



SPARC
October 11, 2016
3:00 p.m., UC 202B
Meeting Summary

In Attendance:

| | |
|-------------------|--------------------|
| Matthew Adeyanju | Karen Ottobre |
| Mike Berghoef | Shelly Percy |
| Jan Blair | David Pilgrim |
| David Damari | Bill Potter |
| Steve Durst | Joy Pufhal |
| Dave Eisler | Steve Reifert |
| Clifton Franklund | Julie Rowan |
| Jody Gardei | Kristen Salomonson |
| Scott Garrison | John Schmidt |
| Kristi Haik | Larry Schult |
| Dorothy Hart | Jerry Scoby |
| Mike Hughes | Spence Tower |
| Arrick Jackson | Mike Vasicek |
| Elaine Kamptner | Lisa vonReichbauer |
| Paul Kwant | Matt Wagenheim |
| Beth Logan | Dan Wanink |
| Jake Martin | Jeanine Ward-Roof |
| Suzanne Miller | Sue Waters |
| Kristen Motz | |
| Dave Nicol | |

Guests:

Tony Baker, Megan Biller, Piram Prakasam, Michelle Rasmussen

Chair Spencer Tower brought the meeting to order, the newest members were introduced, he reminded of next month's meeting and topic, and briefly highlighted last meeting's voting for 2016-2017 SPARC topics.

Enrollment Update

President Eisler presented (PowerPoint attached) recent enrollment trends and demographics and responded to questions from SPARC members.

Enrollment Current Efforts

VP Jeanine Ward-Roof shared action plans from the recent Strategic Enrollment Plan (attached) and the Financial Aid Leveraging Project

Enrollment Prioritizing

SPARC members reviewed suggestions received from the President's Enrollment Forum and other recent meetings. Table discussion provided recommended prioritization of the comments:

- Plan for any programs with wait lists (expand/make room for more students in seats)
- Lack of class selection/on campus and online.
- Focus groups with various student groups
 - o Why are you here?
 - o What do you know about those that have left?
- Focus groups between faculty and admissions
- Have more involvement by faculty – those that are good recruiters – have faculty interact with parents and students
- Program days
- One tuition rate for in-state/out-of-state students (twice)
- Develop a retention incentive – some type of reduction in tuition for those continuing to next year or graduating in 4 years or taking 15 credits/semester.
- Initiate academic scholarship for completing assoc. degree.
- Incentivizing transferring
- Advertise specialty programs in other states
- Work on marketing programs
- Careers rather than degrees
- Highlight program resources and faculty
- Video highlights of successful students in programs
- Reach out to alumni to recruit their children
- Target business/employees
- More assistance (SLA) for failing students
- Ombudsman and mentors
- Holistic retention (academic, social, financial)
- Have current students visit their high schools and talk with students about FSU.
- Ensure that the students here are treated well while they are here – I hate the phrase “customer service” but ensure these students get good customer service.
- Develop communities for students to get more engaged. Include faculty involvement. Create enjoyable, meaningful experiences in and out of the classroom
- Personalize advising
- Improve wireless

Chair Tower adjourned the meeting.

Adjourned: 4:40 pm

Next meeting: Nov. 8, 2016, 3pm, UCB 202B

Submitted by Elaine R. Kamptner