Recruitment and Enrollment Team Minutes
March 22, 2023 / 2:00 p.m.
River Room/ Zoom

Chair: Mandy Palmer and Carrie Davis

Roll Call:

√	Carrie Davis		Sabrina Black	√	Virginia Chamness
√	Kevin Hunsperger	√	Jon Van Meter	√	Lindsay Johnson
√	Mandy Palmer	√	Tanya Hill	√	Mindy Ashby
	Danielle Boyd	√	Sandy Fontana	√	Gabriel Nuokye
√	Mindy Reach	√	Jesse Smith- Fulia	√	Dr. April Teske, Guest

√ indicates attendance, leaving blank indicates absent

I. Call to Order

The meeting was called to order at 2:03 pm by Carrie Davis, Chair. A quorum was present.

II. Approve Minutes of February 22, 2023 Meeting

A motion was made by Kevin Hunsperger, with a second by Tanya Hill, to approve the minutes of the February meeting with a correction. All voted in favor and the motion carried.

III. Guest Speaker – Dr. April Teske (Student Experience)

- Dr. Teske was invited to speak to the team about where her office stands with Student Experience data so the team will know how to move forward with this.
- Dr. Teske will be talking about the data that we have, the framework and direction where we are going,
- Other than a survey policy, she stated that there is no policy governing Institutional Effectiveness.

- One of the very first policies they will be working on is a data governance policy. She expects this policy will have procedures regarding surveys, data requests, data security, and data sharing.
- With all of this in mind, she wants to speak to the team about how to approach a study on student experiences using focus groups.
- The very first 3 questions we have to ask are:
    1. What do we want to know?
    2. Why do we want to know it?
    3. What are we going to do with the information that we collect?
- Next, we should ask if we already have data that will answer the question. We should start with data we already have or that is already in the works. If more data is needed, we need to decide what is the best method to collect that. We also need to make sure that it is worth our time. Is it a high impact question?
- The framework we already have in place is Shawnee Community College Effectiveness System (SCCES). This is made up of 3 elements that impact student success. They are Student Success, Employee Engagement and Infrastructure Effectiveness. Dr. Teske went on to explain to the team the key performance measures (KPM) and key performance indicators (KPI) for which we already have data. She is currently working with Deans and Directors to create reports on the KPIs and provide links to them.
- Tanya Hill asked about data relating to specific day to day issues students may have so that we can try to address them in a timely manner. Dr. Teske said they have student satisfaction data in a few places. She added that it is recommended to give surveys in person, whether electronically or paper/pencil to achieve a higher response rate. We currently alternate between the SENSE and CCSSE surveys each year.
    1. The SENSE survey (Survey of Entering Student Engagement) is given in the fall semester and covers experiences leading up to & outside the classroom such as registration, financial aid, bookstore, library, tutoring, etc.
    2. The CCSSE survey (Community College Survey of Student Engagement) is given in the spring semester and covers engagement in the classroom such as group work, peer tutoring, faculty availability outside classroom, faculty office hours, etc.
    3. Smart Evals are course evaluations. These surveys are more about the classroom experience. Each faculty member has their own account and can see results immediately as students submit their surveys.

- Dr. Teske added that this year we will begin taking graduate exit surveys, graduate follow-up surveys (at 6-month, 1 year and 5 years), and attempt to do employer surveys.

IV. Items for Discussion

a. Monthly reports from team members on recruitment activities

- Mindy Reach reported that Mindy Ashby's group has been testing high school sophomores and juniors. Registration starts in the high schools next week.
- Carrie added that the schools who have come to test so far have been appreciative. Mindy Ashby has been able to provide lunch for the students and our ambassadors have been taking the students on campus tours after they complete the testing. She went on to say that Blake Goforth has been able to speak to the students about Career Coach as well.
- Tanya commented on all the events Kevin is posting on social media and the photos he is sharing from these events such as the Little Saints Book Club at the Vienna Center. She noted that these events are recruitment events for the little kids' futures and also for their parents.
- Carrie brought up the importance of having ambassadors go with her on high school visits.

b. Review Strategic Plan Initiatives (sent separately)

- The team agreed to table this item until the next monthly meeting.

V. New Business

There was no new business to discuss.

Adjournment

A motion was made by Kevin with a second by Mindy Reach to adjourn. All voted in favor and the motion carried. The meeting adjourned at 3:50 pm.

The next meeting will be April 26, 2023 at 2:00 pm in the River Room and ZOOM.