

The following is a summary of the Chancellor's Cabinet meeting held on May 12, 2009.

Attending: Jeanine Alexander, Jeff Anderson, Wanda Blake, Alecia Cyprian, Keivan Deravi, Debra Foster, Bob Gehling, Carolyn Golden, Alan Gribben, Braxton Harris, Katherine Jackson, Kathy Mitchell, Melinda Ligeon, Donnie Nobles, Kevin Osborne, Jackie Roberts, Susan Salter, Timothy Spraggins, Janet Warren

Guest: Jeff Barksdale, Rickey Best, Jennifer Brown, Lakecia Harris

Warren: introduced Braxton Harris as the new SGA President and Donnie Nobles as the new Faculty Senate President. She then introduced Lakeshia Harris who gave a presentation on Orientation. She stated that they are making personnel changes in relation to students used for Orientation. Peer leaders have a new title, COGS (College Orientation Gurus.) They are being given instruction as to our campus image, etc. They had 5 last year are have increased to 15 or more. Currently, they have 15 COGS and 2 office assistant/leaders. They also have faculty mentors who assist the deans with advising and interact with parents and students and receive a small stipend. They are trying to get more mentors and volunteers.

- Marketing strategies: The theme is "Experience Auburn Montgomery." 990 postcards have been sent to admitted students. Welcome Week will tie into the Orientation theme. The logo for the COGS shirts and bags will include a design with gears.

The summer session will be held on 5/21. There will be 5 sessions for traditional students. Transfers will have a 1/2 day program.

Advising will include directing students to the electronic web page.

There will be an Advisor Help Desk staffed by the Admissions & Records Office.

Holds are placed on all incoming students to make sure they come to the orientation sessions for advising.

Brown: asked Harris if she meant that Central Advising or all advisors will be doing advising?

Harris answered that all advisors will be notified by the Orientation Committee.

- Format: National speakers from an organization from "Making it Count". Their services are free to us. There will be small group settings with the COGS giving information. They will use mentors to answer questions and alternate speaking to student and parents on student responsibilities. The COGS will be contacting students after the orientation sessions to answer any additional questions.
- Resource Fair: 12 noon. They will have the cameras & equipment for Senators Cards available at this time. The goal is to tie getting their email address, Senator Card, and registering for AUM Alert all at one time.
- Math Placement testing: gone to computer based testing. Students must test at least one week prior to orientation. There is a \$10 fee to take the test. If a student's ACT score is 20 or below they must take the math placement test before registering for any math classes.

- Orientation Committee projects: Logistics & Planning, Research Team, Welcome Week

Harris distributed Orientation schedules and a booklet, “First Year in College.” They are looking at having two-day orientation sessions for Summer 2010 and perhaps developing an overnight component introducing students to residential living. They are developing a proposal to the Chancellor concerning a mandatory first-year experience course.

Nobles: asked Harris to meet with the academic advisors and Harris agreed.

Cyprian: addressed the Enrollment Management Plan explaining that it is the coordination of functions directly affecting the recruitment, admission, financial decisions, and the retention of students. She stressed that enrollment management is the responsibility of the entire university. She mentioned three Cs to keep in mind: constant, consistent, contact. She stated that our students come largely from local areas. Our challenge is to learn how to engage students who do not reside on campus. We retain only 55-57% of 1st year/2nd year students. We need to establish a thrust in retaining large group of students.

- Enrollment strategies:
 - Develop E-communication structure in Admissions. They will be getting training for all Student Affairs personnel.
 - Refine the admission funnel process
 - Develop a transfer recruitment plan
 - Expand the recruitment territory & increase high school visits
 - Develop a comprehensive communication structure that will consist of increasing the amount of contact from the Admissions and Financial Aid offices, academic schools, athletic dept., and other offices at different stages throughout the recruitment process.

Jackson: added that they are working to get the ability to have automatic responses sent to incoming students so that they will be getting mail every other week from AUM.

- Retention Strategies:
 - Use retention data & trends to improve retention
 - Increase intrusiveness of academic advising
 - Update and implement policies and procedures to be more retention friendly.
 - Clearly define campus identity and market accordingly—get handle on who we are and who we want to serve.
 - Increase academic support services

Cyprian: emphasized how crucial it will be to get help from areas such as the Faculty Senate, the advisors in the schools, and really everyone. Liz Ward, Valerie Crawford, and Alecia Cyprian will chair the Enrollment Management Team.

Jackson: added that Valerie has been getting a list of accepted students and making contact with them. Volunteers have been assisting with the telephoning and making contact with students. She encouraged any who can to volunteer to talk to parents and students after work.

The Library is now notifying Enrollment Management when high school students visit the Library so that they may be contacted.

Golden: thanked everyone for contributing to the Family Campaign. We are at 70%. She also mentioned that Paula Kierce's home flooded last Thursday. Golden is collecting money from AU and AUM friends to be put on a gift card for Paula.

Roberts: reported that AUM Alert is now on Twitter. She has sent an email to everyone concerning the Strategic Plan and would appreciate any comments.

Nobles: reported that the Faculty Senate Rules Committee will meet on June 5. They will be preparing committee charges for next year. He encouraged anyone who has something that should go to those committee get them to him soon.

Mitchell: Buildings C, D, and F will be turned over to the contractor next week. The courtyard planters will be taken down and trees planted. She met with the Chancellor about changing the names from alpha to tree names. Examples are Poplar Place, Pine Place, Courts, or Hall. They are attempting to have more of a home setting. Construction is going as planned.

Salter: Twitter is looking at starting several means of communication with students. She met with AU for training. This is an effort to be sure we get events to be announced to them so that they get to the public marketing sights. Focus groups have been completed. We are learning that we have a lot of communication to do. Surveys will be going out in the next couple of weeks. The Marketing Plan should be in place by the end of summer.

Brown: took this opportunity to invite everyone to the School of Education Luau. There were fifteen \$1000 scholarships given last week from last year's Luau. If you are unable to come on May 29 they are accepting donations as well.

Jackson: reported that the on-line application fee no longer exists.

Anderson: reported that as a result of no on-line application fee the application completion rates are up from a 34% to a 90% completion rate. We expect this to have a huge impact. Students still must pay the application fee if they submit a paper application.

- There is an application for stimulus funds out today which is due on 15 June. It requires some thought and preparation.

Jackson: expressed congratulations to Deravi for being named Interim VC for Academic Affairs. The Provost Search Committee will meet this week. We hope to have someone in place by June 2010.

Gribben: reported that two department heads, Tuval Foguel and David Witkosky, are leaving AUM.

Anderson: IT tested videoing graduation this time. There was about 30 and 45 minutes viewing feed. This has been requested for archives and to be put on the website. They plan to take another run at in the summer.

Harris: reported that the SGA's first retreat is to be on May 29-31. Butch Oxidine will conduct workshops.

Spraggins: reported that he will be giving a Civil Rights education tour this weekend.

With no further business, the meeting was adjourned.