

Texas A&M University Commerce Strategic Enrollment Planning

**U**I HURON

Weekly Status Report: 11/22/21

## **Overall Project Status**

On Track

Minor Concerns

Major Concerns

Weekly Check-in: Proposed Discussion Items

Our weekly check-in has been cancelled in observance of Thanksgiving. Hope you have a wonderful holiday!

### Milestones from 11/15-11/19

### Stakeholder Engagement:

- Huron concluded all stakeholder interviews except for student focus groups. To date, we have met with over 75 institutional stakeholders and conducted over 40 interviews. Units, and individuals we have met include, but not are not limited to:
  - o Steering Committee
  - Deans of Colleges
  - Enrollment Management
  - Student Affairs
  - o Finance
  - o Human Resources
  - Institutional Research
- Huron has completed all Executive Team interviews including in person interviews during the week of 11/15.
  - o President Mark Rudin
  - Provost John Humphreys
  - Vice President and Chief Financial Officer Tina Livingston
- Will is finalizing scheduling of student focus groups. The team plans to conduct these interviews **in person** the week of 12/6.
- Huron conducted the following interviews the week of 11/15:

President Mark Rudin	Provost John Humphreys	CFO Tina Livingston	Nick Patras
Katrina Watkins	Kristina Nichols	Misty Lair	Hannah Stotts
Renee Walker	Hailey Bearden	Crystal Lindley	Maxine Mendoza-Welch
Christina Yoakum	Jonathan Jordan	Edward Romero	Tammi Thompson
Joyce Miller	Fred Fuentes	Paige Bussell	Molly Baur
Dali Hatanville	Carlos Ruiz	Hattie Powell	Sarah Baker
Charles Robnett			

#### Data Analysis:

• Huron continued data collection, cleansing and validation of the undergraduate and graduate admissions, financial aid, and enrollment data.



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# Key Priorities for the Week (11/22 – 11/26)

Huron To Do:

- Continue to work with TAMUC to Schedule Steering Committee Meeting #2
- Continue review of faculty and payroll data to confirm receipt of all needed data items
- Begin descriptive data analysis of first-time freshmen and transfer student enrollment and retention data
  - Begin cleansing of graduate student data to be shared in January 2022
- Identify themes / observations for next steering committee meeting and begin to build the presentation deck for 11/16 SC Meeting – focused on findings from the undergraduate current state diagnostic
- Continue to work with Judy Sackfield to schedule focus groups
- Schedule follow-up meeting with Cece Gassner when Huron team is on-campus next
- Schedule follow-up meeting with Michael Johnson to better learn how TAMUC is utilizing external digital marketing services

TAMUC To Do:

- Determine if Huron or TAMUC should send Steering Committee Update Email draft email shared on Friday, 11/18
- Work with Huron to validate data (ongoing)