



## **FSU Enrollment and Student Development Subcommittee of the Board of Trustees Meeting**

**Tuesday, March 7, 2017**

**8:00 a.m. to 9:30 a.m.**

**PCR2**

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### **AGENDA**

- I. Approval of Minutes from January 17, 2017 Meeting
  
- II. Chair Updates
  
- III. Rachel Lucking, Assistant Dean for Campus Engagement – Co-Curricular Involvement Record (CIR)
  
- IV. Sara Mulkeen, Manager of Digital Communications & Interactive Media – CampusBird
  
- V. John Chenier, Assistant Dean of Enrollment Management – Slate Implementation and Recruitment Strategies

**Framingham State University (FSU)**  
**Enrollment and Student Development Board of Trustees (BOT) Subcommittee**  
**Minutes of Meeting**  
**President Conference Room 2 (PCR2)**  
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**Attendance**

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**Subcommittee Members Present:**

Richard Logan (Chair)	Board of Trustees Member
Sonia Diaz	Board of Trustees Member
Nancy Budwig (via teleconference)	Board of Trustees Member
Lorretta Holloway	VP of Enrollment & Student Development

**Additional Present:**

Kevin Foley	Board of Trustees Member
Javier Cevallos	President
Dale Hamel	Exec. VP of Administration, Finance and IT
Rita Colucci	Chief of Staff & General Counsel
Sean Huddleston	Chief Diversity & Inclusion Officer
Melinda Stoops	Dean of Students
Jeremy Spencer	Dean of Enrollment
David Merwin	Assoc. Professor/ Chair, Geography Dept.
Dawn Ross	Director of Career Services
Maureen Cupoli (recording secretary)	Exec. Assistant to VP of Enrollment

**Proceedings**

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1. A motion was made to appoint Richard Logan as Chair of the Enrollment and Student Development Board of Trustees Subcommittee.
  - 1.1. Motion duly made and seconded.
  - 1.2. Motion unanimously approved.
2. Chair Logan called for a motion to approve the minutes of the November 14, 2016 meeting with corrections.
  - 2.1. Motion duly made and seconded.
  - 2.2. Motion a unanimously approved.
3. Strategic Planning report
  - 3.1. Rita Colucci presented a draft of the Strategic Plan Outline that will be used to create the Strategic Plan. The main question for the report is to determine how we hope, expect and intend to be different, better, and stronger in five years. Surveys to faculty, students, staff, and alumni have been used extensively to gather information needed for the report.

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- 3.2** The Mission: what is our fundamental purpose? The planning committee recommends that the articulation of the current Mission Statement, not the mission statement itself, needs to be refined by sharpening focus on the purpose and desired outcome.
- 3.2.1 Kevin Foley disagrees with defining ourselves as a strong liberal arts university.
  - 3.2.2 President Cevallos suggested changing the language using broadly educated instead.
  - 3.2.3 Nancy Budwig has studied using alternate language to describe a liberal arts education and will share her knowledge with the planning committee.
- 3.3** Values: our core values based on shared beliefs remain the same and require no changes.
- 3.4** Based on information from surveys, the top concerns and weaknesses that need to be addressed in the strategic plan include:
- 3.4.1 Retention and graduation rates.
  - 3.4.2 Consistency and accountability for quality teaching and advising.
  - 3.4.3 Financial resources and flexibility.
  - 3.4.4 Understaffing.
  - 3.4.5 Course availability and scheduling.
  - 3.4.6 Internal communication and collaboration.
  - 3.4.7 Academic reputation.
  - 3.4.8 Lack of gathering spaces.
  - 3.4.9 Perception of overly strict enforcement of conduct rules.
  - 3.4.10 Customer service.
  - 3.4.11 Wi-fi.
  - 3.4.12 Perception that DGCE courses are taught by unqualified instructors.
- 3.5** Undergraduate wish list:
- 3.5.1 Quality of teaching/accountability.
  - 3.5.2 Class availability/schedules to make it easier to graduate in 4 years.
  - 3.5.3 Ability to choose advisor; earlier freshman advising.
  - 3.5.4 Better customer service in some areas.
  - 3.5.5 Longer hours in library, dining services, transportation, and gym.
  - 3.5.6 Easier registration process.
  - 3.5.7 Support/availability of services for commuters for better engagement with community.
  - 3.5.8 Earlier awareness of career services offerings and internships.
  - 3.5.9 Wi-fi.
  - 3.5.10 Weekend activities on campus.
  - 3.5.11 Gathering/hangout spaces on campus.
  - 3.5.12 On-campus housing options for seniors/21+.
  - 3.5.13 Improve school spirit.
- 3.6** The goal in five years is to be better known as the flagship institution of higher education in the area. The strategic planning process will include the creation of three task forces assigned to work on three buckets of goals.
- 3.6.1 Academic distinction and student success.
  - 3.6.2 Inclusive excellence and organizational effectiveness.
  - 3.6.3 Reputation, relationships, and resources.

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- 3.7 Chair Logan approves of discussing the strategic planning process in the smaller subcommittees rather than at the full Board of Trustees meetings. Kevin Foley would like to make sure the plan includes a method of determining measureable outcomes.
4. Dr. David Merwin continued his previous presentation from the November 14<sup>th</sup> subcommittee meeting on demographic mapping – returners vs. non-returners.
- 4.1. He is working with Ann Caso to get historical data to compare with analysis of the one-year data in this report. The plan is to have an ongoing data collection that will allow us to look at live data, as soon as security measures are in place to avoid having our information hacked.
- 4.2. Maps reviewed included economics, which show that our students stay and work in Massachusetts following graduation; a good selling point to local employers and government officials.
- 4.3. Trustees Logan and Foley would like to know if we can pinpoint the reasons students don't return and if we can be proactive in preventing future withdrawals. Trustee Foley would also like to bifurcate the process by determining the good things we do that make students return and graduate. Trustee Diaz questioned if we gathered information from transfer students on why they left their previous institutions to make sure we do a better job keeping them here.
- 4.3.1. Dean Stoops informed the group that her office conducts exit interviews and collects such data.
5. Dawn Ross, Director of Career Services and Employer Relations, conducted an overview of how the department connects with students and employers.
- Office staff consists of the director, an internship coordinator, an administrative assistant, and four part-time career counselors.
  - Hosted 118 career events attended by 4,176 students; a 19% increase from 2015.
  - Hosted 92 employers at the weekly employer showcase series.
  - Conducted 1954 individual career counseling appointments; a 139% 5-year increase.
  - Students participated in 484 academically credited internships.
  - Held over 300 employer recruiting visits on-campus.
  - Received over 1000 employer phone inquiries for assistance.
  - Responded to over 7000 employer emails.
  - Since 2012, over 8000 employer contacts have posted over 15,000 jobs and internships on their on-line system, RAMTRACK, of which 5,121 job and internship postings on Ramtrack in 2016 alone.
  - Key collaborations with with companies in the area include TJX companies, Staples, Bose, MathWorks and CommCreative.
  - 700-800 students attend the Employment and Enjoyment fair yearly.
  - Over 350 students are part of the CHOICE internship program managed through the Board of Higher Education providing \$13 hourly internships at area government, nonprofit, academic centers and community organizations. This BHE grant matches funds from the FSU Foundations board to fund these opportunities. Strict guidelines for this internship require that students must

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have a 2.75 GPA, be a Massachusetts resident, have a FAFSA on file and must receive academic credit for internship.

- Our Pathways Internship program, funded by a \$30,000 grant in collaboration with our Diversity, Inclusion and Community Engagement program, is available to full-time Pell-eligible students achieving a cumulative GPA of at least a 2.25.
- 5.1 Trustee Foley would like to know if we connect internships with academic departments. Dawn showed the number of internships that are through academic departments.
  - 5.2 Trustee Budwig would like to know if we have data on the diversity of students in the internship Programs. Dawn informed her that her office works closely with Sean Huddleston’s office and with students in the PLUS program.
6. Vice President Holloway presented Admissions comparison updates and pointed out the co-curricular involvement pamphlet in the packet that will be discussed at the next meeting of the Enrollment and Student Development Subcommittee on March 7, 2017.

Chair Logan adjourned the meeting at 9:40 a.m.