

**Enrollment Management Committee
Meeting
Tuesday, March 31, 2020**

Members: Kelly Hart, Monique Lopez, Tricia Oliver, Mike Mazeika, Josh Hettrick, Lisa Plantefaber, Jen Hanselman, Jessica Tansey, Sam Tsongalis, Dan Forster, Enrique Diaz Morales, Diane Prusank, Steve Taksar, Chris Willenbrock, Emily Todd, Stefanie Sanchez

1. Kelly called the meeting to order at 3:01 p.m.
2. The February meeting minutes passed.
3. COVID-19 Enrollment Numbers and Updates
 - a. Day Admission
 - Kelly shared that Admission is down in applications, acceptances and deposits. Deposits are coming in slowly. Other college are either down or running even.
 - College Board cancelled the SATs in March. Dan and Kelly were on a call with Department of Higher Education (DHE) and requested to have the SAT admission requirement (per MA DHE) temporarily waived for students scheduled to take the test and we not able to. If an applicant has taken a previous SAT test Admissions will use that score. Because of the circumstances admissions will be very flexible with SATs and applicants who wish to re-take their SATs in the future.
 - Per Dan and Kelly's conversation with the MA DHE, Westfield State has received permission to waive the SAT requirement for students scheduled to take the SAT in March. Westfield State will need to count these students toward their 10% of allowed exemptions for fall 2020. When Kelly last checked WSU was around 7% but it's a rough estimate due to the lower number of deposits to date.
 - Admission counselors are working from home and continue to process admission decisions. In an effort to alleviate stress for students and families, the Office of Admission is allowing applicants to submit unofficial transcripts. At the end of the students' senior year, the deposited students will need to forward official transcripts as part of the admission process.
 - Admission has cancelled the remaining Accepted Student Day events for March and April. Instead, virtual accepted student events have been created by the Admission staff with support from members of the WSU campus community:
 - Marketing assisted with a student led (and Nestor) campus tour video.
 - Matt Dellea has shared the Comevo software/program for the pre-recorded April 6 Accepted Student Day Program.

- During the week of April 16, a second round of Accepted Student Day Department Meetings will launch. Lynn Zayac and Lisa Clark (CIT) are assisting Admission with this Blackboard Collaborative initiative. Students will be invited to live meetings that will also be recorded if the student would like to go back and review. More to come.
 - Aaliyah Mercer (Admission) is working with Greg Sanocki (Marketing) to leverage our presence on social media.
 - Admission is working with CGCE to get set up on Pure chat. This program allows admission to answer questions our guests may have while they are visiting the WSU website.
 - The Office of Admission sent a Congratulations on your Acceptance letter from Nestor with a WSU window sticker (*Note: a letter from Vice President Forster was also included in this mailing*).
 - Kelly is working with Alyssa Goodreau (Marketing) to send an eCard to New England high school counselors in New England and then another to MA community college advisors with WSU updates.

b. CGCE Admission

- Stefanie Sanchez reported that summer registration just opened. So far, there are 214 for Summer I and 116 for Summer II so far. We hit about a quarter of what CGCE brought in from last summer within one day of registration.
- CGCE sent out communications to the campus and working with Greg for social media.
- We have not made the official decision to hold hybrid or on-ground classes for this summer; including both for credit and non-credit programming. So far, only on-ground Art studio classes were cancelled.
- Summer conferencing will be monitored as we have had one organization already cancel their conference.
- Fall graduate cohort admissions is going well. So far we have 91 confirmed deposits for MSW, about 20 for the counseling program and 8 for ABA.
- Our first cohort in the CJ4+1 program will begin completely in MS in CJ starting this summer. We anticipate 19 students to enroll.
- We are still actively recruiting for fall. We hosted our first virtual webinar on Monday and have had 22 views on the recorded session so far, which is a positive response.
- Compared to last year, summer is right on par, and we are in good shape. We are also seeing positive responses for the fall.
- It is too early to tell if there is any difference between breakdowns on online and in person.

c. Current Students

- Monique shared that this is the final week of registration.

- To date, 80 percent of seniors and 76 percent of juniors are registered. Sophomores and junior numbers will have until next Monday. Registrar's Office is not seeing a large amount of withdraws at this time.
- To date, 819 set to graduate in May. Monique's office will finish clearing them this week and letters will go out on Monday.
- Academic Affairs is working on a process to get the new transfers registered.
- Nicole West will be there to advise new transfers. Goal is to have them registered by July 1st.
- Lisa shared that the number of students (110) that have withdrawn at this time, only 9 students have dropped all of their credits. This is cumulative up to March 30th.

d. Residence Life

- Josh shared that there are 167 students who have submitted for housing for next year. Of these, 157 are new students. To date, 57 have selected housing. Twelve students have been assigned to Honors housing. Housing selection numbers look positive. His staff will be following up with these students. To date, 12 students have submitted to be removed from housing next year.
- 39 students are in the Davis hall for the remainder of the semester. All have their own rooms. Trying to manage students that have not been following direction and have not been responding to any communications from housing.
- Residence Life staff found a few students taped doors to gain access to the residence halls. They are doing daily walks through the buildings. Several communications have been going out to students via texts, e-mail blast, and mailings.
- Residence Life is partnering with dining for students that might need special accommodations.
- The students seem to be doing pretty well. Residence Life is working with Health Services, Faces and Dining Services. Someone physically goes in the halls to make sure students are ok. Residence Life is trying not to overwhelm them with communications.

e. Financial Aid

- Mike shared his report with the committee.
- He is still waiting on guidance from the DOE regarding academic calendar length. Thirty weeks of student instruction is required.
- Couple of students requesting summer classes and have been funding them as they go.
- Mike is looking into funding another initiative on Loan forgiveness and is in the very early stages.
- His office is still processing aid for transfer and freshman. So far, 2400 have received financial aid. There is also a lot of request for additional aid.

f. Athletics

- Dick shared that Athletics is up over last year with 63 paid deposits (236 accepted students). They continue to recruit students.
- NCAA has granted a blanket waiver eligibility form for all spring athletes to give another year of eligibility. They are working with seniors to give them options.
- Coaches are reaching out to transfers. A lot of private institutions don't have graduate programs but WSU does.
- He reported that Athletics has not found any student athletes that have dropped below 12 at this time. Support has been good.
- Athletics will be doing a virtual signing day, once a student deposits. Do not have date yet, probably after May 1.
- Returning seniors do not have to be in a degree seeking program. Any seniors that might not be graduating and stay can continue through a graduate program or working on a minor. Dick will speak with Monique to discuss.

g. Announcements

- Where are we with holds on students? Will there be a new hold list out? Can we have possible discussion on COVID19 aid?
 - Not pursuing late fees at this time.
 - Refund process is a credit to the student accounts.
 - Steve mentioned taking a look at COVID19 aid would be a good idea.
- Dan, Diane, Lisa are looking at all the variables out there with regard to numbers for next year, no historical data to look back on for this type of crisis. Admission has revised the May 1st deposit deadline to June 1st.
- Student affairs is looking at virtual engagement opportunities. Figuring out venues and activities that will help draw students out to help maintain/create a sense of community.
- Dean Jen Hanselman shared information about grant funded programs with the committee. There has been a delay in the deadline but interest is still strong. STEM student transfers receive a 10,000.00 stipend. Transfer bridge program going virtual in May with orientations throughout the summer.

4. There was no other business to discuss.

The meeting adjourned @ 3:53 p.m.