Minutes
Student Advisory Board
April 3, 2013

I. Review of CBE Activities

A. CBE has hired two new faculty to start fall 2013.
   1. Jennifer Hafer, Economics,
      Finishing PhD in Economics at the University of Arkansas
   2. A. Fatih Dalkilic, Accounting
      PhD Accounting, Turkey

B. CBE has filmed some footage that will be used in a prospective student video. Due to some difficulty producing the video on campus, CBE will go off campus to produce it. Video will be targeted to 178-18 year old HS students.

II. Changes in Strategic Plan

Dr. Kilic presented the new emphasis “Sales” within the Marketing option and the development of a Sales Center and Laboratory. This will help focus student’s education on a career area with great opportunity and significantly increase interaction with the business community.

III. Enrollment and Retention

The University depends heavily on student tuition and fees to generate the $121 million dollar budget. In recent years, the state’s relative contribution has been significantly reduced. A consequence of this is that student recruitment and student retention are critically important to the operation of the University. The loss of 100 students due to low new student enrollment or students leaving UWRF will result in a reduction of University revenue of over $1 million.

Review of data suggests room for improvement; however, CBE programs perform relatively well.

Ideas for improving retention and recruitment:
1. In CBE 100, bring business people to class to discuss Careers and importance of education.
2. In CBE 100, promote student clubs.
3. The CBE prospective student video needs to be informative, but also be funny and clever.
4. Current student testimonials about “Why I came to UWRF” and “What I like about UWRF” and other similar things can be used in promotion efforts and on the prospective student web page.
5. Develop “CBE Pride”, start with reception and meeting across CBE clubs.
6. Consider more visible club bulletin boards similar to those in CAFES.