcount down 9.8% compared to last year at this time
 - 10.9% undergraduate
 - 89.1% graduate
 - Overall SCH down 7.09% compared to last year at this time
 - Undergraduate down 0.34%
 - Graduate down 26.43%
 - New student enrollment compared to last year at this time
 - New freshmen and transfers up 21%
 - New masters and doctoral students down 23.4%
 - New student orientation is up compared to last year at this time
 - Residential Living & Learning booking is up 3.9% compared to last year at this time
 - Scholarships
 - 748 have been accepted
 - 55 are pending (deadline to accept is May 24 at 5:00 p.m.)
 - Total dollar amount of accepted and pending scholarships is over \$3.4 million
 - Challenges
 - Past due balances
 - Any balance over \$200 places a hold on a student registration
 - 808 currently have a past due balance
 - Total amount owed is over \$1.8 million
 - Several students are dropped for nonpayment each term
 - Satisfactory Academic Progress (SAP)
 - 902 students are on SAP Suspension
 - 753 students are on SAP Warning
 - Persistence and Retention
 - ~714 Seniors have not yet registered for Fall (does not include recent graduates)
 - ~666 Juniors have not yet registered for Fall
 - ~494 Sophomores have not yet registered for Fall
 - ~250 Continuing Freshmen have not yet registered for Fall
 - 1,516 degrees were awarded (or are pending award) at the Spring 2018 Commencement
 - The majority of these students will not return in the Fall
 - Each year's graduating class is larger than the one before
 - Not currently recruiting enough to cover those graduating and those not retained
 - Deans are given a list each semester of those students who have not enrolled, and each College has a process in place to contact these students
 - Colleges report that many students have forgotten to register or have not yet thought about registering because the next semester is months away

- Some students cite finances as their reason for not returning
- Dwindling graduate student population
 - Recently two graduate recruiters were hired, but there have been none for several months
 - The international student population has been decreasing due to international partnerships and agreements ending, national politics making obtaining visas difficult for some students, and ISSSO not yet filling positions
- Budget Update (Tina Livingston)
 - FY18-19 budget submitted to the A&M System in March was based on no growth and no loss
 - Current projections suggest that there may be a decrease in enrollment
 - Tuition revenue projections with SCH decreases due to a decrease in enrollment:
 - 5% decrease in undergraduates and 20% decrease in graduates: \$2.7 million shortfall
 - 7% decrease in undergraduates and 20% decrease in graduates: \$3.6 million shortfall
 - 10% decrease in undergraduates and 20% decrease in graduates: \$4.9 million shortfall
 - Additional losses due to decreased student fee generation will occur for the Rayburn Student Center, Athletics, Morris Recreation Center, etc.
- Allen ISD Partnership (Scott Cason)
 - This is an exclusive higher education partnership with Allen ISD
 - It includes signage, video, and access to venues and events
 - A&M-Commerce has the option to host events at Allen ISD's venues (such as the stadium and skybox)
 - Athletics has a limited amount of recruiting they are allowed, per the NCAA, so other departments are encouraged to seize upon this opportunity
 - Approximately 26,000 attendees at each home football game
 - \$25,000 A&M-Commerce investment each year for three years
- Presidential Search (Alicia Currin and Jeremy Gamez)
 - Only eight candidates have been nominated from A&M-Commerce, and the remaining candidates were recruited or applied in the national search
 - Timeline
 - May 31: all application materials due
 - June 7: Search Advisory Committee will receive the application materials
 - June 14: meeting to select 8-10 candidates for face-to-face interviews
 - Late June: airport interviews
 - July: System and Board of Regents interviews (one or two candidates)
 - Questions from candidates
 - Growth in enrollment
 - Growth in facilities
 - Campus and community atmosphere
 - DFW metroplex proximity and partnership opportunities
 - A&M System relationship
 - Size of endowment and philanthropy
 - R2 designation
 - To follow the process: <http://www.tamuc.edu/aboutus/administrativeOffices/president/presidential-search-committee/default.aspx>
 - To nominate a candidate: <https://www.surveymonkey.com/r/BJQB9BV#here>
 - To complete the survey for desired qualities and characteristics for the next President: <https://www.surveymonkey.com/r/BQNVGPM#here>
- Advancement Shout-Outs (Keturi Beatty)
 - College of Science & Engineering received \$10,000 toward scholarships

- Announcements
 - Furniture and equipment being moved from Pacific Place to El Centro this week
 - Water tower logo being changed to the current logo
 - Men's and Women's Track Team currently at the NCAA National Championship
 - Thomas Newsom forming a committee to create an inclusive calendar to prevent conflicting events