

**CLASSIFIED EMPLOYEES COUNCIL
MINUTES
February 12, 2019**

* indicate items that need a vote

Library – Room 256

Present: Sharon Carpenter, Nancy Cowherd (Alternate), Tammy Gill, Ramona Kissel, Johanna Lind, Cecelia Mason, Rachel Meads, Diane Shewbridge, Theresa Smith (Alternate), Sarah Speck,

Absent: Jayne Angle, Karen James

Guests: Jason Best, Professor of Astronomy and Astrophysics and Director, Strategic Research Initiatives; Marie DeWalt, Director of Human Resources; Brian Hammond; Kristin Lorenz; E.G. Moreland; Sharika Abdul-Muhaimin; Bill Sommers

Cecelia Mason called the meeting to order at 1:30 p.m.

Bill Sommers, VP Enrollment Management and Kristin Lorenz, Director of Admission were introduced to speak about Shepherd's student recruitment process using a power point presentation. Major points:

Recruiting of students is a collaborative effort and everyone on campus is involved. The overall student experience is important.

We assess the recruiting plan every way it can be measured.

Kristin: We reviewed recruiting areas and which counselors cover what areas. Human and financial resources are spent in the areas where 99% of the students come from. The recruitment cycle is 14-16 months long, from the time we recruit to the upcoming class and includes four phases:

Phase One: Prospect generation: The objective is to build and qualify a database of prospective first-time in college and transfer students, motivating them to apply. In advance of the counselor attending a college fair, they do a 3-4-week digital marketing campaign in the targeted geographic area, including pop-up ads on various web sites often visited by prospective students. This increases their awareness of Shepherd University and gets more results for the money invested and results are more trackable.

Phase Two: Applied Students: The objective is to motivate students who have applied to complete their admission application so an admission decision can be made by Shepherd.

Phase Three: Accepted Students: The objective is to build relationships with accepted students, identify enrollment challenges for individuals, and motivate students to commit to Shepherd (pay enrollment deposit). Accepted Student Day Feb. 23, 2019: all accepted students and parents are invited to campus to talk to advisors, visit residence halls again, get their student ID, talk with Financial Aid, etc.

Phase Four: Deposited Students: The objective is to strengthen relationships with future students by identifying and resolving matriculation challenges and to engage these students with the final enrollment steps. Just because they pay a \$100 deposit, does not mean they will come here in the fall. Prospective students are comparing Shepherd to other schools.

Phase Five: Matriculated/enrolled Students: The objective is to complete the new student onboarding process. This is a critical step about two months away from coming to campus, during which students have for advisement, ID card. Students participate in orientation.

Bill asked for questions.

Cecelia: Asked Bill to talk about enrollment numbers and the local recruitment of students
Bill and Kristin: Enrollment targets are set that are tied to revenue. The last two years, the actual enrollment compared to the target has been spot on (freshmen, transfers, readmits). We are hitting enrollment targets. The traditional continuing overall enrollment, comparing year to year numbers, is down because there are fewer high school students. We have stabilized our enrollment for where it will be for the foreseeable future. Kristin added that retention efforts have helped maintain enrollments.

In terms of local schools, we go into them about two times per year. We do a lot of digital marketing but not direct mail. We do not recruit directly to students who are not the “average Shepherd student” because it will probably not pay off. We don’t buy every local student name (SAT and ACT scores) because we’re in the area and have that to our advantage.

Rachael: Asked about faculty involvement in recruiting. Is there collaboration by faculty?

Bill: There are Faculty based open houses. Phone scripts and letter templates are sent to Chairs or Deans for faculty interested in communicating with prospective students. Some are comfortable direct calling and some are not. We don’t force them to call.

Kristin: Every Monday, Department Chairs get a prospective list of students who have applied in their majors. It is up to them to do what they want with that. Also, alumni write letters to prospective students.

Cecelia thanked Bill and Kristin.

Cecelia introduced Jason Best, Professor of Astronomy and Astrophysics.

Jason: Jason gave his background history at Shepherd. Wants to invite the Classified Employees to an event:

Jason: For numerous years students have been involved in research or creative projects of some sort. Around 2012, the capstone major was put in place. Local industries want students to have some sort of work applied experience in their field, in addition to capstones. To help provide that, on Wednesday, April 17, 4:30 - 6:30 p.m. in Storer Ballroom, Shepherd will hold an exhibition of up to 63 student endeavors. This will be a collection of displays and exhibits across campus and across disciplines. The student will be present with his/her exhibit. We want people to see what’s happening across disciplines. We want engagement between all and across disciplines. We want to draw in community members. We want all Classified Employees directly invited. Cecelia thanked Jason for inviting the staff to this event.

CONSENT AGENDA

The Chair asked for the discussion on the Consent Agenda; there being none, the Consent Agenda was M (Meads), S (Carpenter) and PASSED:

Approval of the January 2019 minutes – Nancy Cowherd, [see attached](#)

COMMITTEE REPORTS

ACCE (Advisory Council of Classified Employees)

Jayne Angle

No report; ACCE meets today

Employee Children’s Scholarship Fund

Theresa Smith

No report

BOG (Board of Governors)

Mona Kissel

No report; the next BOG meeting is scheduled for February 14, 2019.

Staff Development

Marian Willauer

There have been no changes in the account since last month.

Legislative Affairs

Jayne Angle

No report

COMMITTEE REPORTS

*Special Events Committee

Theresa Smith

Theresa presented 3 options for the spring meeting/luncheon. The catering option is fairly expensive and the CEC does not have much money. Another option is to eat in the Dining Hall. A limited amount of space could be set aside for our group and the meeting would take place in the eating space. Pricing would be all-you-can-eat for \$8.50 per person. Rachael Meads offered to talk with Keith about the pricing. A third option would be to hold the business meeting in the Innovation Center in the lower level of the Dining Hall first, at 11:30 a.m., and then those people who want to can move to the dining floor afterward to eat lunch together. Theresa recommended the third option and proposed Tuesday, April 30 as the date.

After council discussion, E.G. Moreland moved to hold the spring 2019 Classified Employee Business Meeting and luncheon on April 30, 2019 from 11:30 a.m. to 1:00 p.m. with the meeting being held on the lower level of the dining hall and adjourning after to the dining hall for lunch. The motion was seconded by Sharon Carpenter and passed by the council.

Cecelia turned meeting over to Tammy as she had to leave. Tammy talked about need for updating the CEC Constitution to include an electronic voting method for elections with or without paper ballots remaining an option for employees who do not use computers. She asked for discussion. E.G. was

concerned that paper ballots might preclude anonymity and also pointed out that when we conducted a special election by electronic ballot the response was about the same as by paper ballot. It was suggested that we use a paper ballot for everyone in the 2 groups (dining and facilities) who don't tend to use computers often and that would preserve anonymity. After further discussion, it was moved by Rachael Meads, seconded by E.G. Moreland, and passed to amend the CEC constitution voting rules and procedures to use only electronic voting for the CEC election. It was agreed that clear communication to all CEC staff regarding voting procedures and dates will be necessary.

Unfinished Business

None

New Business:

None

The next regularly scheduled Classified Employees Council meeting is Tuesday, March 12 at 1:30 p.m. in LB 256. Tom Segar, Vice President for Student Affairs will be our guest speaker.

The meeting was adjourned at 2:45 p.m.

Respectively Submitted,

Nancy Cowherd, CEC Secretary