

Committee on Student Affairs Meeting Minutes

MEETING DATE November 19, 2019
MEETING TIME 2:30 PM - 3:30 PM
LOCATION Hawaii Hall 208

Attendance

Members

Name	Role	Attendance
Michelle Bisbee	Member	Present
Chessa Harris	Secretary	Present
Nathan Hartmann	Member	Present
Cory Lenz	Chair	Present
Tetine Sentell	Member	Present
Brad Taylor	Vice Chair	Present
Lisa Uyehara	Member	Present
Jennifer Griswold	SEC liaison	Present
	ASUH Rep	
	GSO Rep	

Guests

Name	Role	Time
Roxie Shabazz	UH Dir of Admissions	2:30pm

MĀNOA FACULTY SENATE

Subject	Discussion/Information	Action / Strategy / Responsible Person
Call to Order		The meeting was called to order by SEC Chair Corey Lenz at 2:31 PM.
Review of Minutes	1. The minutes of the 10/4/19 Committee on Student Affairs were circulated electronically.	1. C. Lenz made a motion to approve the 10/4/19 meeting minutes; seconded by C. Harris. The minutes were approved 6 votes in favor; 1 abstention.
Chair's Report	1. None.	1.
Action Items	1. None.	1.
Guest(s)	1. Roxie Shabazz, Vice Chancellor for Enrollment Management & Director of Admissions	1.
Committee Reports	1. None	1.
Unfinished Business	1. None.	1.

<p>Business</p>	<ol style="list-style-type: none"> 1. Recruitment <ol style="list-style-type: none"> a. Begins as early as middle school b. Marketing & branding staff do outreach to prospective students <ol style="list-style-type: none"> i. Social media ii. Website iii. Publications iv. Part of communication plan c. Consulting company <ol style="list-style-type: none"> i. 21,000 applications overall ii. 78% freshman applications iii. Rapid response to applicants: text and email iv. Streamline communications and personalize responses 2. Enrollment Crisis <ol style="list-style-type: none"> a. From 2020-2025 will see increase in enrollment b. 2025-2035 expected to drop drastically c. Increase in latino/hispanic and asian students d. Strategy to address enrollment cannot be based on increasing student numbers - birthrates have dropped e. Strategy is focused on retention, and assisting students through crisis to maintain enrollment f. <i>Programs to address enrollment</i> <ol style="list-style-type: none"> i. Faculty recruiting <ol style="list-style-type: none"> 1. Faculty meet directly with candidates to encourage enrollment in major 2. List of students interested goes to Dean or Chair for outreach ii. Mentor program <ol style="list-style-type: none"> 1. Faculty, alumni, and staff to mentor incoming freshman iii. Visitation programs <ol style="list-style-type: none"> 1. Happen twice/year iv. Admitted student receptions <ol style="list-style-type: none"> 1. Key departments are invited 3. Admissions <ol style="list-style-type: none"> a. Works with applicants and reviews applications b. International student applications c. Processing student information in system 4. Financial Aid & Scholarships <ol style="list-style-type: none"> a. \$35M in scholarships: 50% need-based, 50% merit 5. Tuition Revenue <ol style="list-style-type: none"> a. Student demographic matters (out-of-state vs in-state) b. Retention of current students @ 81.1% - should be in the 90% range 6. Retention <ol style="list-style-type: none"> a. Predictors of those who are more likely to leave before completion <ol style="list-style-type: none"> i. Suggestion to look at MIRO data ii. Some Departments do exit interviews b. Efforts to enroll students who left before degree attainment 	<ol style="list-style-type: none"> 1. Mānoa Viewbook distributed to committee members. Viewbook can be requested via email to Roxie or Abigail. Can provide in #s of less than 50. Viewbook not available for give-aways.
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	<ul style="list-style-type: none"> i. Offer one class for free (has been done in past) ii. Need more online & evening classes iii. Consider more certificate programs c. Students who take SAT/ACT but never apply and/or apply but do not enroll <ul style="list-style-type: none"> i. Explore reasons for not applying/enrolling d. GI Bill students & spouses 	
Adjournment	The next meeting of the Senate Executive Committee will be on December 13, 2019. <i>*The December 13th meeting was subsequently cancelled via committee email and rescheduled for February 19, 2020.</i>	C. Harris made a motion to adjourn; seconded by T. Sentell. Meeting adjourned at 3:54 PM.

Respectfully submitted by Chessa Harris, Secretary

Approved unanimously on February 19, 2020.