Present: Chancellor Wood, Barbara Keinath, Carola Thorson, Corby Kemmer, Andrew Svec, Les Johnson, Jeff Sperling, Tricia Sanders, Ron Del Vecchio, Bill Peterson, Soo-Yin Lim-Thompson, Sue Erickson, Sue Brorson, Peter Phaiah, Steph Helgeson, Kim Gillette, John Loegering, Chris Winjum

Guest(s): None

In these minutes: NSSE Survey Results, Strategic Enrollment Management Committee, Online Student Email Distribution List, Chancellor Update, Member Updates

NSSE Survey Results – Sue Erickson
Sue provided a “Profile of UMC Students” handout (attached) to the committee. She also presented a powerpoint (attached) highlighting areas that she felt UMC was an ‘outlier’ in regards to other campus responses. Sue said she would forward the presentation to the committee. She also said she would breakdown the NSSE survey and present it to different campus groups and individualize it depending on what type of information one is looking for. Contact Sue if you are interested in this.

Strategic Enrollment Mgmt Committee – Peter Phaiah, Carola Thorson
Peter and Carola provided a DRAFT list of the membership they envisioned on the Strategic Enrollment Management Committee (SEMC), and the Recruitment and Retention Workgroups (attached). They also provided a timetable of items they hope to accomplish within these groups. The Executive Committee was in agreement with the list of members of these groups and Peter and Carola were going to move forward with their planning.

Online Student Email Distribution List – Peter Phaiah
Peter informed the committee that an email distribution list has been setup for online only students and he also provided the address (attached) to use for that list. Some discussion was had regarding who should be able to send items to that list and 10 individuals were identified as having a need. Peter will get those individuals approved for that list.

Chancellor Update – Chancellor Wood
• Vice President of HR Kathy Brown will be on campus tomorrow (10/18). She has a scheduled session with the Executive Committee at 10 am.
• The Senate Capital Investment Committee with visit UMC on Wednesday (10/30) to learn more about our Wellness Center request. They will be coming for a few hours during the middle of the day, mark your calendars and more information will come out soon.
**Member Updates**
Ron Del Vecchio – Agriculture and Natural Resources
- UMC Wildlife Society Chapter took 1st place in Wildlife Quiz Bowl at the Annual Conference of the Wildlife Society in Milwaukee on October 9
- UMC Horticulture Team took 1st place at the Mid-America Collegiate Horticulture Society annual competition and conference.
- Mark your calendars - December 6th will be Ag & NATR Activities Day. More information will follow.

*Pre-Posted’ Member Updates
- None

*Respectfully submitted by Chris Winjum*
### Total Enrollment

<table>
<thead>
<tr>
<th></th>
<th>Total</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Degree-Seeking</td>
<td>1,813</td>
<td>75.7%</td>
</tr>
<tr>
<td>Non-Degree</td>
<td>1,026</td>
<td>24.2%</td>
</tr>
<tr>
<td>TOTAL</td>
<td>2,839</td>
<td>100%</td>
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</table>

### Degree-seeking Enrollment

<table>
<thead>
<tr>
<th></th>
<th>Total</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>On Campus</td>
<td>995</td>
<td>54.9%</td>
</tr>
<tr>
<td>Online</td>
<td>818</td>
<td>45.1%</td>
</tr>
<tr>
<td>TOTAL</td>
<td>1,813</td>
<td>100%</td>
</tr>
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</table>

### Credit Hour Production

<table>
<thead>
<tr>
<th></th>
<th>On-Campus</th>
<th>Online</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOTAL</td>
<td>15,099.5</td>
<td>7,369.5</td>
</tr>
</tbody>
</table>

### Fall Semester Enrollment Trends

<table>
<thead>
<tr>
<th>Year</th>
<th>On-Campus</th>
<th>Non-Degree</th>
</tr>
</thead>
<tbody>
<tr>
<td>2003</td>
<td>1,187</td>
<td>1,152</td>
</tr>
<tr>
<td>2004</td>
<td>936</td>
<td>1,083</td>
</tr>
<tr>
<td>2005</td>
<td>1036</td>
<td>1,083</td>
</tr>
<tr>
<td>2006</td>
<td>1,361</td>
<td>1053</td>
</tr>
<tr>
<td>2007</td>
<td>1121</td>
<td>1,053</td>
</tr>
<tr>
<td>2008</td>
<td>1,096</td>
<td>1,060</td>
</tr>
<tr>
<td>2009</td>
<td>1,002</td>
<td>962</td>
</tr>
<tr>
<td>2010</td>
<td>1,002</td>
<td>962</td>
</tr>
<tr>
<td>2011</td>
<td>1,013</td>
<td>1,013</td>
</tr>
<tr>
<td>2012</td>
<td>1,013</td>
<td>1,013</td>
</tr>
<tr>
<td>2013</td>
<td>1,183</td>
<td>1,183</td>
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</table>

### Race/Ethnicity

<table>
<thead>
<tr>
<th></th>
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<th>Online</th>
</tr>
</thead>
<tbody>
<tr>
<td>American Indian</td>
<td>14</td>
<td>17</td>
</tr>
<tr>
<td>Asian</td>
<td>9</td>
<td>33</td>
</tr>
<tr>
<td>Black</td>
<td>62</td>
<td>62</td>
</tr>
<tr>
<td>Hawaiian</td>
<td>6</td>
<td>1</td>
</tr>
<tr>
<td>Hispanic</td>
<td>20</td>
<td>1</td>
</tr>
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#### Students of Color

<table>
<thead>
<tr>
<th></th>
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</tr>
</thead>
<tbody>
<tr>
<td>N</td>
<td>111</td>
<td>128</td>
</tr>
</tbody>
</table>

### GENDER

<table>
<thead>
<tr>
<th></th>
<th>On-Campus</th>
<th>Online</th>
</tr>
</thead>
<tbody>
<tr>
<td>Female</td>
<td>451</td>
<td>422</td>
</tr>
<tr>
<td>Male</td>
<td>528</td>
<td>345</td>
</tr>
<tr>
<td>Unknown</td>
<td>16</td>
<td>51</td>
</tr>
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</table>

### Age

<table>
<thead>
<tr>
<th></th>
<th>On-Campus</th>
<th>Online</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;=18</td>
<td>139</td>
<td>3</td>
</tr>
<tr>
<td>19-20</td>
<td>364</td>
<td>20</td>
</tr>
<tr>
<td>21-24</td>
<td>408</td>
<td>113</td>
</tr>
<tr>
<td>25-34</td>
<td>869</td>
<td>366</td>
</tr>
<tr>
<td>&gt;=35</td>
<td>15</td>
<td>316</td>
</tr>
</tbody>
</table>

#### Average Age: On-Campus 21.1 Online 33.0

### Classification

<table>
<thead>
<tr>
<th></th>
<th>On-Campus</th>
<th>Online</th>
</tr>
</thead>
<tbody>
<tr>
<td>Freshman</td>
<td>224</td>
<td>85</td>
</tr>
<tr>
<td>Sophomore</td>
<td>230</td>
<td>85</td>
</tr>
<tr>
<td>Junior</td>
<td>224</td>
<td>189</td>
</tr>
<tr>
<td>Senior</td>
<td>317</td>
<td>459</td>
</tr>
</tbody>
</table>

### Cumulative GPA

<table>
<thead>
<tr>
<th></th>
<th>On-Campus</th>
<th>Online</th>
</tr>
</thead>
<tbody>
<tr>
<td>Freshman</td>
<td>0.78</td>
<td>1.05</td>
</tr>
<tr>
<td>Sophomore</td>
<td>2.46</td>
<td>2.21</td>
</tr>
<tr>
<td>Junior</td>
<td>2.62</td>
<td>2.31</td>
</tr>
<tr>
<td>Senior</td>
<td>2.95</td>
<td>2.83</td>
</tr>
<tr>
<td>TOTAL</td>
<td>2.27</td>
<td>2.46</td>
</tr>
</tbody>
</table>

### Full-Time/Part-Time Status

<table>
<thead>
<tr>
<th></th>
<th>On-Campus</th>
<th>Online</th>
</tr>
</thead>
<tbody>
<tr>
<td>FT</td>
<td>95%</td>
<td></td>
</tr>
<tr>
<td>PT</td>
<td>5%</td>
<td></td>
</tr>
</tbody>
</table>

### FT/PT

<table>
<thead>
<tr>
<th></th>
<th>On-Campus</th>
<th>Online</th>
</tr>
</thead>
<tbody>
<tr>
<td>Female</td>
<td>94.9%</td>
<td>40.3%</td>
</tr>
<tr>
<td>Male</td>
<td>94.7%</td>
<td>66.7%</td>
</tr>
<tr>
<td>Unknown</td>
<td>93.8%</td>
<td>15.7%</td>
</tr>
</tbody>
</table>

### By College

<table>
<thead>
<tr>
<th></th>
<th>On-Campus</th>
<th>Online</th>
</tr>
</thead>
<tbody>
<tr>
<td>AGNR (0% Online)</td>
<td>517</td>
<td>0</td>
</tr>
<tr>
<td>BUSN (74% Online)</td>
<td>181</td>
<td>520</td>
</tr>
<tr>
<td>LAED (42% Online)</td>
<td>139</td>
<td>102</td>
</tr>
<tr>
<td>MST (58% Online)</td>
<td>143</td>
<td>196</td>
</tr>
<tr>
<td>UNDEC (0% Online)</td>
<td>15</td>
<td>0</td>
</tr>
</tbody>
</table>
NSSE at UMC

2013 National Survey of Student Engagement
About NSSE

National Survey of Student Engagement

- Administered to first-year (FY) students and seniors (SN)
- Asks about engagement indicators inside and outside the classroom
Response rate:
30% for FY
36% for SN

ALL ONLINE

Nationally, 5% of FY respondents and 13% of SN respondents indicate such
For UMC, 13% of FY respondents and 49% of SN respondents indicate “all online”
Engagement Indicators

Data is summarized into 10 indicators within 4 categories

- Academic Challenge
- Learning with Peers
- Experiences with Faculty
- Campus Environment

Each indicator is measured on a 60-point scale.
UMC statistically significantly lower than national norm
ACADEMIC CHALLENGE
First Year Students – Reflective & Integrative Learning

About how often have you done the following:
Responding “Very often” or “Often”

Combine ideas from different courses in assignments
Connect learning to societal problems
Include diverse perspective in course discussions
Examine strength/weakness of own views
Better understand another's view
Learned something that changed your understanding
Connected ideas from courses to prior experiences

Reflective & Integrative Learning

- UMC OnCampus
- UMC Total
- Plains Public
- Carnegie Peers
**ACADEMIC CHALLENGE**

First Year Students – Learning Strategies

*About how often have you done the following: Responding “Very often” or “Often”*

- Identified key information from reading assignments
  - UMC OnCampus: 81%
  - UMC Total: 77%
  - Plains Public: 80%
  - Carnegie Peers: 77%

- Reviewed your notes after class
  - UMC OnCampus: 68%
  - UMC Total: 61%
  - Plains Public: 57%
  - Carnegie Peers: 53%

- Summarized what you learned in class or from course materials
  - UMC OnCampus: 65%
  - UMC Total: 58%
  - Plains Public: 52%
  - Carnegie Peers: 47%

**Learning Strategies**

- UMC OnCampus
- UMC Total
- Plains Public
- Carnegie Peers
Higher-Order Learning

How much has your coursework emphasized the following: Responding “Very often” or “Often”

- Memorizing course material:
  - UMC OnCampus: 60%
  - UMC Total: 58%
  - Plains Public: 53%
  - Carnegie Peers: 69%

- Applying facts/theories to problems/situations:
  - UMC OnCampus: 80%
  - UMC Total: 79%
  - Plains Public: 77%
  - Carnegie Peers: 75%

- Analyzing idea/experience/line of reason by examining parts:
  - UMC OnCampus: 77%
  - UMC Total: 74%
  - Plains Public: 71%
  - Carnegie Peers: 67%

- Evaluating point of view/decision, info source:
  - UMC OnCampus: 74%
  - UMC Total: 65%
  - Plains Public: 67%
  - Carnegie Peers: 61%

- Forming new idea from pieces of info:
  - UMC OnCampus: 73%
  - UMC Total: 67%
  - Plains Public: 70%
  - Carnegie Peers: 63%
About how often have you done the following:
Responding “Very often” or “Often”

- Combine ideas from different courses in assignments: 70%
- Connect learning to societal problems: 63%
- Include diverse perspective in course discussions: 47%
- Examine strength/weakness of own views: 61%
- Better understand another's view: 61%
- Learned something that changed your understanding: 61%
- Connected ideas from courses to prior experiences: 81%

Reflective & Integrative Learning

- UMC OnCampus
- UMC Total
- Plains Public
- Carnegie Peers
LEARNING WITH PEERS
First Year Students

Collaborative Learning
- UMC On Campus: 35.5
- UMC Total: 31.9
- Plains Public: 30.6

Discussions with Diverse Others
- UMC On Campus: 32.5
- UMC Total: 32.3
- Plains Public: 39.0
- Carnegie Peers: 39.3
LEARNING WITH PEERS

Collaborative Learning
- UMC On Campus: 34.4
- UMC Total: 32.7
- Plains Public: 31.8

Discussions with Diverse Others
- UMC On Campus: 35.2
- UMC Total: 34.0
- Plains Public: 39.6
- Carnegie Peers: 41.2

Seniors
LEARNING WITH PEERS

Discussions with Diverse Others

<table>
<thead>
<tr>
<th>Race or Ethnicity</th>
<th>Economic Background</th>
<th>Religious Beliefs</th>
<th>Political Views</th>
<th>Race or Ethnicity</th>
<th>Economic Background</th>
<th>Religious Beliefs</th>
<th>Political Views</th>
</tr>
</thead>
<tbody>
<tr>
<td>First-Year Seniors</td>
<td>UMC On Campus</td>
<td>UMC Total</td>
<td>Plains Public</td>
<td>UMC On Campus</td>
<td>UMC Total</td>
<td>Plains Public</td>
<td>UMC On Campus</td>
</tr>
</tbody>
</table>

- First-Year Seniors:
  - UMC On Campus: 49%
  - UMC Total: 62%
  - Plains Public: 68%

- Senior:
  - UMC On Campus: 64%
  - UMC Total: 68%
  - Plains Public: 72%
EXPERIENCES WITH FACULTY

First Year Students

Student-Faculty Interaction

Effective Teaching Practices

- UMC On Campus
- UMC Total
- Plains Public
- Carnegie Peers
EXPERIENCES WITH FACULTY

Seniors

Student-Faculty Interaction
- UMC On Campus: 28.7
- UMC Total: 18.8
- Plains Public: 23.7
- Carnegie Peers: 25.2

Effective Teaching Practices
- UMC On Campus: 37.9
- UMC Total: 39.0
- Plains Public: 39.5
- Carnegie Peers: 41.4
CAMPUS ENVIRONMENT
First Year Students

Quality of Interactions
- UMC On Campus: 42.3
- UMC Total: 42.3
- Plains Public: 42.3
- Carnegie Peers: 41.5

Supportive Environment
- UMC On Campus: 36.3
- UMC Total: 35.3
- Plains Public: 36.7
- Carnegie Peers: 36.0
CAMPUS ENVIRONMENT

Quality of Interactions
- UMC On Campus: 44.0
- UMC Total: 45.6
- Plains Public: 42.6
- Carnegie Peers: 43.2

Supportive Environment
- UMC On Campus: 34.7
- UMC Total: 33.9
- Plains Public: 32.4
- Carnegie Peers: 33.1
### Indicate the quality of your interactions with the following people at your institution:

% rating 6 or 7 on a scale from 1="Poor" to 7="Excellent"

<table>
<thead>
<tr>
<th>Category</th>
<th>UMC OnCampus</th>
<th>UMC Total</th>
<th>Plains Public</th>
<th>Carnegie Peers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Students</td>
<td>65%</td>
<td>65%</td>
<td>61%</td>
<td>58%</td>
</tr>
<tr>
<td>Academic advisors</td>
<td>57%</td>
<td>51%</td>
<td>73%</td>
<td>71%</td>
</tr>
<tr>
<td>Faculty</td>
<td>63%</td>
<td>59%</td>
<td>67%</td>
<td></td>
</tr>
<tr>
<td>Student services staff (career services,</td>
<td>42%</td>
<td>43%</td>
<td>48%</td>
<td></td>
</tr>
<tr>
<td>student activities, housing, etc.)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other administrative staff and offices</td>
<td>44%</td>
<td>43%</td>
<td>56%</td>
<td></td>
</tr>
<tr>
<td>(registrar, financial aid, etc.)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
OVERALL SATISFACTION
First Year Students

On Campus Entire Educational Experience

- Excellent: 29%
- Good: 44%
- Fair: 17%
- Poor: 1%

3.1 3.4 3.2 3.2

On Campus Attend Again

- Prob yes, 40%
- Prob no, 14%
- Def yes, 40%
- Def no, 5%

3.2 3.7 3.3 3.2

If start over, attend again?

- UMC On Campus: 40%
- UMC Online: 32%
- Plains Public: 33%
- Carnegie Peers: 32%

Entire Educational Experience
OVERALL SATISFACTION

Seniors

On Campus Entire Educational Experience
- Excellent: 37%
- Good: 44%
- Fair: 14%
- Poor: 5%

On Campus Attend Again
- Prob yes: 39%
- Prob no: 15%
- Def yes: 8%
- Def no: 8%

Entire Educational Experience
- UMC On Campus: 3.1
- UMC Online: 3.4
- Plains Public: 3.2
- Carnegie Peers: 3.2

If start over, attend again?
- UMC On Campus: 3.1
- UMC Online: 3.4
- Plains Public: 3.2
- Carnegie Peers: 3.2
Strategic Enrollment Management Committee (SEMC)
DRAFT

A. The SEMC will report to the Executive Committee at least twice a semester.

B. Charge- The committee is charged with guiding the development, communication, implementation, assessment, and refinement of a strategic enrollment management plan that results in attaining the most appropriate enrollment as measured in student quality and quantity. The committee will establish well-planned enrollment strategies and tactics to shape the enrollment for UMC to meet both short term and long term goals and outcomes.

C. Strategic Enrollment Management Committee Membership
1. Vice Chancellor for Academic Affairs (Barbara Keinath), Co-Chair
2. Assoc. Vice Chancellor for Student Affairs & Enrollment Management (Peter Phaiah), Co-Chair
3. Campus Assembly Retention Committee Chair/s (Marsha Odom/TBD Oct. 29)
4. Director of Academic Assistance Center (Kim Cousins)
5. Director of Admissions & Enrollment Management (Carola Thorson)
6. Director of Athletics (Stephanie Helgeson)
7. Director of Center for Adult Learning (Michelle Christopherson)
8. Director of Finance (Tricia Sanders)
9. Director of International Programs (Kim Gillette)
10. President of Faculty Assembly (John Loegering)
11. President-Elect of Faculty Assembly (Kevin Thompson)

D. Workgroups
1. Recruitment Workgroup
   a. Charge- Serve as an advisory workgroup for the Director of Admissions & Enrollment Management to help establish a comprehensive strategic recruitment action plan with tactics, goals, outcomes, and assessment tools to recruit students who will successfully persist towards their academic and career goals, graduation, as well as their pursuit of professional or graduate school. This workgroup will make reports to SEMC, which will be sent forward to the Executive Committee in their semester reports.
   
   b. Workgroup Membership
      • Director of Admissions & Enrollment Management (Carola Thorson), Chair
      • Director of Athletics (Stephanie Helgeson)
      • Director of Center for Adult Learning (Michelle Christopherson)
      • Director of Communications, Public Relations & Marketing (Andrew Svee)
      • Director of International Programs (Kim Gillette)
      • Faculty Representative (TBD)
      • Faculty Representative (TBD)

2. Retention Workgroup
   a. The Retention Workgroup will incorporate the charge and membership of the Campus Assembly’s Retention Committee in their efforts to provide leadership for campus retention and student persistence initiatives. The duties of the Campus Assembly Retention Committee are to identify, prioritize, implement, and evaluate strategies and tasks that will dramatically
improve retention and student persistence rates. This Retention Workgroup will gather and report retention and graduation data, as well as evaluate initiatives and participate in AQIP improvement projects related to retention. The committee will incorporate the campus community into their efforts.

- The Retention Workgroup will guide the University in its efforts to meet our 4, 5, and 6 year graduation goals of 40%, 50%, and 55%, respectively.
- They will focus on early intervention and program to reach a goal of 85% first-year to second-year retention.
- The group will develop a strategic retention plan with outcomes for a 1-year, 3-year, & 5-year plans.

In addition to these duties, this workgroup will serve as an advisory body to the SEMC to help establish a comprehensive, strategic action plan with tactics, goals, and assessments to retain students. This workgroup will make reports to SEMC, which will be sent forward to the Executive Committee in their semester reports.

b. Workgroup Membership- Members of Campus Assembly Retention Committee
- Faculty Representative- Ag/NatR. (Kristie Walker)
- Faculty Representative- Business (Christo Robberts)
- Faculty Representative- LAE (Marsha Odom), Past Co-Chair
- Faculty Representative- MST (JP Tang)
- Non-Student, Director of Financial Aid & Scholarships (Melissa Dingmann)
- Non-Student, Director of Student Activities (Lisa Samuelson), Past Co-Chair
- Student (Amanda Thompson)
- Student (Bomin Kim)
- AVCSA&EM (Peter Phaih), Ex-Officio
- Athletic Compliance Officer (Jason Tangquist), Ex-Officio
- Director of Academic Assistance Center (Kim Cousins), Ex-Officio
- DA&EM (Carola Thorson), Ex-Officio
- Student Success Coordinator (Rand Rasmussen), Ex-Officio

c. Additional Members of the Retention Workgroup
- Assistant Director of Residential Life (Kristie Jerde)
- Coordinator for Student and Family Experience (Alysa Tulibaski)
- Faculty Representative- Advising Workgroup (Sharon Stewart)
- Director of Diversity & Multicultural Programs (Lorna Hollowell)
- Director of Institutional Effectiveness (Sue Erickson)
- Director of Library Services (Owen Williams)
- Registrar (Ken Myers)
- Student Success Coordinator, Online (Josh Parrill)

E. Timetable (initial)
1. October 17- Confirmation of SEMC from Executive Committee
2. October 22- First Meeting of SEMC
3. October 27 - First Recruitment Workgroup Meeting
4. October 29 - First Retention Workgroup Meeting (Nov. 12 & Dec. 3-monthly follow-up + spring)
5. October 31 - 2014 Admissions Targets (spring, summer, fall)
A. **Definition**- This is an updated e-mail list of all full-time and part-time online only students enrolled at UMC.

B. **Maintained by**- UMC OIT, Kelly Nelson

C. **Link**- umc-students-online@lists.umn.edu

D. **Authorized Users**-
   1. Kelly Nelson
   2. Tom Mulvaney
   3. Jeff Sperling
   4. Peter Phaiah
   5. Michelle Christopherson
   6. Registrar Account
   7. Andrew Svec
   8. Fred Wood
   9. Barbara Keinath
   10. Department Heads

E. **Appropriate Use**-
   1. Targeted or Population-Specific Communications (>Unofficial and <Official Distribution Lists)
      - Updates on Online Student Support Services
      - Welcomes and information dissemination
   2. It is expected that users confirm with at least one other on list prior to distribution

F. **Copied Individuals**-
   1. Michelle Christopherson
   2. Ken Myers
   3. CAL General Account

G. **Other Considerations**
   1. Should we have other population-specific distribution lists (i.e. on-campus only students)
   2.