

Strategic Enrollment Management (SEM) Subcommittee
November 15, 2017 Minutes
11:00am-12:15pm
520 DAdB
Approved November 29, 2017

Attendance: Brenda Herzig, Erik Brown, Evan Brier, Jason Ellis, Jeremy Leiferman, Kelsey Omariba, Lynne Williams, Marc Seigar, Sara Pitterle, Scott Boyle, Scott Carlson, Scott Schulz, Sue Bosell, and Thomas Florestano.

Absent: Julie Westlund (excused), Karl Markgraf (excused), Mary Keenan (excused), Susana Pelayo Woodward (excused)

Convened at: 11:03am

Minutes

The October 18, 2017 minutes were approved.

Informational:

- SP&B October 29 meeting summary: Mary Keenan will provide a summary during our next meeting on November 29.
- Discussion on peaking enrollment
 - UMD Housing reached capacity this semester, resulting in some students withdrawing their enrollment application to attend UMD. Some transfer students delayed enrollment until Spring Semester.
 - Boulder Ridge, Campus Park and Bluestone had also reached capacity. There is a strong interest from students to live on-campus during their first year.
 - An agenda item is listed for the upcoming December Board of Regents meeting regarding system-wide campus housing.
 - Committee also reviewed course availability and whether any issues had arisen due to the large freshman class. Freshman writing was highlighted as a potential area. For 2017/2018, the Department of English, Linguistics, and Writing Studies moved faculty resources from 3000 level courses to the freshman writing course to be able to offer additional sections and meet the student demand. Students should all be accommodated either Fall17 or Spring18. There is concern regarding 3000 offerings and meeting student demand for these courses as well. No other known course barriers were identified for freshman.
- Update on Campus Preview event and spring and fall recruitment (Scott S.)
 - During this year's Campus Preview Program (October 19-20), UMD hosted 1,815 regular guests, 114 special groups—1,929 total guests.
 - Spring 2018 recruitment snapshot: the majority of these students will be transfer students. There will be approximately 12-24 new high school students (NHS). The goal is 120-130 transfer-specific students (last year's total was 119). As of this meeting, there are 299 applications (last year at this time there were 232 applications), 132 offers (last year UMD made 90 offers, this 132 (50% increase), 46 confirms (last year 31).

A major calling campaign will begin December 4 to increase confirms. Fall 2018 recruitment goal is decreased to 2,180 NHS, and increased the goal to 480 for transfer students (last year was 449 transfer students).

- Positive current trends: this year UMD has received 5,133 NHS applications (last year at this time there were 4,630 applications). This year's NHS offers is at 2,071 (last year was 2,178). There is a lower goal on NHS offers this year; therefore UMD is currently on track in terms of offers. This is UMD's first full year of using the Common App (a national application). The Common App was the only way app to apply for the UMTC. So far this year, UMD has received over 43% of applications through the Common App. Have seen a decrease in the shared app program. NHS can apply to the UMTC first, and then request to have their application shared with UMD with no additional application fee. As of last week, UMD was down by 300 applications via the shared application compared with last year. To date this year (January-November 15, 2017), there have been 28,000 Sales Force communications—phone calls are not factored into these totals. Currently, UMD has had approximately 1,200 more known visitors than at this time last year—on track to host almost 18,000 people to UMD.
- Members were asked to update Google Calendars for Spring Semester 2018 prior to our final meeting of the semester (November 29) to allow for the scheduling of meetings during spring semester.

SEM SWOT: Members broke into the small groups formed during the previous committee meeting for the SWOT analysis (recruitment, retention, graduation) and spent the remainder of the meeting discussing the top priorities of all those topics listed in the weaknesses and opportunities of their template. The items identified as priorities were highlighted on the document on the SEM Share drive. These priorities will be discussed during the November 29 meeting.

Submitted by Jason Ellis.