

**Summary of Administrative Staff Council 2009-2010 Meeting
November 5, 2009**

Guest

Albert Colom – enrollment update

Co-Chair's Report

President Panel's Update

Treasurer's Report

The Foundation account for the Ferrari Award and other ASC recognitions has been created! Contributions can be made to the Administrative Staff Recognitions Fund 30001996.

Committees

Administrative Staff Spotlight - spotlight colleagues by sharing their contributions to the BGSU mission <http://www.bgsu.edu/organizations/asc/index.html>

**Administrative Staff Council 2009-2010
Minutes: November 5, 2009**

Members Present:

Daria	Blachowski-Dreyer
Adam	Bohland
Nora	Cassidy
Kelly	Cusack
Jodi	Devine
Donna	Dick
Jason	Dunn
Laura	Emch
Kimberly	Fleshman
Thomas	Gorman
Michael	Hachtel
Barbara	Hoffman
Lisa	Ingram
Stephen	Kendall
Sandra	Mencer
Sara	Meyer
Mitchell	Miller
Ryan	Miller
Connie	Molnar
Beth	Nagel
Jacqueline	Nathan
Sherri	Orwick Ogden
Steven	Overholt
Tim	Parish
Brett	Pogan
Heidi	Popovitch
Marlene	Reynolds
Deborah	Rice
Dawn	Shores
Anthony	Short
Thomas	Siebenaler
Beverly	Stearns
David	Steen

Kurt	Thomas
Janice	Twork
Jennifer	Twu
Nancy	Vanderlugt
Mary Beth	Zachary
Thomas	Zapiecki
Sara	Zulch-Smith
Barbara	Keller, BGSURA
Faith	Olson, CSC
Katee	Carlton, Guest

Co-Chair Sara Zulch-Smith called the meeting to order.

Introduction of Subs: Jon McDermot for Tom Siebenaler

Guest

Albert Colom

Albert shared an enrollment update and some of the ideas that are being considered for changing the enrollment process. We are constantly thinking and discussing new ideas to help enrollment and retention. For example, what if we allowed students to register for three semesters at a time? We are finding that traditional students are experiencing some of the issues that non-traditional students face. Providing these types of services might help with retention.

Gary Swegan has indicated that our prospects are up 75%. Last year we had 27,000 in our prospect database and we now have 48,000 and these students are pre-qualified. Last year we had 671 recruiting activities and as of today we've had 1100 and we plan on another 400 or 500 more activities. We are doing more of the right high-impact things to interest students in what BGSU has to offer. Our current applications received are up 25%. Last year we were at 2800 at this time of the year and currently we have 3600. That is a huge increase but having an increase in the queue doesn't do any good if you haven't admitted them. The admitted rate has gone up close to 38%. Last year 1400 and we are well over 2100 this year. By doing things sooner, we are expanding the market share in the state of Ohio. We are looking for a class between 3200 and 3400. We have been around 3000-3100. In the last 5-6 years we've lost around 2,000 students. The financial ramification of that is close to 10 million dollars. That is the reason we have to right-size ourselves.

Enrollment makes everything possible. You've heard the President say enrollment vitality equals fiscal sustainability. That is exactly what we have to keep in mind. Last year we had 5200 visitors on campus and this year we are up to over 6100. We all

have to work together and smarter to attract students. We take great kids and turn them into terrific baccalaureate degree earners. That is what we do. That is our DNA. That is why we are number 11th in the nation in learning communities. That didn't happen by accident. There has been some slippage in enrollment – which I tie to resources and budget – but we are not a broken institution by any imagination. People want us and when they visit us they fall in love.

Our admissions office is visiting every high school in the State of Ohio. We have never done that before. And it's not just admissions – financial aid has a lot to do with recruiting as well. It's a very aggressive schedule but the two areas are up to the challenge and they continue to do an excellent job.

We are in the process of putting together in putting together a comprehensive enrollment management plan. It will have marketing, communications, recruitment, part of the academic plan, fiscal plan, and the technological plan – all of the things necessary to make the enrollment move forward. It will be aligned with the strategic and fiscal plan of the university. It won't sit on a shelf but be followed and reviewed every year.

New student orientation has been done well for at least 15 years. We have put together a working group to come up with a way to engage students earlier – April, May, June – and offer them transition activities. We want to be more creative and lead other universities in these areas.

We are looking at the possibility of re-thinking the first year advising. CUE is part of that. We can't change the curriculum without re-thinking everything else that is involved. We need to get the student to think about what is really important.

We have re-cast Adult Learner Services' great work into a Non-Traditional Student Services center. This is a strategy to engage different populations for us to grow our enrollment.

The number of High school seniors graduating is scheduled to decline. That means our market share will decrease. We can combat that by engaging adult learners and e-learning and the other areas our Governor wants us to service. For many years our core business has been traditional and residential students and we will continue to enhance that by the activities that are being done. But we need to re-think how we service the non-traditional students. How do we engage them and make them feel like they are connected and valued as a part of the institution?

We have developed a Student Enrollment Communications Center that is there to communicate with the students. As early as the 8th grade, we intend to develop programs that will show parents, students and counselors why BGSU is the right school for them.

We are working with community colleges on “umbrella” articulation agreements to let students know they can transfer seamlessly. The effective part is the curriculum. The easy part is what I’m doing now with Terra, Northwest and Owens where we are going to have the president sign articulation agreements that allow them to transition much easier to become a student at BGSU sooner if warranted.

Peoplesoft is going to need to be upgraded and we have to adapt techniques that follow the technology. We have to find a better way to leverage that technology. We may have to shed some of the ways we have done things to move forward to an easier way. But while we do this, we need to keep students as the reason why we make these decisions and move from a staff/faculty-centric organization to a student-centered organization. Nationally, most students graduate with a \$20,000 debt. BGSU students average a \$27,000 debt. We are placing our students at a disadvantage. The State will be moving toward a more performance-based funding model as opposed to volume. How do we shift from quantity to quality in terms of outcomes? That is what we are trying to do – by becoming student-centric.

Another change we are making is the threshold of debt a student owes that prevents them from registering. It used to be \$50. If you were a senior and you owed \$51 you couldn’t register. The threshold now is \$1200. The finance office and my office have been discussing how we can eliminate the barriers that keep students engaged. We punish students with enrollment – and yet that is the one thing that is the most important to the student and the institution.

E-Learning and the work that COBL is doing is amazing. They are leaders in the State of Ohio. Dual enrollment is extremely important. The high schools want us to teach university courses at their sites. There are new monies that are being piped to departments for marketing initiatives to allow them to tell their stories in their own way. We are looking into providing students services from one central area as opposed to being sent all over campus. These are many of the things we are doing to move us in the right direction. The future is very hopeful and I’m very happy to be a part of it.

Co-Chairs Report

1. Kathy Cleveland Bull will present on November 20th. The office of the president and human resources are financially supporting administrative staff and this event. The event will be taped and available online after the event.
2. Health Insurance Open Enrollment ends November 20th.
3. President’s Panel:
 - a. The loss of the 850 million dollars in the State of Ohio and how that will impact us. There are three ways to cover the loss; cut education, raise taxes, planned defer increase in taxes.
 - b. BGSU will likely incur at least 8 million dollar loss in state subsidy
 - c. Printing Responsibly Project: In December members from this project committee will be here to talk with us. Significant savings.

- d. Budget cuts – will not likely be staff but program cuts.
- e. Reconfiguration – draft stage at this point. No timeline is set. There is nothing official and no proposal.
- f. There is no outsourcing plan for classified staff.
- g. There are many plans for the residence halls.
- h. Westridge Capital: A receiver has been appointed and BGSU may recover some of the investment lost when assets are liquidated. Timeline is 3-5 years.
- i. A Consultant (BGSU Alum David Robinson) has been hired to lobby on behalf of BGSU in Columbus.

Treasurer's report:

We now have a foundation account to fund the Ferrari Award and other ASC recognitions. Contributions can be made to the Administrative Staff Recognitions Fund 30001996.

There is a form to request ASC expenses. Go to the ASC website and there is a link to the ASC Expenditure Form.

Chair-Elect Report: none

Secretary's Report: none

Committee Reports

Amendments : no report.

Awards: no report.

Internal Affairs: no report

External Affairs: no report

Personnel and Welfare met on Thursday, October 15, 2009. We discussed the Administrative Staff Spotlight idea. This will be placed on the ASC website. On behalf of ASC we are seeking feedback about the contributions of our members. As we know, BGSU is successful because of the combined efforts of its faculty, administrative staff, classified staff, students, alumni, and community supporters. In an effort to increase the visibility of those contributions made by administrative staff, you are invited to spotlight colleagues by sharing stories regarding his or her contributions to the BGSU mission. Self-nominations are encouraged. As spotlight submissions are collected, PWC will work with Nora Cassidy to highlight these submissions on our website at <http://www.bgsu.edu/organizations/asc/index.html>. Likewise, selected submissions will be forwarded to Marketing and Communications for further development and promotion. We feel this will help with the morale of our employees. Forms will be submitted to Jodi Devine.

Professional Development will meet on Thursday, 11/5 at 12:45 to discuss goals and objectives for the year.

Scholarships: no report

Faculty Senate met on Nov. 3, 2009 at 2:30pm. The next Faculty Forum will be 11/23/09 at 9am and it will cover ideas such as “What is BGSU like compared to the sister institutions? Including faculty welfare comparisons and student and faculty demographics comparisons. COBL spoke at the meeting. As a comparison they showed that a significant increase has happened with on line learning.

Academic Year	Enrollment	# of classes offered
2001-2002	805	72
2009 (Sum/Fall)	8,254	448

Donna Wittwer and Becca Ferguson also spoke about the health insurance enrollment.

Janice Twork motioned to adjourn. Seconded by Heidi Popovitch.

Next meeting is December 10, 2009 in BTSU 201.

Respectfully submitted by,
Sherri Orwick Ogden
Secretary