



ETSU 125

Progressing toward ETSU's 125th Anniversary

Culture and Outreach Task Force Meeting

Date: October 26, 2012

Time: 7:30 AM – 12:00 PM

Location: President's Conference Room, Burgin Dossett Hall

Attendees: Dishner (chair); Eason, Grzych, Schubert, J. Smith, Jessee, Raines, Miller, Lewis, Herrin, K. Smith, Russell

Guests: Dr. Rebecca Pyles, Dr. Ramona Williams, Mr. Paul Hayes

MINUTES

Dr. Dishner opened the meeting and discussed an upcoming midpoint teleconference with the consultants at NAPA and the chairs and staff representatives of the six task forces. She plans to update them on the work of the Culture and Outreach Task Force.

She and the task force then reviewed the various themes that were discussed during the Oct. 19 meeting, and, after some discussion, came up with the final list: Geography; Our Story; Service Culture; Community Connection; University/Student Experience; and Marketing/Branding/Communication.

Dr. Rebecca Pyles, Dean of the ETSU Honors College, provided an overview of ETSU's international programs initiative. The Office of International Programs moved under the auspices of the Honors College in 2005 and has since undergone significant growth, with 370 international students now enrolled full-time at ETSU. The distribution between graduate students and undergraduate students is approximately 50 percent each.

According to Dr. Pyles, international student recruitment has become more active in recent years and now includes social media outreach campaigns. A number of faculty members have helped support recruitment efforts, and the presence of articulation programs and an English-language center at ETSU have also had a positive effect as well on recruitment. International student enrollment in fall 2012 is up by 19 percent over last year, with the majority of students coming from China, Africa, and Brazil. Overall, between 55 and 60 countries are represented at ETSU. Graduation rates of international students remain high.

In terms of ways to support growth in international enrollment, Dr. Pyles discussed the importance of having more services on campus to assist these students. She noted that a lot of international recruitment occurs via word-of-mouth, meaning that the experiences these students have here are reported back home, and that as ETSU's presence as a residential university increases, it is likely more international students would come here.

In addition to international student recruitment, Dr. Pyles also advocated for study abroad opportunities for current ETSU students and said that she hopes to see the number of students



ETSU 125

Progressing toward ETSU's 125th Anniversary

studying abroad increase. In closing her report, she noted that a satellite uplink for ETSU would present a number of new outreach opportunities for the university.

Dr. Ramona Williams, Vice Provost for Enrollment Services, and Mr. Paul Hayes, Interim Director of Admissions, provided an extensive report on enrollment at ETSU. Data presented included first-time freshmen enrollment, dual enrollment, top feeder schools, top feeder transfer schools, enrollment by county, fall enrollment comparisons, birth rates/number of high school graduates, and information regarding border counties.

Dr. Williams and Mr. Hayes answered questions from the task force and discussed a number of issues, including:

- Potential issues that might surround a change in admissions standards;
- How a drop in enrollment at our top transfer feeder schools, such as Northeast State and Walters State, might affect enrollment at ETSU;
- Recruitment efforts led by Office of Undergraduate Admissions staff;
- Outreach efforts with local high school guidance counselors;
- Upcoming open house and recruitment events; and
- The purchasing of names of prospective students.

When asked what their “big dreams” were in terms of ETSU and enrollment services, both agreed that having a unified message for ETSU was critical, and that all outreach efforts, including marketing, communication, social media, and publications, need this coordinated message.

Dr. Dishner thanked Dr. Williams and Mr. Hayes for the excellent information. As the report closed, Dr. Herrin spoke about the importance of how recruitment should be viewed as a campus-wide priority.

Dr. Dishner added that an invitation had been extended to Myra Jones to speak to the task force regarding ETSU's work in social media, and that contact would also be made with Dr. Cecilia McIntosh to visit with the group to discuss the School of Graduate Studies.

For the next meeting, scheduled for Nov. 2, Dr. Dishner will ask the task force members to split into groups and discuss the different themes that had been developed. She also requested that an additional task force meeting be scheduled for Friday, Nov. 16.