Participants were previously emailed the agenda and a 25-page document with background materials on each of the eight discussion topics. As participants checked in, they were asked to sign up for and join their preferred “Best Practice” Discussion topics table, including the following:

1. Should data be used to predict student success in majors and courses?
2. Should the University intervene when students are “off-track” in their majors?
3. When and how should we communicate with our students?
4. Develop an Action Plan to add accelerated degree programs
5. Develop an aspirational Retention Communication timeline.
6. Develop an Action Plan to provide more support for first generation and low-income students
7. Develop an Action Plan to expand Learning Communities.
8. All new students complete the FOCUS II Career Assessment. How effectively are students using this to plan their degree path?

President Dobbins opened the meeting and welcomed participants. He emphasized the purpose of the meeting is to gather together those campus leaders who can provide effective input for the strategic enrollment management (SEM) plan, especially in light of the state legislature’s focus on student retention and success as applied to appropriations.
Dr. Below outlined SEM goals and a comparison of Southeast to Missouri’s moderately selective universities. She briefly discussed Southeast’s size in relation to FTE and the changes in growth per FTE from 2012 to 2013. The group reviewed enrollments for new, first-time students from 2010 to 2014, and comparisons to other universities. Other enrollment areas that were briefly reviewed included graduate students, Missouri versus Illinois growth, location of credit hours, transfer students, and high school graduate projections through 2025.

Vice President Mangels addressed the group regarding the financial institutional impact of enrollment growth, along with outlining the national agenda regarding goals to increase the proportion of Americans with high-quality college degrees, certificates or other credentials to 60 percent by 2025. To achieve a 60 percent attainment goal in Missouri, there would need to be an additional 486,000 more degrees. She outlined the long-term financial impact of retention decline, including both loss in fee revenue and appropriations lost from not meeting performance funding.

Dr. Below discussed the Complete College America project and statistics involving degree attainment and diversity of the students, and Missouri’s performance funding requirements. She also distributed a chart outlining Action Plans for Undergraduate Enrollment Growth, including what has been implemented; plans currently in progress; plans to be reviewed; and threats.

The tables were then tasked with discussing the eight “Best Practice” Discussion topics, and developing initiatives and action plans. Each table then presented their findings and the group was asked to vote on the top three initiatives that Southeast should pursue.

The three selected included:

Intervention when students are “off track” in their major (34 votes)
Communication: Retention Timeline (24 votes)
First-Time Students: Enhance Support (39 votes)

At the next Administrative Council meeting, Action Plan Teams will be designated to work on the three selected initiatives and team chairs will be chosen.

Submitted by,

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