



University Council Student Engagement and Success

Minutes: September 10, 2013

Attendees: Gannon, Debbie; Kline, John; Ohlson, Margo; Pleuss, Carol; Sochacka, Alicja; Thorpe, Lauri; Levy, Paul

Absent: Christopher, Greg; Dennis, Bryan; Moore, Stacey; Tressel Jim; Mothes, Holly; Ashby, Susan; Marion, Nancy; Angeletti, Rick; Krovi, Ravi

Meeting called to order at 1:00 pm. August minutes approved.

New Business/Old Business:

- I. **Honors Interview** – After extensive research and discussions, the interview process for Honors College has changed. Starting with the Fall 2014 entering Freshmen class, students who apply and meet the criteria will be admitted to Honors at the same time they are admitted to The University of Akron. The letter will notify students about the option to interview for additional scholarship. At the recommendation of Scannel & Kurz (outside scholarship consultants) scholarships for Honors eligible students will be front loaded moving from the current maximum rate of \$6,000 to the new maximum initial offer of \$7500 with the option to interview at the Honors College for \$500 up to \$2,000 additional scholarship funds.
- II. **Royal Application** – September 3, 2013 the campaign started. The application is easy to navigate with the goal of increasing the university application pool.
- III. **Zippy Birthday Club** – High school students (grades 9 -12) will receive an email from Zippy with birthday wishes beginning this fall. Those who are juniors effective July 1 plus all seniors will also receive a coupon for a free tee-shirt which they will receive when they visit the Admissions Office. The goal is to enhance UA brand loyalty, market UA among these students and their friends, and encourage more campus visits which has been proven to increase yield.
- IV. **UA on Display** – will take place on Saturday, September 21, 2013 to provide high school juniors and seniors. University colleges and departments are encouraged to showcase their programs and services. Admissions will deliver a presentation on admission, financial aid, and offer campus tours.
- V. **Suggestions for High Schools** – Ms. Carol Pluess suggested a model used by Sinclair College in Dayton, Ohio. This model creates learning centers for feeder high schools to increase high school test scores; therefore helping students increase participation in college courses. The University of Akron's Wayne campus uses its resources to test juniors in high school to determine how prepared they are for college courses.
- VI. **ZipStart** – The Ohio Board of Regents approval of ZipStart continues through June 2015. Debriefing and data analysis will soon begin to improve course offerings and enrollment for summer 2014.
- VII. **Meeting adjourned at 2:00 p.m.**