

Administrative Professional Council (APC)

Monthly Meeting

April 3, 2014

Aspen Leaf

Present: Liz Grutt, Sarah Flores, Daniella Cauffiel, Sherrea Elliott, Jishirll Clifton, Lisa Vigil, , Peggy Foley, Geri Koncilja, Mike Manos, Tracy Samora, Niki Whitaker, Chris Fendrich, Sean McGivney, Chrissy Holliday, Lia Sissom, Adam Pocius, Patty Milner,

Meeting was called to order 9:08

February minutes were presented. Motion to approve was made by Chris Fendrich, seconded by Jishirll Clifton, approved by affirmative vote.

1. Visiting Speaker for this month: Paul Orscheln, Enrollment Management

Dr. Orscheln shared about our partnership with Royall & Company for direct marketing of FTFT Freshman. He shared that we have had a large decrease in enrollment over last few years, with our biggest decline in first-time full-time (FTFT) freshman who are also the group we have the most ability to influence.

Freshman class enrollment affects lots of things including student life. We are also phasing out the larger classes that are moving towards graduation, so fixes now are not going to fix all of the problems, but it is an important aspect. Royal is a direct marketing firm that takes on initial contact with potential FTFT students in a way that most universities cannot do internally.

Our goals for this year are generating applications and to begin recruiting high school sophomores and juniors. The sophomore and junior population is new for us, but going after students in the senior year is too late to impact decision making. We launched 6 months late to really be on target, but we thought we could still generate applications.

Royal generates a quick app on their server and sends out letters which talk about their selection to apply with no fee, quick and easy, 2 week application decision. They are sent a paper and email solicitation in the mail, and it looks like it comes from us. With Royall we also get Mobil device optimization. A student may get as many as 30 contacts, research says highest return comes after 5th contact.

Since launched- received to date 2200 applications, 40% are Hispanic students, 700 from mobile device, 53% from CO, 43 from NM, TX, AZ, CA. Average ACT 21.4, 20% with ACT of 25 or higher

We are also actively soliciting juniors and sophomores, asking them to respond if they are interested in hearing more from us. We fulfill their response with a little guide to getting into college and building up their personal resumes preparing for college. We have had about 10% response rate, 51% via mobile, 50% provided parent emails.

Freshman merit scholarships also have made us more competitive with other colleges and gives us more leverage for our local students. We are asking them to accept their scholarship, 172 have accepted. Not

binding, but a good indicator. We are moving in the right direction, though there were lots of external challenges.

Royall contract has a yearly renewal. The plan is to continue with them next year. Next year we will be in the cycle and hope to see return from our work this year with juniors.

Q. What is the normal return rate? About 20% on the applications, maybe closer to 30%. Yield communication is the most important, after they have applied to get them to commit.

2. Old Business

- Feedback from the event last month? More lead time would have been helpful

3. Committee Updates

ULT Report

- Budget handout- item d will be 3.5 % increase for classified staff Increase tuition by 6% is planned
- Paul presented and gave similar enrollment update, retention numbers are looking good
- BOG have proposed new academic year policy, that says that they need to be approved, push towards the 16 week semester
- Talked about land grant white paper and the importance of annual performance reviews
- BOG accepted the HLC Quality initiative, suggested using some pilot programs rather than campus wide
- Proposed new email policy, email distribution group guidelines, and an actual policy. They are looking at getting away from the distribution list and towards a feed or a digest system that allows people to opt in or opt out. Different calendar on the website, might help circumvent the mass emails.

UBB report

- The University estimates an enrollment decrease 2.6% resulting in a \$1.3 million projected budget. As of now, it looks like Senate Bill 14-001 may not allow us to increase differentials beyond 6% next year which results in an additional \$800,000 shortfall in the 2014-2015 budget. Two committees were formed one to focus on revenue generation and one to focus on cuts. Each group will bring back suggestions to UBB which will vote on a list to be forwarded to the Cabinet as a recommendation for consideration.

Social Events -

- Our budget will allow for one additional social event this fiscal year, we will try to plan another potluck close to summer

Stronger as a Pack

- Stronger as a Pack will be hosting Travel Tuesdays during the lunch hour on April 8th & April 22nd with travel tips, bring your own lunch
- They are also planning a Happy Hour at Andy Mac's in April.
- They will be hosting an Employee Field Day on May 6th; watch for more information regarding team registration.

Library Advisory Committee - no report

New Business

- Elections for APC Executive Committee are coming up - Keli will discuss at May meeting

- Equity Study follow-up - Niki sent Jim Fox our list of concerns re: degree requirements, interim appointments, consideration for staff/size of office, need to revise job description - accurate reflection of current responsibilities, turnover rate?
 - In Niki's correspondence with Jim, he stated we are moving ahead with the equity study, but information from CSU-Pueblo to him has been delayed due to budget situation;
 - APC concerns will be taken into consideration.
 - Niki also sent this list to Roosevelt, he has met with HR regarding some of the same concerns, he is going to add talking points to next meeting with President, and will follow-up with Niki.

- Summer scheduling was brought up in ULT; Dr. Wright and Ralph Jacobs are working to get something together to send message to campus.

Peggy Foley, motion to adjourn; Adam Pocius, second. - 10:15 a.m.

Submitted by: Patty Milner and Tracy Samora