

TO: Janet Wilson, Faculty Senate President
FROM: Robert Parrent, Vice President for Enrollment Management
DATE: November 15, 2011
SUBJECT: University Admissions Committee Annual Report

The charge of this committee is to review and make recommendations relative to current University of Central Arkansas admissions guidelines criteria. During the first meeting of the semester on October 3, 2011, the committee elected to meet quarterly or as needed. A second meeting was scheduled on November 7, 2011, to review the committee member's role in the admissions appeal process. Minutes from both meetings are included below:

UNIVERSITY ADMISSIONS COMMITTEE

October 3, 2011

MINUTES

In attendance: Robert Parrent (Chair), Anthony Sitz, James Hikins, Larry Mrozek, Ellen Stengel, Brent Shires

Charge

1. Make recommendations

Annual Report

Meetings

1. Quarterly
2. As needed
3. In person or via e-mail

Enrollment Management

1. SEM Overview
 - SEM Audit
2. Current Operational Plan
3. Current Admissions Activity
 - Interim Director /Director of Undergraduate Admissions
 - Bear Facts Days
 - Territory Management
 - Open Houses
 - Professional development of admissions counselors
 - Road piece / View book
 - Admissions Alumni
 - Transfer Success Analysis

UNIVERSITY ADMISSIONS COMMITTEE

November 7, 2011

MINUTES

In attendance: Penny Hatfield, Jim Hikins, Carl Olds, Natalie Shock

Penny discussed the appeals process. Basically when a student does not meet the minimum admissions requirements (see below) they appeal to the Admissions Director. The Admissions Director will in turn notify the Admissions Committee members via email in order to render a decision on the appeal.

Currently the minimum admission requirement for freshmen is:

16 ACT

2.25 GPA

Transfer student admission requirement is:

12 transfer hours

2.0 GPA

Activities this semester:

1. Bear Facts Days

As of this date we have had three Bear Facts Days. A combined total of 1217 prospective high school students attended the three events.

2. Information Nights

UCA Information Nights have been held in the following cities throughout Arkansas: Russellville, Harrison, Springdale, Fort Smith, Hot Springs, Batesville, El Dorado, and Texarkana. We have had 490 prospective students attend these events, with over 900 in total attendance.

3. Professional Development and Territory Management of Admissions Counselors

Each of the six UCA Admission Counselors received professional development and training for recruitment strategies. Additionally, they were each assigned to a specific territory within the state. The map depicting assigned territories is included with this report.

4. Interim Director / Director of Undergraduate Admissions

Penny Hatfield is serving in the capacity of Interim Director of Admissions. We anticipate starting a national search in the early spring for a Director of Undergraduate Admissions with a starting date of July 1, 2012.

5. Enrollment Development Team

This team was instituted in early October. The broad representation of the membership includes: Julia Winden Fey, Clay Arnold, Larry Burns, Jonathan Glenn, Penny Hatfield, Cheryl

Lyons, Stephanie McBrayer, Jason Rankin, Tony Sitz, Andy Winkelman, Jan Newcomer, Melissa Goff, Lisa Shoemake and Rob Parrent. The purpose of this team is to review policies and procedures, conduct a comprehensive analysis of communications plans and to partake in the application process for Admissions, Financial Aid and Housing. The goal being to maximize efficiency and effectiveness while eliminating redundancy, confusing or misunderstood vernacular and to address ongoing issues or concerns through information exchange and cyclical review.

Plans for next semester and the following year:

1. Customer Relationship Management (CRM)
The RFP process was carried forward in early November to contract with a consulting firm for CRM services. We are eagerly awaiting the final approval from the State Legislature, expected to be on or near December 19, 2011. The CRM services will be provided through August 2012. As a university we are simply unable to handle the management of those activities being outsourced, such as Institutional Research, Institutional Technology, CRM and Web Development. We lack the expertise and resources.
2. Assistant Director of Admissions for Transfer Services
The University Admissions Committee was involved in the discussion of a future recruitment opportunity (i.e., Assistant Director of Admissions for Transfer Services) permanently located on the Pulaski Tech campus. The position would also deliver services on alternating weeks at UACCM and ASU-Beebe. The Assistant Director of Admissions for Transfer Services would look at transfer issues regarding recruitment, advising, expanded and enhanced articulation agreements, and a "One Admissions Two Universities" concept as well as other opportunities that present themselves.
3. Satellite Campus in Little Rock
4. Expanded and Distance Education
5. Weekend and evening course work leading to degrees