

Wayne State University
Proceedings of the Student Affairs Committee
December 8, 2010

Present: Cheryl Dove, James Martin, Brad Roth, David Strauss, Thomas Smith, James Woodyard, Naida Simon

Absent With Notice: Judi Fouladbakhsh, Avril Genene Holt, Barbara Jones, Michele Ronnick, Liza Lagman-Sperl, Aaron Retish, Bill Slater, Mary Width, Nancy Wilmes Zhe Yang

The meeting was called to order at 1:35 PM.

The Agenda was adopted and the Minutes of November 10th were approved unanimously.

The committee had one speaker scheduled for today: Judy Benfield Tatum, Director of Undergraduate Admissions.

Ms. Tatum handed out a packet of Wayne State promotional pieces that highlight programs such as Honors, our Macomb County Degree Programs, Scholars Day 2011, Counselor events, etc. She spoke of the need to have more contact and face-time with high school counselors. One problem is that there has been a high turn-over of high school counselors. WSU is part of "Promoting the Publics", the fifteen public state universities. The Office of Undergraduate Admissions has offered College Board Workshops and ACT Workshops to bring people to campus. Seventy high school counselors attended the Financial Aid Workshop. On November 11, 2010, there was a Windsor Fair where 100 students and parents attended along with thirty five high school counselors. The event was followed by an Alumni Reception. An event for high school counselors in south-east Michigan is scheduled for March 20, 2011. The biggest challenge according to Ms. Tatum is making contact. Another event that highlights WSU is the AP (Advanced Placement) Day where students and AP teachers come here. This is coordinated by Marc Kruman, Chair of the History Department. Last year about 100 students came. This academic year we are hosting AP and SAT events. The Office also participates in many high school events. Ms. Tatum would like to contact faculty by zip code to attend a high school event in their zip code. She would also like faculty to attend college fairs.

Ms. Tatum stated that an area in which we are weak is the processing of applications. We have a lot of competition for students. A student applies and should know within one week of the decision once the application is complete. It takes longer than that here. Currently 40 to 50% of applicants apply on line. Her goal is to achieve at least 60% of prospective students to apply on-line.

Scholars Day: Our students need to hear quickly about their scholarship package. Most schools have their scholar's day event in the Fall semester. Only Michigan State and Wayne State have it in the Winter semester. We are not competitive when it comes to scholarships for National Merit Semi-Finalists. We offer only twelve (12) University Scholarships. (These offer Room and Board, Tuition and Books.) She would like the Scholarship piece taken out of her office and given over to the Office of Student Financial Aid. She asked the following question: "Do we

give scholarships to the right people?" We give valedictorians and salutatorians scholarships even if they do not meet our admissions criteria.

She has made several changes to Scholars Day. Previously a student needed a 3.5 high school grade point average (GPA) and a 21. Now if the ACT score is not a 21, a higher high school GPA of 3.75 and a 20 ACT can be invited; a GPA of 3.3 and a 22 ACT plus one AP or one International Baccalaureate Unit can be invited. This meant that for 2011 1,100 students were invited whereas 600 were invited in 2010.

Our admissions criteria are a 2.75 high school GPA **or** a 21 ACT. Anyone who has a high school GPA of 2.0 to 2.74 needs a 21 ACT. We admit students who do not meet either of these criterion. A Customer Relationship Management (CRM) Initiative has been adopted. It is driven by email and the offices of Admissions, Financial Aid and the Registrar participate.

Contact Information: email: jtatum@wayne.edu and phone number: 313-577-9753.

The chair has been asked to contact Jerry Herron for the Student Success Task Force and Rob Kohrman for the 2010 Fall Enrollment Data Analysis Report.

New Business and Announcements

1. There is a student dance scheduled for December 10. It is the second dance of the year.
2. A faculty member wants to know if it possible to get student pictures on the class roster.
3. Taco Bell and KFC will remain open to serve food as long as the Student Center Building is open.

The next meeting is **Wednesday, January 19, 2011 at 1:30 in 1270 FAB.**

The meeting was adjourned at 3:15 pm.