

CUAA Meeting

May 9, 2014

In Attendance: Jeremy Rowan – CAS; Connie Boronat – UE/GSI; Jody Glassman – Director of Undergraduate Admissions; Luis Rodriguez – Enrollment Management; Valerie Morgan – UE/BBC; Vanessa Merine – TTS; Suzy Gomez – Office of Study Abroad; Marta Vazquez-Syms – COE; Korrin Anderson – Orientation; Craig McGill – NACADA State Representative; Shimon Cohen – Social Work; Miguel Sahagun – UE/Adv. Tech.; Stephen Anderson – UE/Professional Development for Advising; Tiana Solis – Engineering & Computer Science; Lily Solorzano – Honors College; Charlie Andrews – UE/AAC; Francisco Marrero – Journalism & Mass Comm.

- Introductions.
- Guest Speaker- Jody Glassman, Director of Undergraduate Admissions. Gave us her background – worked at the College Board most recently but also worked in Admissions, at USF. She has been making the rounds meeting with Deans and Associate/Assistant Dean.
Vision: Articulating the benefits of an FIU degree and the experience of being an FIU student. Has had the realization that for many students, FIU is not the “cool” choice so we need to work to change that by being clear about what makes us “cool” as well.
Priority Items: Changing the way we run campus events for prospective students; revamping all communications/publications—including a new View Book; identifying the opportunities available for students. What cool research is being done? What innovative approaches are we using in certain courses/departments?; growth is also part of the plan, specifically regarding our efforts to attract more academically talented students without abandoning our access mission.

Questions addressed:

Connie asked why we are so attractive to local students. Jody felt that convenience and our position as the default choice factor in heavily. She noted that we do really well recruiting in Miami-Dade county but not very well in Broward. As a result we are changing our recruiting strategy in Broward and overall...developing an actual recruitment strategy. She is going to need all of our help to do that. They also secured a CRM—Sales Force—to assist with that process.

Miguel asked if the commuting was an issue for the Broward recruitment and if a bus system might help with that. Jody felt that it had more to do with our inability to explain why students should come here instead of going to UCF, USF, etc.

Vanessa asked about Jody’s thoughts on transfer students and if that population would be growing as well. Jody explained that we are planning a Transfer Day and that we need to do a better job working with our Dual Degree students. They will also be bringing on a new person to work with Palm Beach College as well.

Vanessa also asked about if the growth plans included online students. Jody explained that FIU Online has their own agendas and focuses on the strategies related to fully online students.

Craig asked if there were specific targets for the growth. Jody explained that there are some on a broad level but that the University is still strategizes how to increase the resources that will be needed to meet specific targets.

General Updates Regarding Admissions:

-May 1 was National Deposit Day. We are telling prospective (admitted) students that we have left the link open so that they may still pay their deposit if they were otherwise busy on May 1. This is the approach since May 1 was the deadline and this does not involve us saying that we extended the deadline (even though we are still allowing them to pay).

-76% of all matriculated FTIC students for 2014-15 have a high school GPA of 3.5 or higher

-87.63% of all Fall 2014 FTIC matrics have high school GPA of 3.5 or higher

-48% of all Fall 2014 FTIC matrics have high school GPA of 4.0 or higher

-Average GPA of Fall FTIC matrics is 3.94 (up from 3.84 from 2013)

-6% increase in new FTIC matrics interested in STEM majors

-Admissions has done email campaigns, robo calls and postcards to try and get admitted students to pay deposit.

-Transfers interested in FIU at this point will be guided toward Summer B or Fall to avoid a bunch of transfers trying to start the first week of Summer A/C.

-On June 2 we will be done admitting freshmen; incomplete applications or those who did not matriculate will be cancelled at that point.

-Transfers have until June 1 to complete application for Summer (to start Summer B) and July 1 for Fall (although the Fall deadline might be pushed closer to August).

-We will probably have more Spring FTICs than we are used to having in the past.

-Admissions has already awarded scholarships to eligible students and there is no money left.

-November 1 will be the deadline for priority consideration for next year.

- Election of Chair-Elect – 3 individuals were nominated but 2 of them declined. The 3rd candidate, Shimon Cohen, was elected by acclimation.
- CUAA Meetings will resume in the Fall and Charlie Andrews will convene next year's meetings as the new Chairperson.
- Announcements:
 - Connie explained that a new query was developed so that colleges can identify Dean's list students. They will also provide a blurb/message that can be sent out to congratulate those students. She will be sending that out next week.
 - Vanessa asked everyone to encourage transfer students to complete the Virtual Orientation attend the advising and registration sessions (formerly known as orientation).
 - Vanessa also reminded folks that the waiver/exemption for the Summer requirement (completing 9 hours at state universities during the summer) was revoked. The waiver was removed from the PDAs for the Summer B/Fall FTICs and Fall transfers.

- Korrin reminded everyone that Orientation starts May 19-20. The Virtual Orientation is being reviewed and tested. Business is placing a hold on all of their Fall students that will require them to complete the Orientation and attend a session on campus. Registration for the Summer B Transfer Orientation will open after the first week of Summer A.
- Miguel informed everyone that Alerts were run yesterday. 22,000 alerts were placed on students. Open Labs will be available next week for those who need assistance. Connie mentioned that many alerts are there because students are on the wrong map or need to be moved to the 3 or 5-year maps.
- Valerie informed everyone that Financial Aid has identified liaisons for the different colleges and other departments on campus. Consider inviting your liaison(s) to a meeting to meet the advisors and staff.
- Valerie also reminded everyone that Freshman Convocation takes place on the Sunday before Fall classes begin. It's a great event so please come!
- Luis informed everyone that the End-of-Term processes have been run. If academic standing is incorrect, please let them know. One Stop will be open late the first week of classes.
- Jeremy thanked all of the subcommittees for their hard work this year!

Meeting adjourned.