

Approved Minutes
Faculty Association Meeting
November 10, 2016
3:15pm
MLH 100

Present: Alex Bezzerides, Matt Brady, Laura Earles, Martin Gibbs, Debbie Goodwin, Andy Hanson, Jack Hutson, Lori Stinson, William Schlosser, Jill Thomas-Jorgenson, Amanda Van Lanen, Barbara Barnes, Lynne Bidwell, Susie Bunt, Jenna Chambers, Jennifer Crook, Harold Crook, Kate Flower, Tracy Flynn, Krista Harwick, Rachel Jameton, Andena Hibbard, Jenni Light, Gary Mayton, Mary Lou Robinson, Teri Rust, Rebecca Snider, Samantha Thompson-Franklin, Michelle Pearson-Smith

Call to order @ 3:20pm

Motion to approve minutes from last meeting by Matt Brady, seconded, approved unanimously.

Dr. Lori Stinson, Provost and VP of Instruction:

"Strategic Enrollment at LCSC"

Background on how faculty have been engaged with initiatives like strategic enrollment. In Sp15 President Fernandez announced strategic enrollment targets and later formed a committee. Previously division chairs collected information from faculty about things like new programs & how to adjust current programs. A report of this information has been available.

The committee then began working on a plan with the four broad goals surrounding strategic enrollment while simultaneously working with division chairs & Deans to formally present the information to the SBOE. The kinds of things that came from those conversations were put on the 5-year plan which should be done this year. Other things: "functional areas" identified by the committee was the next level of conversation. That is currently where we are, so the Provost is working with division chairs to evaluate moving forward with those kinds of ideas. We need to now populate the 5-year plan farther down the road with items other than creating new majors and minors. There will be opportunities for input before decisions are finalized.

The Instructional programs plan document was shared and is an attempt to detail how academic affairs can help the institution meet the strategic enrollment goals (impact of assignments, pay, programs, etc.). Provost Stinson discussed how program prioritization is woven into this process, and assured that she will be working with Division Chairs for more input, but there are things currently holding this up (Spalding remodel). Student affairs has also been moving forward while we are waiting on other information.

Dr. Andrew Hanson, VP for Student Affairs:

"The Fall 2016 Enrollment Study and SEM Review"

"We play a more tactical role, concerned with recruitment and retention." Sean Gehrke (past director of institutional planning, research, & assessment) really helped inform student affairs on enrollment efforts, and he will be missed. Before he left he provided an enrollment student survey. This is a predictive model of "who" enrolls @ LCSC and who doesn't, using a regression model with statistical weight to variables to calculate odds for enrollment. A number

of variables were under study, and this will be sent to the Faculty Senate Chair. Variables included: major, gender, living situations, financial aid, etc.

The student enrollment survey results found that the kind of students LCSC desired was a negative predictor of enrollment, so the focus needs to change. The least likely students to enroll had a major in science, had a first contact with a campus visitation, wanted to live on campus, or if they applied early for financial aid. Positive predictors for enrollment were Idaho residents, attending a STAR session, GPA of 2.67-2.34, and those with an LCSC scholarship. Negative predictors can now be evaluated for rationales and changes using a scientific point of view rather than guesswork. Where students are going will also be evaluated to evaluate program changes to attract them. Examples of this: Social Sciences (Chris Riggs; History majors) is working on a global initiative academy to reach out to political science or government classes in high schools to engage them on campus with activities that will captivate their interests. Humanities is considering a young writer's competition. There are other tactical things within divisions and majors using the data to evaluate capacity and a need. Scholarship leverage capabilities are also considered. These changes combined makes a "broad base" for increased enrollment.

Student affairs has made progress with enrollment in other ways as well. Sophisticated software "Recruiter" allows LCSC to customize correspondence with students in a very timely manner compared to the previous process. Finally, Logan Fowler is an expert in social media advertising which has gotten the LCSC name to where students "live".

Faculty Association vote:

- Jack Hutson (T&I Division) to represent the Association on the Hearing Board Paper ballots distributed & collected. Counted by Harold Crook. Vote passed.

Logan Fowler, Director of Communications:

"Standards of use and branding issues to be mindful of when developing pages for social media for classes and LCSC related activities."

Here to discuss the role his office plays in strategic enrollment. Distributed a Communications organizational chart. Review of this document with the focus on the Marketing section. Everything in marketing is decided and structured around increased enrollment. Brand management is not "building a brand" this is being done by faculty with exchange of information and relationships with students. These guys are "managing the brand" made previously. Consistency is a key to marketing though, as it has to be recognizable. Logos are important and our reputation is identified with our visual identity guide. There will be revisions in the future as it needed to get out quickly in the beginning, but it can be added to. Apparel can also be made for Divisions and faculty.

Promoting the brand is the other important thing. Discussed tactics in the advertising world. LCSC doesn't have a large budget to compete with larger schools. Creativity is key, especially because social media and online advertising level the playing field. You can target by demographics, locations, ages, etc. Talked about billboards (paid advertisement) vs. social media. Organic content is what we get for free with social media. This is where faculty come in. Posts on page, shared, liked, etc. on Facebook. Promote to students and faculty to share content. Use hashtags! #LCSC, #Warrior Way. Consider class projects to market/communicate students. Best practice on communications webpage for faculty.

Web development: Social media is great and it is driving people to the website, but it's only as good as the website. This year the focus has been on the webpage for the prospective student. We are looking at a bounce rate (last year it was 1 to 2) now it is 25%, so now people are going deeper on the website. Next level will be secondary webpages. Video and photography is available via Logan so contact him if you have those needs.

Layci Peer, Development Coordinator, LCSC Foundation:

"Giving to LCSC"

She wanted to clarify that she was not with United Way, as we will be hit up soon for giving back. The foundation is a 501C3 on campus that faculty can give back to in many different ways. One of the main ways is division based on areas of need for unrestricted dollars. Second, scholarships can recruit new students. Many scholarships exist but, money is needed to distribute them. If you have students that need support send them to the Foundation. Meeting with Erica for a sabbatical fund for the future. 3 faculty excellence funds currently exist. LC alum, scholarships, sports, and faculty association. Employee giving is done through payroll deduction. HR does the rest. This can come out of paychecks in several different ways and is a tax write off. Nov. 29th is the "Giving Tuesday". Forms distributed to sign up for payroll deduction. Encouraged divisions to discuss this at monthly meetings.

Harold Crook, Association Chair:

"Remarks!"

Thanks

Motion to adjourn by Matt Brady, seconded, approved unanimously.

Meeting adjourned at 4:05pm.