University Advisory Council Meeting Minutes Friday, November 17, 2023 1:30 p.m. | President's Conference Room

Name	Attended	Name	Attended	Name	Attended
Sonja Barber	absent	Johnston Hegeman	absent	Traki Taylor*	absent
Albert Delia	~	John Lombardi	~	John Short	~
Abigail Donaldson	~	Rachael Michalski	~	Artie Travis	~
Troy Donoway	~	Nick Mullen	absent	Donnell VanSkiver	~
Justin Dunmyre	~	Amy Nightengale	~	Robin Wynder	absent
Jodi Eirich	absent	Bradford Nixon	~		
Harry Fike	~	Ronald Nowaczyk	absent		

^{*}Sara-Beth Bittinger

- I. Call to Order at 1:35 p.m.
- II. Approval of minutes
- III. Customer Service/EAB Workplace Environment Meetings (data in September minutes)
 - What are the most important areas where we must have excellent customer service?
 - a. For recruiting, it would be most beneficial to have the best customer service with faculty and staff so that they can properly communicate across departments and with students for recruitment efforts.
 - b. Engaging faculty to recruit students is a high priority but support to do this is needed.
 - c. One of the goals of the Strategic Enrollment Management plan. May be a good idea to have this team or LIM provide an update at an upcoming meeting.
 - d. Emerging support to reinstate Preview as there is evidence that students are not receiving adequate support with registration when new and returning students are trying to all register at the same time.
 - e. All of these support pieces will require additional resources to do correctly, whether that be funding or staffing. This could be an opportunity to engage alumni who are looking to be involved and volunteer their time.
 - f. Bobcat Ambassador program to send FSU students back to their high schools to talk to different classes about their experiences at FSU.
- IV. Sharing results from open sessions on Strategic Enrollment Initiatives (attachment)
 - 1. Work with EAB to identify opportunities for customer service improvement within the Admissions process.
 - 2. Work with EAB on technologies where processes happen in real-time as is happening with predominately online schools.
 - 3. Recruitment and retention were identified by the group as the most important priorities but what are the most important categories? (Rebuilding and Engaging in Department Major received the most high rankings.)

- V. Sharing results from open sessions on Campus Culture (attachment)
 - 1. Opportunities for more effective communication surrounding how/why decisions are made with clear explanations.
 - 2. Support to return to Coffee with the President events.
 - 3. Progress with Ombudsperson and other employee mediation options outside of HR.
 - 4. **ACTION**: send specific examples where there was a process failure in a customer service or process experience to Donnell for further discussion. Identify the disconnects.
- VI. SGA Update
 - 1. Conducted a safety walk last evening to identify things like cracks in the sidewalk, checking lighting, etc.
- VII. Middle States Standard 5 would like to look at the UAC/AIEC summer planning session process. Sara-Beth will be reaching out to gather a group to be a part of this meeting and process.
- VIII. Adjournment at 3:01 p.m.

Next meeting: February 23, 2024

Submitted by: Donnell H. VanSkiver, CAP, MEP, OM Executive Administrative Assistant III

Strategic Enrollment Initiatives Meeting Data

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10 Target WVU Parks and Rec students					
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Overall EM Outcomes by Fall 2026 (3 Years)

Comments	Agreements
More innovative program offerings	2
More multi-disciplinary connections between departments	3
More student diversity	2
Eliminate any graduate performance gap between white and students of color	1
"Yield" rate shows a plus increase "3 year average"	1
6 months after graduation, x% of students report in career or grad/professional school appropriate to their degree	1
Shift in proportional enrollment with Latino/Hispanic students making up a larger portion; % increase year over year to work toward 25%	2
Increase in enrollment of online programs	1
Robust, applicable support services/"student" experiences for online programs	2
Work harder to show students how all courses prepare them for career and civic success	3
Enhance/highlight career pathways with faculty, university, etc. regional for students; have started or need to continue to get data on student success	2
Build/improve what we have to maximize ROI on all these	1
Work on building student relationships with the institution students who love it here and will sell it; speak well of it (build reputation of institution and bring/support growth)	1

Campus Culture Initiatives Meetings

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