SENATE 4/11

Welcome to senate, the computer is broken.

Hey! we fixed it

Guest speaker Rachel Cole; Chair of faculty committee on enrollment

Strategic Enrollment Management (SEM)
  LC is a tuition dependent institution = LC is a business
    we might not think of it that way but we run like a business and tuition is the revenue stream

  need to recruit and retain students at LC to fulfill our mission
    both are equally as important to SEM

  need to better deliberate and distribute our resources to do better
    spending money and time needs to be examined

  need better long term planning

  need better information

  need to work together and take effective action as a campus
    people tend to work independently, we need to collaborate

Hired a consultant to learn how to best run SEM
  1. Organization
    first established a steering committee with people involved with faculty/ student life/ admissions/finance/dean office/ president

    Working groups to address and focus on retention/fiscal issues/student affairs/ marketing. some met once, some meet regularly
      EX- retention group had members from all over the faculty and administration
        question was: how to allays the situation of retentions
          looked at the first 6 weeks of a LC strident life
          reasons for leaving/staying
          brainstorming what other info we want to know/can use
          look at gender/home distance/financial security/ etc

    data/communications
      has been an issue as they try to figure out everything
        bunch of people who also have regular jobs

  2. Analysis
    last semester; worked on situational analysis
      analyze the situation— got a different consultant
      try to figure out what worked and what didn't for enrollment
      look at competitors to see what they do.

      figure out how to explain the situation to there rest of campus

  3. Action Planning

thinking about what to do differently to do better

relevance+differentiations+authenticity= good
    we need to understand why students come to LC and why they leave if/when
they   do

Market demand- what sanders want
    look at what future students want

Competition - unoccupied markets
    if we want to introduce a new major but PSU already is the best at that, why
would   we do that.
    we need to look at competition and figure out how to make LC appealing in
    comparison
Program- what we do
    EX- nursing
        we don't have the faculty for a nursing so we won't do that
    we sick with what we do and do it better
    build an image and speed it

Strategic VS tactical
    not every idea is SEM idea
        if things are big/campus wide then they are SEM related

Developing action plans
    1. What are you gonna do
    2. when will it be completed
    3. who will be responsible
    4. how much will it cost

        forces us to think before we do things
        faculty is used to thinking about what is best for students, now need to
focus   on what is best for students and school with a focus on
enrollment

Ex of First action plans in the works

    3-3 program with the Law school
        allow students to get a BA and a JD in 6 years
    Data Systems/CRM
        address need for accessible data system fro student services
            professionals to us their work at LC = more robust
and integrated data   platform to enhance out growing data
informed culture with ultimate goal   of better serving students

    Pre-Health advising
        improve support for students who want to continue into health

    Dual credit policies
        how we count transfer AP credit

    4/5/6 LC
        get a BA in 4 years and any 5th year is free
        get a MA in 5 years

get a JD in 6 years

International recruiting
　better overseas student enrollment

women lacrosse
　can we do this

mens soccer team
　can we do this
　number of girls and boys sports need to be equal

　only the 3/3 program has been approved as of now

can they get more student input?

starting to look more at the specific reasons why students leave with a focus on how to fix this

risk-analysis
　look at the numbers and figure out what makes a student stay and what type of students end up leaving

loss of stunts is a combination of a ton of things
　distance from home/finance/academic opportunity/city/weather
　　The students who make a good connection will end up staying

it takes 1 to 2 faculty connections + 2 to 3 student connections = keep enrolled students

Curricular program ideas in the works
　1. Entrpenuershio minor
　2. public health
　3. science, technology, and society
　4. data science
　5. cyber security
　6. sustainability

Peri-Curricular ideas in the works
　1. new stunted experience improvement
　2. risk assessment/ management
　3. forensics
　4. internshp/practical experience opportunity
　5. sept-centered alumni mentoring
　6. pre-health advising

Student affair ideas in the works
　1. women lacrosse
　2. mens soccer

marketing ideas
　1. top scholar program
　2. LC 4/5/6
　3. international recruiter

Transfer credit policy
1. veto partnership
2. dual credit

other
1. summer programing
2. opening more overseas trips

Hot-Spots of questions looking forward after those other
1. articulation agreements with 2 year colleges
2. in boarding/ new student experiences
3. first year/ second year experiences
4. transfer student experience
5. additional environmental programming
6. internships/comm engagement
7. pathway to ed school counseling

underlying change that SEM has brought is that we are trying to mindful of longterm
planning
EX curricular change
great academic department is not enough, it needs to be great and be
feasible   and be productive.

We can only do so many things, so what makes sense?

If students have feedback, there is a form online under the SEM feedback form

4. Implementation

Questions?

FSU: to what extent isn every step of the process has expert opinion regarding/includes an equity lens?

A- yes, a commitment to diversity/inclusion is a part of the mission. crucial to see how every decision fits into that aspect. Working to make sure that the action plan template from the consultant can be tailored to that mission. Additionally, every plan will have an impact on the campus, we need to go in eyes open and deliberately. We need to be sure that it is all mission consistent

FSU: to what extent is the recruitment process focusing on students who can succeed here at LC VS helming students who may not but want to

A- when we admit someone we need to provide support to succeed. Additionallyy, SEM, in the short term looks like we want to bring a lot of wealthy students to campus butttt, that is not true, we understand that success in the long term comes from diversity and basing our mission on diversity and instead voicing ourselves in ways to get the attention of a broad group of people.

A2- we need a diverse group because we know that students learn better when they see and know a diverse faculty/student body/ etc. How do we incorporate and equity lens has been a big question throughout the process of SEM

Lisa- you don't seem impressed?

FSU: no, what? I'm just listening. He (Bruce) is answering my question

Questions?

Jack: worrying to see guaranteed BA in 4 years, will that encourage just pushing students through   the system? and scared that if the focus is on 4 years, will that take away from the ability to   explore all that campus has to offer if the pressure/guarantee is always there

A- the students who don't finish in 4 years are usually the ones who declare majors late, take a   year of absence. The students who take time to explore the college and all that it can offer are the   ones who graduate in 4 years anyway so no, the 4 year guarantee is not a bad thing, and if a   student has to stay longer, they get that final class/ next semester free

Jack: so it's putting a name on something we already do?

A- yes, it is a recruiting/ advertising piece but it is also important to understand and make public

Ben: How do you want the student body to figure into the conversations?

A- will give info to some of ASLC to spread. Will keep ASLC up to date. wIll talk to students when asking about student things. But, the first thing we need input on is how to best get input

A2- we've been talking to Marshall but we want to see where else we can go to talk and get the   word out to all students. Its been a process from the start but it is coming together now, next step   is figuring out where to get student input and how to best ask for it. Meeting with registrar/   faculty/staff/ next we want to come to students. will you be available this summer?
                    Violet: ya technically cabinet works starting June 1st

Jack: it would be great to put this input out to the student body in posters/bark. We just did the   survey and discovered that those are the best ways to get info out and get input back. Give infos to students, let them talk to us, we will collect and give those back to you

FSU- a survey format is great

A- different kinds of info that we need, quantitate/ qualitative/ professional expertise. gut feelings   may not be right but we shouldn't dismiss it, there may be something there. All forms of
information are valid and worth exploring. Student input falls under that category, it just comes to
collecting that info. The bark is great. We need to contribute more to the source of info to get our   info out there— good point

Andrea: as far as retention being based on social aspect, and one of the issues is a lack of social   spaces, what can be done? Tamarak isn't universal/ dorms are not universal, what can be done to   allow new students better chances to become a part of the community?

A- long term we have new dorms and dinning centers in the plan. short term, we are questioning   that. We know that the loss of DSA's was an issue. What can the college do to make new space?   great question, we are working on that also and recognize, it is just a process. Student input   would be great. We have ideas that need student approval and we could work with students to   come up with new ideas. We are not the experts. When i went to college, the admissions office   sent letters with info, things have changed and we need new input from you

Andrea- is it possible for this link to be sent out to the students?

A- Yes, please give this out

Elsa: What are you doing to help students feel more connected to the PDX area? it is a big part of   the LC appeal but it is not really that open to students, especially first year students who cannot   have a car and the pio only goes to one place

A- this is a major subject we are working on. now that we have a real dean of student life we are   getting better at addressing it. weim is also a big proponent of this. now courses can be listed by   substantial academic proponents involved in PDX. we gotta move from this decision to advertising   and implementing this decision.

Elsa: by helping students feel more connected to PDX then you can fill in the gaps in a community here at LC. any and all connection to the city has been on her own volition and ability, not the   school

A- how do you do it? how does a LC student get connected to the city and how can we help that

Elsa: even adding more pio stops would help

A- we were talking about that this wrong, maybe a shuttle to Sellwood or something. things are in   the works

Violet: can everyone take a moment later to fill out the SEM form online later tonight

A- that would be great, but feedback may take some time. if you do that, we will look at that a ton   over this summer. right now we respond to them individually, a large mass migration of students   to that site could be great but we would have to work on good feedback yet. but a response will   come eventually

Elsa: an idea, if you receive responses to the form, it would be useful to organize those responses   and host townhall meetings to address them publicly and concisely

A- thats great idea but maybe not til next year

Violet: is there a way you want this form to be sent out?

A- the entire student body, because that means 100's, we are not prepared to really triage those   but they will be stored and organized. If you can send us a draft and we can look over it and make send it out next week. 'they are looking for ideas to look at and help enrollment/retention, if you   have any ideas please share them, the group may not reply right away but your voice will be heard

Jack: there is a bit of a tendency that when the administration reached out there is a tendency to   be dismissive. faculty members/ professors could serve as an effective communicator/asset

A- the conversation tonight with students is so parallel to the conversation we have with staff, they   want to be involved

Jack: its wonderful that you all come here and talk to us and show us what you are working

A- it is tough to get people to come to these types venues/events. our focus is participation from   students

Elsa: it was interesting to see that word of mouth is the most productive source of info-sharing on   campus. great but that is unreliable. would administration be willing to work on a system to input a campus wide communication system Ex, slak

A- robin is working on that right now actually

Elsa: can ASLC be updated on that?

A- ask the dean of students, there are students on that group but not sure who

Jacob: been working on the LC app, if that app comes to fruition and we can implement a campus   wide calendar to consolidate info and make it easy to look at

A- absolutely a great idea. even the LC website needs a lot of help

Helen: we see a ton of support for the app/calednar

Hannah: IT has thought of communication. they use google hangouts and its great

DSU: can you speak to how we will use resources to improve things that we have that may not   have the right funds?

A- in terms of budget, we are working on transparency. there are gonna be some challenges. We   are lowering the amount of money we spend on visitors, etc. We are transparent but we have   challenges getting that heard in the student world. In the same way that SEM is working on how to   communicate things to the students, everyone is doing that. Communication will always be a   challenge.

A2: the point of these plans is to bring/retain students which allows us to keep our budgets open.   It is a balance

Violet: we will send out the email but there is no promise of 100's of responses

A- great and lets work together to wok on the message

Violet: has there been anything about making NST a thing? ASLC would like to hear about that   because we fund scholarships but feel that it should be an administration funded thing not a   student body fee funded utility

A- with Robin coming on it is being discussed but not so sure about how that will go

Alden: thats for a wonderful presentation!! and we will mae sure to input out feedback and hopefully get more student insolvent

Alden— hates to interrupt but one prospective candidate has to leave so can they give their speech??

Quinton-
        running for senate, wants to make the ASLC more relevant to students lives
        that them, they've gotta go

Back to the SEM presentation

Updates:

William:

switched signature from Charlie to jason

Mary Claie:

we might have a special election depend in on corum

Violet

Sellwood bus was brought up by weim but it is complicated and expensive
reminder of a bon committee meeting next tues, if you can make it please come!
ASLC open house tomorrow, admitted students will be on campus, please stop by

Katie:

will send out the SEM email
spring textbook drive
storage subsidy apps will go out soon
tabling next month about campus will be repeated soon
what ASLC has accomplished and what people want to be addressed

Helen:

met friday
sit testing info soon form health dept
apps will be sent out soon for auditory

There is a big issue since forum is not met so we can't do anything so its a cluster
can we suspend the rules of order? is that shady? can we do anything?
election is not contested
can we just FaceTime?
attendance needs to be better enforced
leaving during a meeting is just kinda messed up

Ok, so

Future senator remarks

Michelle

freshman
religious studies major
wants to be a part of senate to learn about efficiency of it and be involved
here to support and help while school is still going on

Copeland

also freshman
bio and enviro
first time in a potential position of power
not much time this semester but ready to do whatever he can this semester
textbook subsidy is a big interest

Violet: if there was a committee formed for textbook subsidy can you serve on it?
Copeland: ya i'd do it

Alden: how dd you get a hall named after you?

Violet: can you make all the future meetings and the entire time?
Both: yes

Mary Claire: what about the SOC allocations this weekend
Alden: Tom said he's comfortable doing that himself
Mary Claire: is that allowed in the constitution?
Alden: hmmm SOC needs

Senator Reports:

FSU:
    hosting a know your title IX 4-5 next thurs in FSU

Jack:
    working on a resolution about DSU survey
    committee report- working on getting tables out since the guy who was doing resigned

Nick:
    went to masterplan meeting and facilities has good ideas pending money

    social spaces was a factor in that

    buinsness things

    sustainability things

Hannah:
    nothing

Ben:
    textbook subsidy working with faculty

Jacob:
    apologize for his own absences, baseball has been crazy, not an excuse but maybe that is
    something to consider with student athlete but more importantly, repercussions for repeated
    absences

    app is still in the works

Jacob:
    CAC is working on resolution outlines that Nicole brought up last meeting

Elsa:
    a lot of suggestions on clarifying the power campus security has on campus/students
            skateboarding/biking specifically

    maybe create a know your rights forum about campo

Alex:
    committee report- had a meeting this week and have some goals
    also in contact with Mikah

will meet with Katie to go over how money will work with those allocations

Alden:

we do have a regulation about absences and we have not been managing that moving forward, attendance should be a bigger issue

Special Election

the election will be a blanket election to vote in three senators at once

vote will just be name three people you want to fill the three spots available

The Vote

FSU- Copeland, Michelle, Quinton
Jack- Copeland, Michelle, Quinton
Nick- Copeland, Michelle, Quinton
Jacob- Copeland, Michelle, Quinton
Ben- Copeland, Michelle, Quinton
Jacob- Copeland, Michelle, Quinton
Elsa- Copeland, Michelle, Quinton
Alex- Copeland, Michelle, Quinton

They are all elected

Adjourned