

Strategic Enrollment Management (SEM) Subcommittee
April 22, 2016 Minutes
Approved September 14, 2016

Present: Scott Carlson, Olaf Kuhlke, Lynne Williams, Susana Woodward, Sue Bosell, Paula Pedersen, James Klueg, Scott Schulz, Penelope Morton, Jannifer David, Erik Brown, Jason Ellis and Mary Keenan.

Guests: Jodi Jersett and Lindsey Girtz.

Minutes: April 8 minutes were reviewed and approved.

SEM Subcommittee Membership: Outgoing members: Jannifer David, James Klueg, Paula Pedersen and Olaf Kuhlke. *-Thank you!* Scott Carlson was elected 2016-17 co-chair. Changes to the SEM Subcommittee membership went before the SP&B. The recommendations are changes to the constitutional bylaws and will not be implemented in time for fall 2016. Note: S. Woodward's new role is 30% Chancellor's Office and 70% Student Life. S. Woodward's membership will be representing the Chancellor's Office—not Student Life.

UMD's unpaid balance policy/process - Sue Bosell: UMD's current practice—according to Regents Policy, the university can place a hold on a student's record if there is a failure to meet financial obligations to the university. A hold would prevent a student from obtaining an official transcript or registering for classes. If a student is not able to pay for fall semester, the student is unlikely to pay for future semesters. S. Bosell provided an overview UMD's process. Staff in financial collections (now Student Financial Services) run queries of students with balances remaining on their account. Final pay date passes before registration begins so the potential cancel list is not as large as it has been in the past. Step one is to send the student an email stating their balance has not been paid in full. If not paid shortly after the email notification, then a formal letter is sent followed by a phone call. Most students realize then they need to pay their bill but are holding out as long as possible to actually pay. It takes 48 hours after phone call to begin process. If the amount due is less than \$100, no hold is placed on the student's record. The Twin Cities campus also follows this process. We may put a hold on for less than \$100 if a student will not be back for the following term. Try not to write it off. Accounts less than \$100 are currently totaling approximately \$22,000. Deana Nordeen from UMD Financial Collections will work with students to setup a payment plan—aid can cross from fall into spring. If, for example in the fall, aid is confirmed to be coming in the spring, \$200 of debt can be covered by this aid. Attempts are made to try to be as objective as possible. The Feds will only let the university cross \$200 over fiscal years for financial aid. As of April 21, \$20,000 of student debt is, on average, in the amount \$100-\$500 outstanding. The amount range of \$1,000-\$2,000 in outstanding debt is totaling approximately \$163,000. Changing the dollar limit has been topic of discussion with Financial Collections (now named Student Financial Services). The University Trust Program helps to bridge the debt—if a student has a financial need, and there are loan private options. Much of the debt remaining on student accounts is library fees, fines and bookstore charges. Note: Bookstore items can be in the form of snacks, beverages and other non-educational related items. Some students aren't aware if they drop a course—and the student falls below the required credits—state funding requires the student to pay back money. Sometimes students haven't read their loan application thoroughly or don't quite understand. It would be beneficial for students to fully understand contents of the award letter.

SEM International and SOC Action Plan Updates (handouts distributed): SEM action plans exist for Students of Color (SOC) Recruitment and Retention, International Student Recruitment, New High School Student Recruitment and New Transfer Student Recruitment. The documents originated in SEM in 2012 with some strategies and initial action steps. The far right column of each plan provides the current status of each action item. The area responsible for the item provides this information. These documents are informational, providing transparency and accountability. The same process will be followed for the new Retention Action Plan. Individuals responsible for action items will be contacted to provide updates in 2017 and 2018. The update process is very brief and also provides an opportunity for individuals to communicate any roadblocks they are encountering.

2016-2017 Agenda Items: *What topics should SEM address next year?*

- Since there are a whole lot of programs that didn't submit a retention action plan, maybe strategize on how to get more on board.

- Going back to the Liberal Education program—do an entire comprehension of enrollment and needs.
- Continue discussion of recruitment for underrepresented students and students of color—as of today’s meeting, it was noted there is a low number of international applications for the 2016-17 academic year.
- Allow those involved with the small grants program to provide feedback and allow interactions to foster conversations.
- Bring to this subcommittee elements and updates of the mapping and planning to be conducted in May 2016 to UMD’s Communication Plan. The Communication Plan could also include areas mentioned by a group of underrepresented submitting list, which includes retention for students of color. How is this information communicated to students?
- Possibly bring back EAB to campus. M. Keenan is unsure if our membership will continue—UMD is not receiving enough back in comparison to the cost.
- The bulk of UMD resources are geared towards traditionally aged students. If UMD were to develop a couple of totally online programs, what is the market need? What would be our niche? Market analysis would be necessary to do it well. Perhaps focus on increasing credit-based certificate-type programs? An example would be a Cultural Competence or Teaching with Technology.

Submitted by,
Jason Ellis