



ETSU 125

Progressing toward ETSU's 125th Anniversary

Student Life and Services Task Force Meeting

Date: October 12, 2012

Time: 2:30 – 4:45 PM

Location: Multipurpose Room, Basler CPA

Attendees: Lee, Sherlin, Ellis, Rasnick, Epps, Brabson, Adinolfi, White-Wright, Good, Costa, Baird

MINUTES

Sherlin called the meeting to order at 2:20 p.m. with thanks to those attending and with a request that introductions be made for newcomers. He then asked if there were questions on the minutes from the last meeting or about the process. Sherlin gave a brief summary of the first meeting and the expectations for the task force and reviewed the layout of future meetings leading to the presentation on November 28.

Post-it notes and markers were distributed and Sherlin asked that everyone spend the next few minutes writing down ideas, priorities that would carry ETSU through the next twenty-five years. He noted that everyone should think freely about ideas or opportunities. When this exercise was complete, Sherlin split the group into small groups to discuss these ideas. As a complete group these ideas were clustered and identified. An email from Ron Hite was shared by White-Wright and Sherlin included ideas from Tom Krieger. Lee noted that Jeffress had participated in an earlier brainstorming session that she facilitated with the Student Organization Resource Center and she added his thoughts.

Adinolfi and Ellis then walked the group through the categories. There was brief discussion on several of the items. The following categories and ideas were identified.

Academic Success Initiatives

- Consider ways to create student academic learning communities
- Make campus more inviting for students to promote attachment to University and sense of community
- Establish living/learning communities in housing
- Get students on path to degree through default curricular path (Liberal Arts/Science) rather than undeclared
- What is the level of engagement from faculty with students
- Build learning communities with faculty in residence
- Capstone experience, study abroad, internship project
- More living/learning communities or theme housing
- Do what we know works for one group for all groups (Athletics, Roan Scholars, Preview)
- More faculty/student engagement outside of class
- Sophomore experience
- Senior experience
- Work toward making study abroad an integral part of the curriculum



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Engage Alumni

- Highlight alumni accomplishments and publicize repeatedly
- Engage alumni
- Actively involve alumni in student educational process “real world, networking”

Effective Communication Methods

- Modern effective way to get word out about opportunities on campus i.e. lectures, activities, service opportunities, etc
- Better communication about what we have available
- Do we know what students want with regard to activities and events – we know about concerts but other items
- Spread the word about ETSU
- Strategies to inform students

Collaborate More

- Collaboration – Academics <> Student Affairs
- Develop active academic advising/tracking programs to promote degree completion
- Enhanced coursework to ensure academic success i.e. 1st year course, maybe 2nd year course and senior level course
- Professional advisors for first two years cross trained
- Increased emphasis on plan for graduation throughout all four years
- Student Affairs/Academic Advisement cross training
- In hall advisors

Provide a Common Freshman Experience

- True focus on first year experience
- Required common freshman experience (course, preview, etc)
- Create more meaningful first year programs that engender ETSU pride

Promote School Spirit/Athletics

- Sea of blue and gold attire
- Foster more school spirit/school pride among students
- Great school spirit – attendance at sporting and cultural events
- More hype over sport related activities, especially during Homecoming
- Bring back football
- Does athletics impact student interest in ETSU
- Traditions – actually have some that students know about and look forward to (i.e. Preview)
- Get students to help “brand” ETSU Bucs by wearing blue and gold and to help market ETSU Pride
- Increased belief in ETSU as quality education and college experience



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- Work with local high schools. We want them recommending ETSU. Career exploration/prep for college life

Enhance Residential Campus Experience

- Designated parking for living on campus students
- Increased residential numbers
- Require all first time freshmen to live on campus
- Increased on-campus housing
- Expand residential housing
- When building new housing, take into consideration low income students (attractive, affordable dorms)
- Require all freshman live on campus
- Opportunity: Become more of a residential university and less commuter oriented (Do we want to?)

Facilities

Provide One Stop Shop for First Year Students

- Enrollment, matriculation, and financial services
- Create a welcome center adjacent to campus to improve access
- Support idea of one stop shop for Enrollment Services – new or significant renovations to space required
- “Concierge/boutique approach” Identify ways to integrate basic student services (e.g., registration, financial aid)
- High rise in Campus Center location, parking lower levels, Welcome Center first floor, Housing, Financial Aid, Registration second floor, Advisement 3rd floor, Services – Disability, Counseling 4th floor, Tutoring/testing 5th floor, Student Affairs office 6th floor
- Full physical integration of Enrollment Services in one stop shop
- Replace Campus Center with one stop shop for services and advisement
- One stop shop for 1st year students
- “One Stop Service” (Admissions/Registration/Bookstore/Financial Aid/etc) We run students around too much

Create a Student Union That Promotes Engagement

- Multipurpose facility to accommodate large scale events like concerts, large guest speaker events, etc
- Enhance student facilities – upgrade Culp Center – increase student gathering space
- Create a student center facility that promotes student interaction
- Enhance/add student activity space
- Student center
- Improve food service and increase access
- Facilities that accommodate student needs
- Facilities and staffing to support more vibrant, active engagement



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Increase Financial Awareness/Understanding and Funding

- Increase number of credits allowed for Hope Scholars, etc
- Review Financial and Scholarship efforts to reduce debt and cost
- Have on campus financial aid counselors and seminars to help the process go easier
- More on campus jobs for students to work off debt, as many FWS as APS, work off debt scholarships
- Financial literacy coursework or training for all students
- Expand scholarship programs to facilitate access/excellence

Improve Online Services

- How does Banner assist or create roadblocks
- On-line service provider embedded in classes like librarian
- Work to improve technology access and student study areas
- Upgrade/renovate the library to reflect current technology
- Austin Peay – computer program that makes recommendations for classes based on individual's past success
- How can/should we provide services to on-line students
- Enrollment mix build cohort and on-line presence

Expand Recruitment/Diversify Enrollment

- Deadline for undergraduate admissions
- Increase numbers of students of color
- Continue international development of student enrollment and services
- Enlarge the geographic footprint of the university
- Recruitment not just the job of Admissions
- What type of students for ETSU
- Expand graduate enrollment services
- Assuming growth in enrollment ensure infrastructure to support – classrooms, labs, parking, staff, etc
- The answer to this question might rest in our goal of being the best regional university as opposed to being recognized as a nationally ranked university
- Internationalizing the campus

Demonstrate Value of Diversity

- A demonstrated value of diversity, required course in cultural competency
- Grow our own: diverse staff and faculty
- Multicultural center with multiple purposes
- Provide a multi-cultural center in Culp
- Multicultural Center; multifaceted: support services > education > social programming
- Provide on-going cultural dexterity/cultural competence trainings for administration, faculty, staff, and students



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- Increase persistence-to-graduation rates in general and for students of color in particular
- More cross-cultural engagement
- Develop multicultural center

Increase Student Activities/Engagement

- Regular weekend events attractive to students who remain on weekends
- Campus wide community involvement push. Asking all students, not just certain organizations, to participate in an event that would give back to our surrounding community and our campus
- Vibrant weekends (everyone doesn't go home)
- Promote unity among student organizations
- ETSU's interaction with Johnson City – downtown
- More student involvement, activities that would greatly influence other students to become involved on campus
- Expand (incrementally) BucShot to the surrounding areas of campus
- More apparent service opportunities seen on campus
- Outreach to the community. Many campuses have true partnerships & have branded this aspect
- Use Greek groups to encourage student involvement, this could also improve membership
- More student involvement with student activities
- Live performances could gain more attention
- Excitement or hype for student activities, give students an incentive to be involved or more creative way to gain interest
- Provide more weekend opportunities/programs/services for residential students
- Leadership Development – dedicated staff & programming to do this

Raise Admission Standards & Retention

- Review undergraduate admission policy – will higher admission standards increase retention/graduation rates
- Enhance the standards for admission as a means to improve retention/graduation
- Quit trying to be all things to all people. Focus on who we are
- Collect data on reasons students drop out. Cannot fix a problem if we don't know what is causing it.
- Raise acceptance standards (ACT and High School GPA)
- Increase offerings in advanced degree colleges such as a dental school, law school, veterinary school, optometry school
- Focus on graduation rates by being more selective in admission policies. Refer borderline applicants to community colleges
- Solicit students from a much wider geographic area

Services for Non-traditional Students

- Veterans Center with services and lounge



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- Add student spaces across campus for study and socialization
- Opportunity: Better serve non-traditional students (expand services, foster greater involvement, etc)
- Provide intergenerational programs/activities for traditional age and not-traditional students (over 50)

Two items that weren't categorized:

- Standards set prior to embarking on new ventures that put students needs first
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Recurring themes in all categories were:

- Student success should be at the center of all decisions made in regards to infrastructure, programs, and services
- The question of who we want to be as an institution.

Sherlin asked for thoughts or reflections. Costa questioned what happens with the information we submit. Sherlin responded that the visioning committee will receive reports from each sub-committee. After review by the committee and the President, information will be shared with constituencies for ideas, review, and comment. Based on feedback received and additional review, a final visioning document will be developed. White-Wright raised the question of how we differentiate ourselves from other institutions over the next twenty-five years. She noted that we are now competing globally and that ETSU needs to do a better job of branding and marketing. Sherlin responded that marketing and branding are front and center with the President and University leadership. A short discussion followed.

Sherlin said that good work had been done today. At the next meeting time will be spent ensuring that all ideas have been captured, checking for overlaps, and honing in on items. Ellis questioned homework. Lee suggested it would be helpful between now and then to reflect and add to the current list. Ellis was concerned about research given the timeline. Adinolfi suggested that everyone take one item. That list follows. Sherlin asked that before the next meeting everyone gets their thoughts together and do a preliminary review of information in relation to the topic.

- Academic Success Initiatives – Sherlin
- Engage Alumni - Baird, Lee



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- Effective Communication Methods – Williams
- Collaborate More – Ellis
- Provide a Common Freshman Experience – Sherlin
- Promote School Spirit/Athletics – Adinolfi
- Enhance Residential Campus Experience – Brabson, Lee
- Create a Student Union That Promotes Engagement – Rasnick
- Provide One Stop Shop for First Year Students – Ellis
- Increase Financial Awareness/Understanding & Funding – Sherlin
- Improve Online Services – Good
- Expand Recruitment/Diversify Enrollment – White-Wright, Williams
- Increase Student Activities/Engagement – Adinolfi
- Demonstrate Value of Diversity – White-Wright
- Raise Admissions Standards & Retention – Costa
- Services for Non-Traditional Students – Costa

Sherlin thanked everyone for their work and adjourned the meeting at 4:45.

Respectfully submitted,
Theresa Marlow