

## **ACN Meeting Minutes**

### **January 15, 2013**

Members present: J. Altmann, J. Anderson, T. Bandura, K. Barnes, L. Blaska, J. Broskowski, M. Buhrandt, S. Byrne Irwin, A. Carreno, C. Clark, P. Cobb, S. Conway, A. Corner, T. Current, C. Daly, R. Daniel, T. Danner, A. Datey, J. DeRoche, K. Diener, J. Dorosz, K. Duce, J. Dvorak, M. Fero, L. Fitzenberger, J. Ford, R. Freer, K. George, S. Gosz, J. Hack, M. Halloran, J. Hayes, N. Heinen, B. Hinshaw, D. Holloway, K. Huettl, J. Hutchings, T. Jeske, E. Jessup Anger, W. Johnson, T. Jones, M. Knasinski, A. Kowaliczko, S. Lake, T. Latona, R. Longwell-Grice, N. Malacrida, A. Maldonado, E. Maldonado, S. Martin, K. Masshardt, H. Matera, N. McCoy, T. McGhee, I. McLaughlin, E. Melchior, C. Morris, J. Murray, L. Nicely, D. Northrup, L. Petersen, C. Piercy, K. Powers, E. Rolland, A. Sadowsky, A. Schaffner, W. Scherer, P. Schoessling, B. Simon, C. Simms, K. Spann, J. Spiess, L. Stark, K. Swetzg, D. Unertl, D. Vang, D. Wallace, G. Wallander, B. Warner, R. Washington, G. Watson, B. Williams, D. Willis, C. Wolf, A. Wrench, S. Zlotocha, K. Baker, N. Krubsack, E. Nytes  
89 total

Phyllis started with talking about where campus is at administratively with academic affairs and student affairs and strategic planning

- Want to talk about some of the ways that we can be heard as advisors – participatory situation
- Advisors have a huge impact on retention and student success – key element in strategic planning
- Goals: get to know them in administration and get an update on the strategic plans – how advising fits in
- What are our questions/comments/concerns

Phyllis King – has served in a number of roles, in role as Associate Dean in Health Sciences she oversaw advising unit there – knows what types of things advisors do/our role with students  
-Appointed Associate Vice Chancellor in Academic Affairs

Jeff Meece – was at UW Colleges – 11 years, oversaw enrollment management, also had advisors reporting to him there – worked specifically with transfer students; also worked at a private school. He is the Associate Vice Chancellor for Enrollment Management

Academic Affairs:

- Visual drawing of initiatives
- Everything should go towards the mission of the university
- 3 pillars that feed into academic planning
  - Student success

- From 1<sup>st</sup> to 2<sup>nd</sup> year want 75% retention, currently at 68%
    - Graduation rate
  - Academic programs
    - Each academic program/dean needs to come up with planning of what they would like to see, table....etc.
  - Research
- 2014 UWM is up for accreditation so assessment is a big component
- Threads that run through the academic planning process
  - Best place to work
  - Space planning – new buildings
  - Internationalization
  - Recruitment
  - Comprehensive campaign
  - Inclusion/diversity
  - Digital future
    - Flex degree program – based not on credits but on competencies (PLA – prior learning assessment – giving credit for their life experiences/job experiences)
    - Different ways of reaching non-traditional students
    - Lots of challenges, but lots of opportunities and we need to keep up to not become obsolete

### 3 R's – Recruitment, Retention, Remediation

- Had small working groups to determine what future action items to do in those areas and prioritize
- What are the quick wins we can do now?
- Strategies were listed and then who would be in charge of implementing those strategies

Have a retention and steering committee that are picking up these strategies to see if these are still valid and will recommend them to the Provost for the action to happen

[http://www4.uwm.edu/acad\\_aff/removing\\_obstacles/index.cfm](http://www4.uwm.edu/acad_aff/removing_obstacles/index.cfm)

Remedial education – we have tried a number of pilot activities to figure out what is successful. UW Colleges is doing a pilot Math program – to have online program and then working more on an individualized basis – 2 sections of this Math pilot in Fall 2013

-UW La Crosse is doing a MOOC (massive online open course) that is free – January – March, and our PASS program has tutors to work with those students, then they can retake the placement test

-we need to work on collaborating with the K-12 system to create a college ready student population

## UWM Division of Student Affairs

- Engage Enrollment Management into Student Affairs since they are a new part of Student Affairs
- Enrollment Management Planning
  - Information Collection
  - Collaboration and Connections
  - Roadmap
  - Continuous Evaluation

## Strategic Enrollment Management

-An institutional process to enhance student success and campus vitality which encompasses every aspect of a student's campus experience

- Recruitment
- Retention
- Graduation
- Alumni Relations

Need to determine what UWM can support (classrooms, faculty, and residence life....etc) and bring students in

Fall 2010 cohort – 42.5% of freshmen require Math remediation

## The Admissions Funnel

-What happens when students get to UWM

- Do they connect to campus – how do they connect?
- Are they ready for college level expectations?
- Do they know what direction they are going?
- Will they graduate?

## Strategic Enrollment Management Team

- Admissions and Recruitment
- Registrar's Office
- Financial Aid
- Student Success Center

## Roadmap:

### Strategic Enrollment management Plan

– created from the university strategic plan and break the goals into manageable tasks

- Definitions
- SWOT (Strengths, Weakness, Opportunities, Threats) Analysis

- Vision
- Goals
- Actions
- Timeline
- Responsibility
- Budget
- Assessment/Evaluation

Everything we do must be assessed:

- Quantitatively and qualitatively
- Bench marking
- 1, 3, and 5 year intervals
- New initiative usually start at 3 year evaluation cycles
- Faculty, staff and students and team are our greatest assets

Communication Channel is more difficult since we are decentralized advising units  
 AAPC – Administrative and Academic Policies Committee – supposed to be the academic advising voice...policies go into effect through this committee – we can perhaps make this more effective

- Talk about what are best practices...sharing practices across campus

Creating a campus institutional group for the 3<sup>rd</sup> R – Recruitment, may be reaching out to advisors to engage in that process

Best practices that fit across campus – how do we train new advisors since each school has their own ways of doing things...

Challenge of things not being consistent between schools/college – students talking with their friends...how their friend didn't have to do xyz so why do they?

-Idea: Coordinator of Advising to coordinate efforts across campus – report to Phyllis....to see if there is a reason to keep things separately or could we create a central policy that everyone follows

-How do we organize ourselves as a network – could we come up with a set way we – all advisors want the policies to be implemented?

-But some policies are college policies – set by the faculty – for example in L&S there is set policies needed to work with

Ad hoc committee for academic advisors? Would there be a subgroup to create best practices

Retention Strategies – remediation also plays into this – working with K-12 (involve School of Education) to getting students to be college ready

Any discussion for a College 101 – seminar to address issues of what college will look like

-Ericca Rolland said they have talked about including this as part of new student orientation since we have overnight orientation. It has also been a discussion to find out what a good fit is for our campus

Resources for advising – resource allocation has always been within each school/college – that is the funding source – it is up to the deans to have that conversation to say we need more advisors...

-Is there a larger unifying voice to say this is what we need in advising (across schools/colleges) – could this be a coordinator position or a committee?

-How do we provide evidence that we need another advisor? Or if we change practices will that be different?

Investigate best practices to utilize the people that we do have could that be as effective as hiring another person?

-Bringing caseloads to what the acceptable ratios are (much like faculty have determine what acceptable ratios are for students in a classroom)

Recruitment of international students – what the plans are, what are we going to need to support as a campus?

-3,000 is the goal of how many international students by 2017 or 2018; need to talk with people in the International Studies/CIE office to better recruit international students, it is another target population

-China is certainly a target population

Still need to do the planning and preparation for having that population on campus, discussions have started on this

-Enhancing Advising Committee is hoping to do a presentation in March to learn more about what the students have gone through to get here, cultural competencies when working with these students...

University College Idea – going through Retention Committee (has been a delay with re-organization this summer)

-focus groups conducted on this, the results were mixed feelings about it....don't really have a definition of what it would be here yet....Retention Committee is investigating the university college idea

Concerns: reorganization again, resources-what would it take/can we do that?

University college – could have advisors that were content specialist to move students onto their particular school/college....students admissible to their school/college can go right into their school/college...undecided would go into university college

-From admissions perspective it could serve a population that isn't in AOC but also aren't ready to be in the schools/colleges to get them up to speed

-Perhaps if having the university college – allow students to be admitted to their school/college if they meet the standards and have the university college be for undecided students or those who need to be more college ready but not quite needing to be in AOC

- Need to look at nationally best practices

Communication: for the 3 major committees – 3 R's....to see who is on the committee, the minutes of the committee, when it meets...

Moving forward...Jeff and Phyllis will take back this information to the appropriate committees

-Have a March Open Forum again to meet again

-How do we strengthen the communication between groups?

Is there a way to connect ACN and AAPC? Have advisors represented in AAPC? Could ACN have a person on the AAPC committee for information sharing?

Recognizing that we could try and strengthen/use AAPC to use that as a communication channel/network