

Agenda – Recruitment, Admissions, and Retention Committee
November 3, 2006

Attendees: D. Marchand, N. Shonoiki, S. Egerstrom, N. Hagberg, D. Trechter

1. Review/Approve Minutes from October 27, 2006
2. If we do get additional state funds and embark on the growth agenda, what does that mean for UWRF in terms of the primary target populations for additional students? What are the pros and cons associated with each potential category of additional students?

Traditional undergrads

Pros: Its what were used to and good at (culture)
Its where our roots are
Have infrastructure for undergrad students
May increase diversity of student body
Could do this through better retention

Cons: will require additional faculty
Will require either additional space or lengthened class day/calendar
Can we attract significantly more, qualified students in face of flat to declining numbers of high school grads? Either have to accept less well qualified students or increase our market share of the stronger students. Need to ask IR to see if our retention and success rate is affected by changes in quality/preparedness of students. GPA, ACT, class rank don't tell you, necessarily, how the student will do in college. This campus does a pretty good job of supporting students who may not have the strongest preparation.
Do we have the majors needed to attract more qualified students
Wisconsin covenant – do we have the space for them? how do we fund them?
who is being denied if we let in this big cohort? Is this the appropriate target for this initiative – do the A and B students need the additional push to go to college or would they do this on their own. Would this push down traditional funding sources, particularly for non-Covenant students How many would have qualified last year.
Lack of housing on campus
Need additional student service personnel (counseling, tutors, work study, etc.)
Loss of small university feel – students don't want to be a number.

Returning Students (non-trads)

Pros: Bring greater diversity of experience/background to campus

Underserved population

Might not use ancillary services nearly as much (less demand on student services)

Our location might appeal (easy access from east metro)

Cons: Likely to need to serve them in ways that are not our norm (week-ends and evenings, modular format (not your average 3-credit course). Current culture (closing at 4 or 6) doesn't work for them. May need different assessment processes for them.

Credit for experience (e.g. in lieu of gen ed?)

How to recruit them

Would they feel comfortable here – would they see us as a realistic option for them

Distance ed:

Pros: Fewer physical capacity increases needed

Appeals to a different student demographic

Eliminates physical proximity constraints

Students may be more serious/dedicated because this is a very conscious choice

Cons: Training for faculty/staff

Additional technical facilities/capacity – support (are help-staff available 24/7)

Not what we are used to or necessarily good at

Additional instructional faculty needed – heavy reliance on adjuncts might dilute our brand.

Might lessen identification of students with UWRF.

Not clear that it would reduce the costs associated with on-line delivery.

How do you deal with texts?

Need to ensure that all student services are available and up to speed for on-line students

International/Non-reciprocity Students

Pros: Pay substantially higher tuition

Bring greater diversity of experience/background to campus, increase global awareness

Cons: Competition for qualified students

How to recruit them

Political concerns

Need more support services than we can currently provide

Graduate students

Pros: Pay higher tuition
May facilitate increase in RSCA activity
Role models for undergrads

Cons: Competition for qualified students
How to recruit them
Require more time from faculty
Would we use TAs in lower level courses
Would this take away from undergrad research

Non-degree seeking students – continuing ed

Pros: Full-cost recovery pricing
Supports community needs – builds connections to community
Can appeal to younger retirees – interesting market

Cons: May need to change structure for registration (currently they register after all other students – also don't want them displacing degree seeking students.
How to recruit them
How do we know what to offer them (market studies lacking)

Next Meeting: Friday Nov 10, 2006 in the Falcon Room at 12:20 – 1:15