

Forum on Shared Governance  
Tuesday, November 15, 2016  
2:00 – 3:00 PM; Russell 300

Topic (Administration):  
**Building Relationships, Enrollment and Recruitment**

- 1. Current activities/initiatives: President Sean Burrage; Kyle Stafford/Christy Rogers; Dan Moore—CRM**
- 2. Open Discussion: What role do faculty members play in this process and should this role change or expand?**

**Approximately 30 faculty and administrators were present.**

**Part 1:**

- 1) Forum began with an introduction from President Sean Burrage
  - a) President Burrage provided some background information on the reasons the topic was chosen. The university is taking a new approach to scholarships and the admission process. In addition, recruiting efforts have been addressed and modified to reflect current trends in our service area.
  - b) The university had been giving a substantial amount of scholarship money from the SE Foundation and Alumni Association, but there was no unified plan and each appeared to be working in isolation of each other.
    - i) These 2 entities have now been unified with a single idea or plan on providing scholarship monies, especially newly designed scholarships for the 22 – 24 ACT score students (see flyer and discussion below).
- 2) President Burrage has made concerted efforts to establish, and in some cases, rebuild strong relationships with local schools, teachers and administrators.
  - a) In addition to the number of schools President Burrage has visited, SE has hosted events that have drawn Public School Superintendents to campus.
  - b) SE live in fall 2016 is a good example of the impact these events and visits are having. SE live had over 500 students attending, up from just over 300 over the past several years.
- 3) Kyle Stafford, Director of the Southeastern Foundation presented additional information.
  - a) Kyle suggested that our relationships that we have established with our students are strong “selling” points for our institution and that really separates us from others.
  - b) Public school support for SE is essential to effectively serving this area and the surrounding communities in Oklahoma and North Texas.
    - i) Continued public school support as evidenced, again, by schools sending buses of students to SE live in the fall.
  - c) *Scholarship Opportunities 2016-2017* document was provided to forum attendees and discussed (see attached PDF scan).
    - i) One of “bread & butter” groups of SE is the 22 – 24 ACT score student. Two new scholarship categories now exist to provide scholarship support to those

students; Academic Excellence Scholarship & Academic Merit Scholarship. Academic major is not a factor in awarding the scholarships.

- (1) Applications rose from 57 (fall 15) to over 90 (fall 16). Applications for the Academic Excellence were 25 with 17 awarded and 36 with 25 awarded for the Academic Merit Scholarships.
- d) Kristy Rogers came to SE in July 2016 to oversee recruiting.
  - i) Currently fully staffed but due to the overcrowding in Admissions the entire area is moving to the Welcome Center.
  - e) Transfer students were down 4% this year, so a staff member has assumed the duties to focus full-time on transfer recruiting.
- 4) Kristy Rogers presented information concerning recruiting efforts.
  - a) There is a refocus on recruiting from Bryan, Carter, and McCurtain Counties.
    - i) Of the 134 schools in those areas, 47 have already been visited this year with efforts to continue working through the list.
    - ii) Plainview, Ardmore, and Lone Grove are particular areas of concentrated efforts.
    - iii) 1628 prospective students have been determined from events held at school sites and on-campus events.
    - iv) Concurrently enrolled students have risen from 136 to 174 and show an articulation into full-time SE students at a rate of 43.9%.
      - (1) It is in this area that faculty focus can have the most significant impact on retention.
  - 5) Efforts to increase opportunities to have students on-campus continue to play an important role in recruiting efforts.
    - a) The “Gear-Up” program has been a leader in this effort since students in this program MUST go to a campus. Former SE staff member Connie Arneson has played a vital role in helping direct students to our campus.
    - b) School guidance counselors from Oklahoma and Texas were invited to campus for a breakfast.
    - c) SE played host for the Texoma Collage Fairs in which over 600+ students and staff were in attendance.
    - d) There has been a drop in students who actually enroll, while student applications are up. Enrolling appears to be where students are lost. This has led to the CRM.
  - 6) Customer Relationship Manager (CRM) Software has been purchased for SE.
    - a) An electronic communication software that helps provide constant contact with new students via email, phone, and social media venues.
    - b) Every communication effort with new students is currently done “by hand”! This system will help create a more efficient and effective “work-flow” process and automate many announcements. In addition, it will be customizable to individual needs or information for prospective students. It keeps ALL prospective students “in the loop” from the time they are identified through the application process until they are enrolled. Literally hundreds of students can be reached in one “click” with the same information going to everyone at the exact same time, and help create a more unified approach to working with all new applicants.
    - c) This has been a requested software update from Admissions for the past 5 years. Kristy Rogers had utilized this system at another institution with great success.

- d) Salesforce Systems is the company that will distribute and maintain this CRM.
- e) SE's Poise system will be modified slowly as the database is built and held in the "cloud". Holding the database in this manner prevents overly strained computer systems.
- f) Software was purchase partially through the Title 3 Project Grant with a projected June 2017 roll-out date.
- g) CRM will allow the ACT student prospects lists, that can be purchased, to move from "prospects" to actual "leads" but it requires that the CRM infrastructure be in place. That is now able to happen.

**Part 2 – Role of the Faculty:**

Many questions were asked by the faculty and addressed by presenters.

- 1) Can we bring in groups on a departmental-wide basis?
  - a) Presidential Partners provided \$10,000.00 to be used for just such activities.
- 2) National Access is a concern.
- 3) Need to get the recruiters into our departments to see what we actually do.
  - a) Recruiters must know all the departments and what we offer and do.
  - b) Any faculty that can get out to the schools provides a great benefit to helping students and schools see that.
  - c) Perhaps some kind of monthly communication could help recruiters understand what is going on in departments.
- 4) Need to increase our collaborations with 2-year institutions.
- 5) Can we secure office space in some of the 2-year institutions?
  - a) This has been achieved in a couple places, or at least is in the works.