

WAYNE STATE UNIVERSITY
ACADEMIC SENATE
PROCEEDINGS OF THE POLICY COMMITTEE

October 3, 2016

Present: L. Beale; V. Dallas; D. Kessel; C. Parrish; L. Romano; B. Roth; A. Rothe;
W. Volz; K. Whitfield; A. Wisniewski

Absent with notice: N. Simon

Guest: Dawn Medley, Associate Vice President for Enrollment Management

The item marked with an asterisk constitutes the Action of October 3, 2016.

1. Report from the Chair:
 - a. General Education and the Mathematics Competency: Provost Whitfield is preparing the information that the Policy Committee requested about the procedure that will be followed in developing and approving proposals for revising the general education math competency requirement and revising the entire general education program.
 - b. Sesquicentennial: Planning for the celebration of the University's sesquicentennial anniversary continues. The Provost noted that there is a lot of information about the history of the University. Mr. Romano said that the Sesquicentennial Celebration Committee is considering how the celebration might be used as a marketing tool in searches for faculty and administrators, for recruiting students, and for development events. The Provost said that community groups are interested in being involved in the celebration.
 - c. Provost Whitfield is investigating the hiring and benefits or lack thereof that the University gets from consultants.
2. Report from the Senate President: Mr. Romano reported that the search committee for the Associate Vice President for Budget has reconvened. The position was expanded to include the duties of treasurer of the University. The search firm said that the position would be unique; they do not know of another position like it in the U.S. The associate vice president would handle cash investments and expand our risk management activities.

[Associate Vice President Medley joined the meeting.]

3. Enrollment Management: Ms. Medley oversees Undergraduate Admissions, the Office of Student Financial Aid, the Student Service Center, and the Customer Relationship Management Team. She told the Policy Committee about the changes that have been made and her plans for additional improvements. Two directors have received permanent appointments within the past year. In February Ericka Jackson was appointed the Director of Undergraduate Admissions, and Catherine Kay, who was serving as Interim Director of Student Financial Aid, was appointed permanent Director.

Ms. Medley is considering revising the territories that the University targets to recruit students. Staff have been assigned responsibilities for certain groups of students, such as transfer students or international students, so they are most knowledgeable about the students' needs and are able to provide better service. The Enrollment Management Office is working with Royall & Company to create a communications cycle for undergraduate admissions. How and how often the University communicates with prospective students is very important. Royall is performing a geo-demographic analysis to identify the areas from which we attract students and the areas where we might target recruitment efforts to increase enrollment. Ms. Medley's Office is expanding the way visits to campus are conducted. She wants to involve faculty in the recruitment process.

The Student Financial Aid Office (SFAO) is altering the way merit aid and need aid are awarded. They will focus on how to assist the individual student. The U.S. Department of Education audited the SFAO. It identified significant problems. The DOE recommended that additional financial aid officers be hired. Ms. Medley has a plan in place to increase the number of financial aid officers and the number of data entry specialists. It will take 36 months to increase the staff. The University had outsourced some of the Office's work. More supervision and checking of that work must be done. With additional staff, more of the work will be done in house.

The employees in the Student Service Center handle questions for the Registrar, Admissions, and Financial Aid. They answer entry-level questions and triage students to the persons who can assist them. Ms. Medley is improving the service. The Center has technological problems that must be addressed. Teleconferencing outreach is being expanded to encourage and assist prospective students in applying for admission and to enroll. The Student Service Center (SSC) is being partnered with Financial Aid. The majority of the students seeking assistance at the Center have questions about financial aid. The SCC will partner with Advising to support the retention effort. The Center is understaffed. It has 12 student service specialists and 14 student assistants. The student assistants sign in students and collect documents. About 350 students visit the Center every day. Some of the students have in-depth questions.

The University uses Salesforce, a customer service management tool, but it was not fully deployed as a recruitment tool. Ms. Medley's office is investigating how to use it more effectively and whether to use it after the University purchased EAB.

Mr. Volz asked if the Enrollment Management Office was able to monitor the financial needs of students as they progress from lower-level courses to upper-level courses in the effort to retain them as the cost of their education increases. Ms. Medley's office is looking at the effect of differential tuition on retention as students advance in their programs. It is, she noted, much less expensive to retain students than to recruit new students.

Asked about faculty visits to high schools, Ms. Medley said that colleges and departments should coordinate the visits with her office. Some high schools limit the number of visits from universities, permitting only one visit per semester.

Mr. Roth mentioned that several members of the Policy Committee met with Michael Wright, Vice President for Marketing and Communications and Chief of Staff. They talked about changing the conversation in the media about Wayne State. Mr. Wright is forming a group of people to be involved in the effort. Ms. Medley would be invited to participate.

Provost Whitfield thanked Ms. Medley for improving service to students, in particular in the Office of Student Financial Aid and in the Student Service Center.

[Ms. Medley left the meeting.]

- *4. Proceedings of the Policy Committee: Policy Committee approved the Proceedings of its meeting of September 26, 2016, as submitted.
5. Selection of the Parliamentarian: Mr. Roth agreed to serve as the Senate's Parliamentarian for the 2016-2017 academic year. The selection will be submitted to the full Senate for confirmation at the October 5 meeting.
6. Data Analysis of African-American Graduation Rates: Policy Committee asked the Provost for data to analyze the reasons for the low graduation rates of our African-American students.
7. TravelWayne: A committee was formed to deal with the problems that faculty and administrators have in using TravelWayne to report their travel expenses and to get reimbursement. The committee has not met. Mr. Romano asked the Provost for assistance in getting meetings scheduled.

Approved as submitted at the Policy Committee meeting of October 17, 2016