



University Council
Student Engagement and Success

Minutes: August 6, 2013

Attendees: Gannon, Debbie; Kline, John; Ohlson, Margo; Ashby, Susan; Pleuss, Carol; Tressel, Jim; Nancy Morray; Sochacka, Alicja; Mothes, Holly; Angeletti, Rick; Thorpe, Lauri; Krovi, Ravi; Levy, Paul

Absent: Christopher, Greg; Dennis, Bryan; Moore, Stacey Sochacka, Alicja

Meeting called to order at 3:00 pm. July minutes approved.

Subcommittee Reports:

- None

New Business:

Old Business:

- I. **Admissions** – Royal and Company has been awarded a 1 year contract to boost enrollment and applications. They will engage in “data mining” or extracting information from relevant high school seniors; this information will determine characteristics of the best high school seniors to apply and enroll. There is a rapid implantation, starting September 3, 2013. Royal and Company has determined that it takes 5 touches for students to apply. From September through April the goal is to increase the Universities application pool by 25%.
 - a. **The cost is \$230,000 campaign.** This is offset by a \$5.00 increase in the university application fee.
 - b. **Akron Gold Application** – will still apply for scholarship
 - c. **Regular Standard Application**
- II. **Scholarship Allocation** – The notification process has changed. The admission packet will include any scholarship amount and all the information new students require. In prior years the scholarship amount was not released to students until December, while competing colleges released the amount in September. New students are given the scholarship information and amount up front so they can make an informed decision.
 - a. **Validity of the Honors Interview** – This was discussed and more information to follow.
- III. **Demographics of students** – 3% non-resident students and 1% international students.
- IV. **New Roo Weekend August 23-25, 2013** – Orientation for new undergraduate, transfer, adult and military students. The students are broken down into groups of 25 with 2 student leaders and 1 staff mentor. The staff/student mentors are responsible for accountability of their group of new students. The idea is to keep in touch with new students to monitor their success.
- V. **ZipStart** – 165 students took advantage of 209 courses resulting in 6027 credits generating \$134,750.00.

- VI. **Stop Out/Reconnect** – Contacted 8,080 students

- VII. **Associate of Arts** – 400 students were awarded an Associate of Arts. Students from 2001 who qualified with credit hours were given the opportunity to receive a 2 year degree at the August University Commencement Ceremony.

- VIII. **Undergraduate overdue fees** – Students with a past due amount of \$1,000.00 or more are not permitted to apply for fall classes. More information was to follow.

- IX. **Meeting adjourned at 4:10 pm.**