

BOARD OF REGENTS
EASTERN MICHIGAN UNIVERSITY

RECOMMENDATION

MONTHLY REPORT
FACULTY AFFAIRS COMMITTEE

ACTION REQUESTED

It is requested that the Faculty Affairs Committee Agenda for September 22, 2009 be received and placed on file and the Minutes of the April 21, 2009 meeting be received and placed on file.

STAFF SUMMARY

The topic for the September 22, 2009 Faculty Affairs Committee meeting will be a discussion on Retention.

FISCAL IMPLICATIONS

There is no fiscal impact.

ADMINISTRATIVE RECOMMENDATION

The proposed action has been reviewed and is recommended for Board approval.

University Executive Officer
Provost and Executive Vice President

9-10-09

Date

EASTERN MICHIGAN UNIVERSITY
Board of Regents
Faculty Affairs Committee

September 22, 2009
12:45 – 1:30 p.m.
205 Welch Hall

AGENDA

Regular Agenda

Section 11 Monthly Report and Minutes (*Regent Parker, Chair*)

Status Report

Open Discussion: “Student Success including Probation, Retention and Graduation Rates”

EASTERN MICHIGAN UNIVERSITY
BOARD OF REGENTS

FACULTY AFFAIRS COMMITTEE MINUTES

April 21, 2009
12:45-1:30 p.m. 205 Welch Hall

Attendees (seated at tables): M. Evett, M. Rahman, A. Westman, R. Larson, Associate Provost Neely, Regent Parker, Provost Loppnow, R. Bullard, D. Selman, K. Rusiniak, S. Moeller

Guests (as signed in): Deb deLaski-Smith, Chris Shell, Rhonda Longworth, Dave Woike, Dave Mielke, Raouf Hanna, Ron Woody

Monthly Report and Minutes (Section 6)

Regent Parker called for the approval of the minutes from the February 24, 2009 meeting and the agenda of the April 24, 2009 meeting be received and placed on file.

Report: “Enrollment and Retention” Presented by Bernice Lindke, Vice President Student Affairs and Enrollment and Lynette Findley, Assistant Vice President for Retention and Student Success

Regent Parker – would like to see some advanced planning for this committee to discuss more of the issues and think of things that really need to be worked on/work towards in the future.

Bernice Lindke presented the 2009-2010 Enrollment Report. (see attached print out of slide show)

Provost Loppnow provided a bit of context for this report stating that when he met with various people, the faculty wanted to hear more about what was going on with enrollment.

Lindke: it is very important to get these students at the beginning.

Parker: please resend the chart with the 07-08 data for comparison.

Lindke: the increase in graduate students is due in part to our first Grad Fair that was held back in January. Over 300 perspective grad students participated and over 200 applied to grad school.

Russ Larson indicated that the larger question is how admission of students who really don't have the skills and background or knowledge to succeed and they end up in classes where they can't succeed. Its good that the numbers are going upward, but the concern is still for the poor performing students.

Regent Sidlik inquired as to how these students get admitted? Lindke followed with an explanation of the “Predictive Index” which takes into account the students gpa in high school and ACT score and it's a sliding scale.

Larson: there is a lot of concern as to whether or not we can support those students and help them to succeed.

Regent Parker: this is a good thing –we really need to talk about these issues and how they are being handled.

As we gear our programs are we missing out in not investing more in programs that would target the older non-traditional population that is looking for retraining?

Lindke: why we are going are the strategic initiatives that we have put into place. We put more focus into the Ohio market and added 1.5 FTEs, and have seen the Ohio market numbers increase. The scholarship pool has helped bring the numbers up and our financial aid leveraging particularly with our upper level students.

Kathy Orshelin presented materials that are sent out to high school students starting in the summer before their senior year. This allows the university to start recruiting and puts our name in the student's and their parents' minds as they begin to apply for admittance to colleges in the fall of their senior year. There are several pieces that prospective applicants are sent based on what they are looking for.

Regent Parker: it seems that timing is off, as the summer of their senior year seems a bit late to put things in their hands.

Orshelin: we actually begin recruiting in their sophomore year, so we are three years in advance. We have a packet for sophomores and juniors that we send out.

Lindke: What are we really trying to accomplish? Trying to stabilize enrollment and do more with the new students coming in and keep working with those that we currently have.

Lynette Findley and Nancy Harbor presented the Retention Initiatives report from the Retention Council (presentation is available upon request)

Follow up questions/comments:

Regent Parker requested that in the future these types of presentations be sent ahead of the meeting in order to better prepare questions and/or comments. This will speed up the process. Presentations should also be given a time limit and that time limit should be adhered to. It would be good to review this data at a future meeting.

Respectfully submitted,
Laura Woody
Administrative Secretary
Academic Affairs

Eastern Michigan University
2009-2010
Enrollment Report

Eastern Michigan University
2009-2010
Enrollment Report

Faculty Affairs Committee
Board of Regents
April 21, 2009

Fall 2009-2010 New Student
Enrollment Goals

	2008 Actual	2009 Goal	% Change	# Change
FTIACS	2216	2400	8%	184
Transfers	1618	1746	8%	128
Others*	316	413	30.7%	97
Graduate Students	1239	1300	5%	61
Total	5389	5859	8.7%	470

*duals, 2nd bach., guest, post bach., teaching cert., non-degree

Eastern Michigan University
2009-2010
Enrollment Report

Fall 2009-2010 New Student Enrollment Progress*

	PYTD	CYTD	% Change	# Change
FTIACS	616	877	42%	261
Transfers	138	150	9%	12
Others	15	20	33%	5
Graduate Students	118	160	36%	42

*4/17/09 Enrollment Report

Comparison of GPA of FTIAC Enrollees Fall 2008-2009

	2008	2009	% Change	# Change
3.5 – 4.0	180	252	40%	72
3.0 – 3.49	174	265	52%	91
2.5 – 2.99	196	284	45%	88
2.0 – 2.49	63	62	-2%	-1
Below 2.0	0	0	0%	0

Eastern Michigan University
2009-2010
Enrollment Report

State of Michigan 4 Year Public Comparison

Fall 2009 as of April 15, 2009

Name of School	FTIACS			Transfers		
	Apps	Admits	Deposits	Apps	Admits	Deposits
Eastern Michigan University	↑ 7%	↑ 5%	↑	↑ 10%	↑ 7%	N/A
Ferris State University	=	=	↓	↑	↑	↑
Grand Valley State University	NR	↑ 4%	N = ↓ 300	NR	NR	NR
Lake Superior State University	↓	↓	N/A	NR	NR	NR
Michigan State University		↑ 80	↓ 69	NR	NR	NR
Michigan Technological University	↓		↓	NR	NR	NR
Northern Michigan University	NR	↑ 0.09%	↓ 193	NR	↑	=
Oakland University	↑ 30%	↑ 12%	↓ 6%	NR	NR	NR
Saginaw Valley State University	↑ 12%	↑ 12%	↑	↓	↓	↑
University of Michigan	↑	↑	↓	NR	NR	NR
University of Michigan - Dearborn	NR	↑	↓ 16%	NR	NR	NR
University of Michigan - Flint	↑	↑	↓	NR	NR	NR
Wayne State University	↑	↑	↑	↑	↑	↑

*No response from CMU
*No response from WMU

2009 New Student Enrollment Initiatives

- ◆ Ohio recruiters
- ◆ Scholarship competition
- ◆ Financial aid leveraging
- ◆ Recruitment publications
- ◆ Marketing and communication campaign

Fall 09 Final Stretch for New Students

- ◆ Initiatives to reach goal
 - Expanding services to Veteran population
 - Marketing low cost health insurance and enrolling at least half-time
 - Calling campaigns
 - Adding Fast Track events
 - Bringing financial aid sessions "on the road"
 - American Recovery and Reinvestment Act of 2009

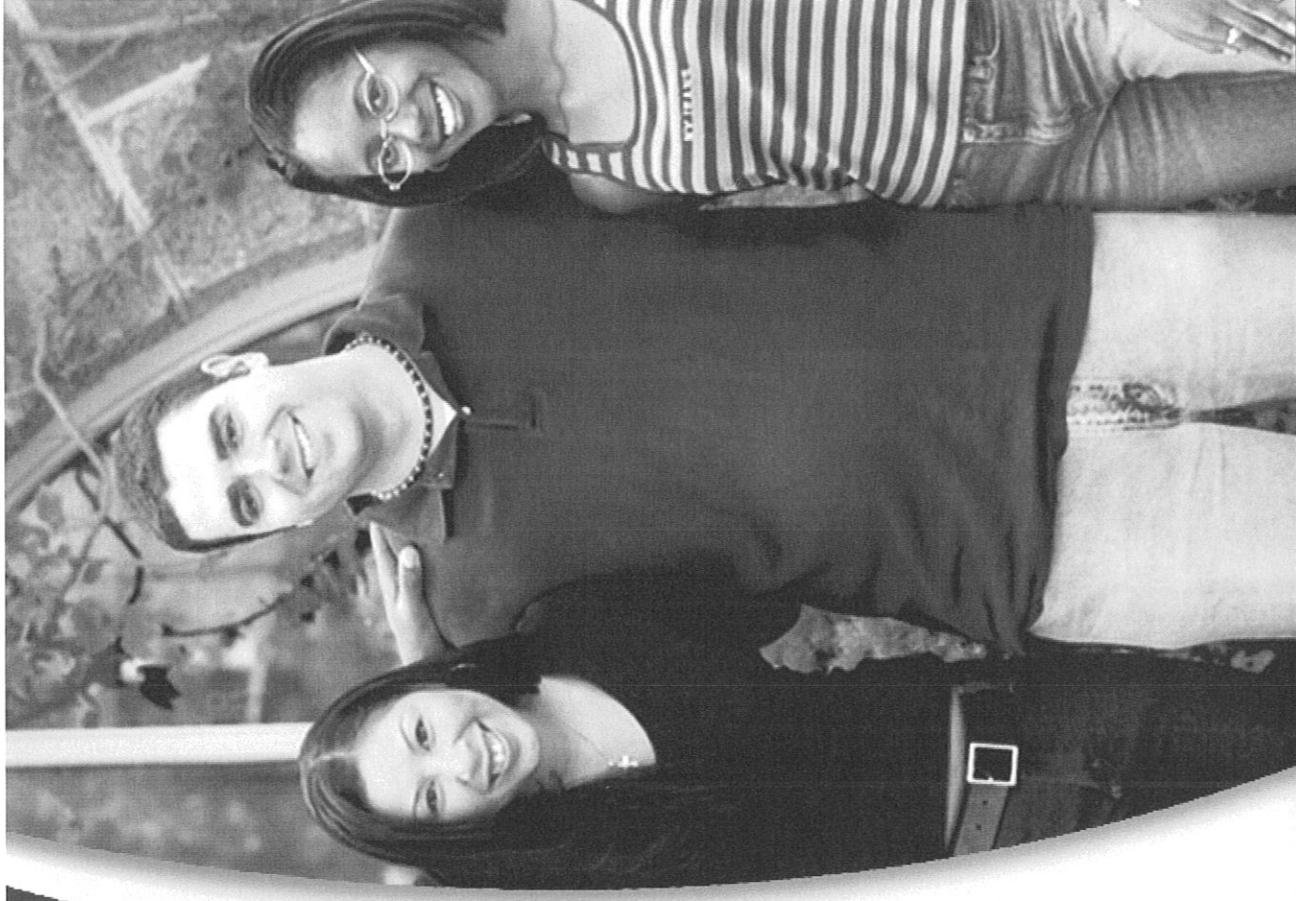
Stabilize Enrollment

- ◆ New student enrollment only part of the equation: 27%
- ◆ Returning students make up greater share: 73%
- ◆ Must put efforts into keeping students here until graduation
- ◆ Retention focus

Retention Initiatives

A Report from:
**The Retention
Council**

April 21, 2009



Retention Initiatives

A Report from:
**The Retention
Council**

April 21, 2009



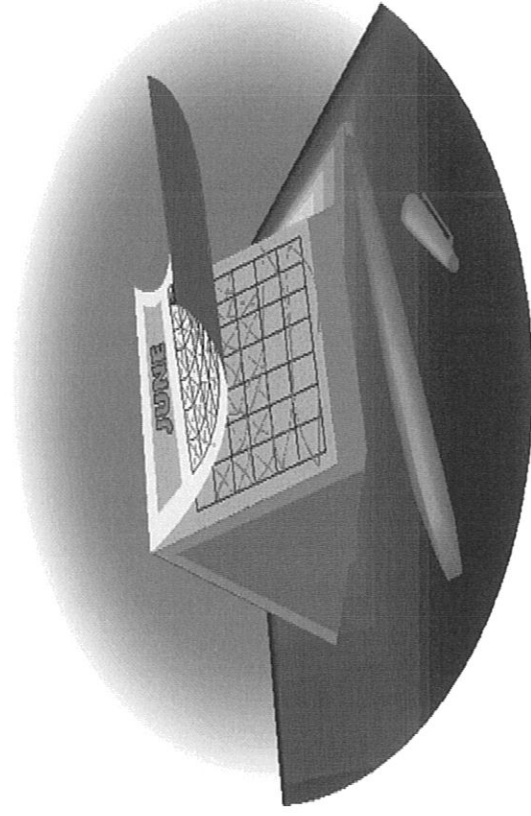
Assistant Prof. Nancy Caine Harbour, J.D.
Faculty Co-Chair, Retention Council

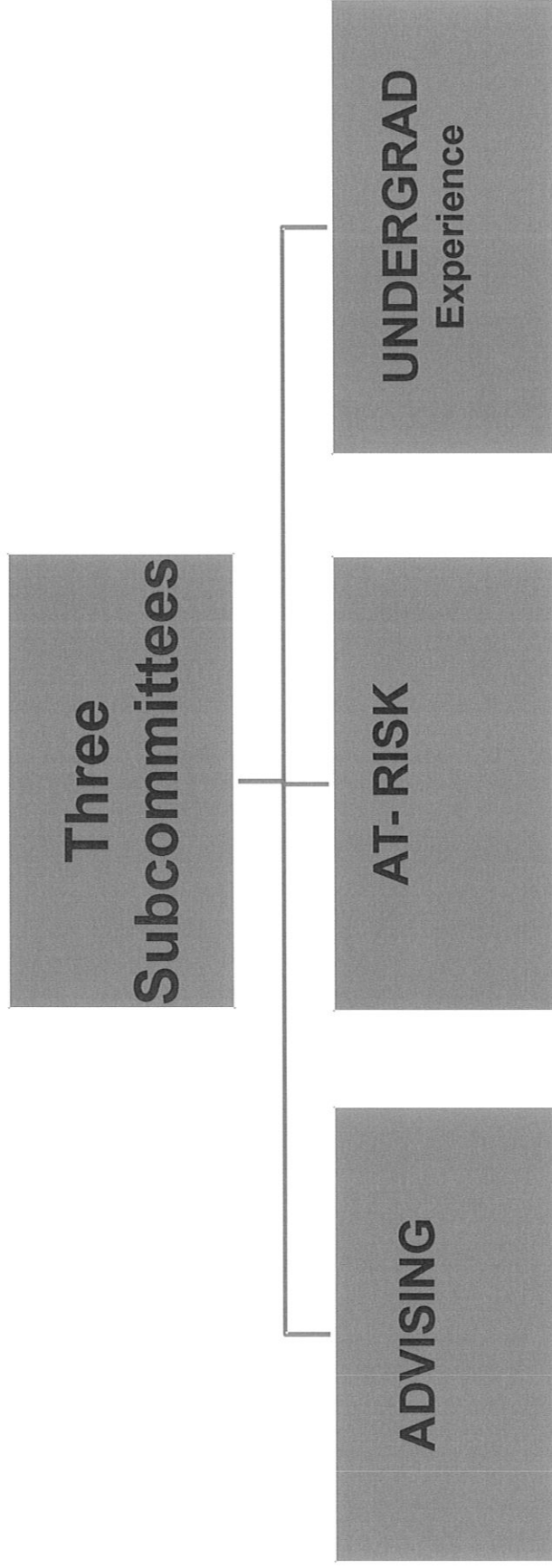
Amanda Niemiec, R D, Adjunct Advisor
Coordinated Student Advising Team(CSAT)

Dr. Lynette Findley, Assistant Vice President
Retention and Student Success

- Amelia Chan, Asst. Dean College of Business
- Ted Coutilish, Assoc. VP University Marketing and Communications
- John Dunn R., Ph.D., Asst Professor, College of Arts and Sciences Faculty *
- Rebecca Figura, Director, University Housing
- Lynette Findley, Ph.D., Asst. VP Office of Retention and Student Success
- Chris Foreman, Ph.D. Director, General Education
- Ellen Gold, Executive Director, University Health Services
- Suzanne Gray, Asst. Professor, Library*
- Jim Grinias, Student Representative
- Michael Hague, Director, Student Business Services
- Nancy Harbour, J.D., Asst. Professor, School of Technology Studies, Paralegal Program
- Deborah Harmon, Ph.D., Asst. Professor, College of Education*
- Gregory Heinrichs, Faculty and CSAT Advisor *
- Jesus Hernandez, Director, Student Judicial Services
- Mark Jackson, Director, Holman Learning Center
- Sandra Nelson, Ph.D., Assoc. Professor, College of Health and Human Services*
- Kelly O'Connor, Senior Financial Aid Adviser
- Sarah Kersey Otto, Interim Director, Career Services Administration and Academic Advising
- Gregory Peoples, Ombudsman
- Melody Reifel-Werner, Ed.D., Director, Office of Compliance, Athletics
- Mary Regina Royan, Student Representative
- Chris Shell, Registrar
- Bette Warren, Ph.D., Interim Assoc. VP for Academic Programs

A PERSPECTIVE:
2007 – 2008 Summary
Retention Council





Three Goals:

- I. **Advising:**
Coordinate All Aspects of Student “Advising”
Academic, Financial & Career
- II. **Support for At-Risk Students:**
10% Reduction in Fall 2008 *FTIACs*
finishing WI 09 on Probation 2
- III. **Under Graduate Experience:**
Support instructional strategies helping students
understand learning as an “integrative” process

RESULTS/ACTION

I. Advising

FUNDING provided for:

- *Coordinated Student Advising Team (CSAT)*
- *Faculty Internship Program - Training*
- *Advising Coordination Team (ACT)*
 - *Developed Advising Calendar*
 - *Developed Advising Resources Folder*

RESULTS/ACTION:

II. Support for At- Risk Students

- *Pilot retention effort: 31.12% increase in Fall 07
FTIACs returning for WI 08: \$146K to EMU*
- *Target group for Fall 08 identified: 657 students
on Probation I
76% (388 of 509 enrolled students) seen at
least one time by members of the CSAT or HLC*

RESULTS/ACTION:

III. Undergraduate Experience

- *On-Course* teaching strategies implemented
- Based on AQIP Project recommendations

TURNING to 2008-2009

Overarching Goal:

IDENTIFY:

- **Needs**
- **Expectations**
- **Responsibilities of our 3 Primary Groups:**
Students, Faculty, Staff

and to . . .

TURNING to 2008-2009

Overarching Goal, cont'd:

DETERMINE:

- Gaps between students, faculty, staff
- Gaps among students, faculty, staff

and to then ...

TURNING to 2008-2009

Overarching Goal, cont'd:

DEVELOP:

➤ A Plan of *ACTION*

- **Built on:** 2007-2008 Initiatives
- **Based on:** Student Profile Data from Colleges/Departments & Benchmark Retention Data

TURNING TO

GETTING IN

2008-2009:

Three Subcommittees

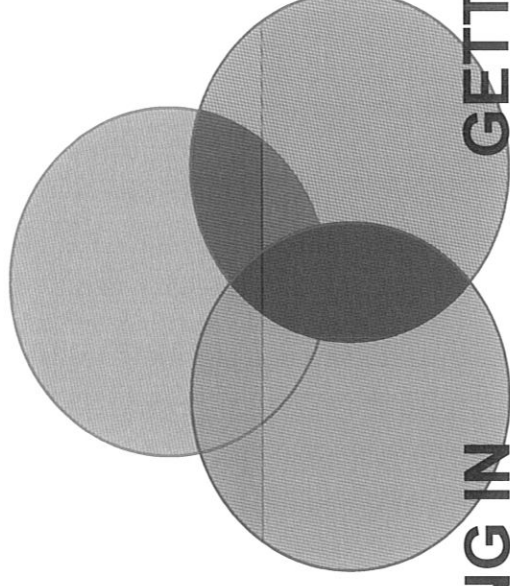
Formed

Focus:

Critical Stages in a

Student's Educational

Path



SUBCOMMITTEES' FOCUS:

I. “Getting In”

high school – college transition
first-year experience

II. “Staying In”

2nd-3rd year focus

support services and probation policies

III. “Getting Out”

grad audit; transition to professional world

SUBCOMMITTEE WORK SUMMARY

I. GETTING IN:

- *Surveyed stakeholders: students, parents, faculty & staff*
- *Identified stakeholders' critical perspectives:*
 - *Student expectations: needs & challenges*
 - *Knowledge of available assistance*
 - *Perception of available assistance*
- *Formulating help initiatives*

SUBCOMMITTEE WORK SUMMARY

II. STAYING IN:

- *Formulated intervention criteria, e.g., GPA drop*
- *Reviewed Probation Policies*
- *Evaluated relationship between financial aid & academic counseling*

SUBCOMMITTEE WORK SUMMARY

III. GETTING OUT:

- *Identified “Key Contact Times” for Students*
- *Developed Advising Procedures/Techniques for each “key contact time”*
- *Returned “Grad Audit” process to department responsibility*

DATA DISSEMINATION/ UTILIZATION

A. EMU FA 08 & WI 09 Retention Data:

- ✓ Disseminated to Deans & Dept. heads
- ✓ Provides, by major, GPA distribution
- ✓ Academic & class standing
- ✓ *21+ Ways to Analyze (use) Your Data*

ONE-YEAR RETENTION RATE EMU AND MICHIGAN PEER UNIVERSITIES	
UNIVERSITY	2006 FULL TIME STUDENTS
Grand Valley State university	84.50%
University of Michigan - Dearborn	83.60%
Michigan Technological University	83.26%
Central Michigan University	76.00%
Western Michigan University	75.09%
Oakland University	73.30%
Eastern Michigan University	70.77%
University of Michigan - Flint	70.63%
All Peers Average	79.69%

* Data from IRIM (4/15/2008)

ONE-YEAR RETENTION RATE EMU AND NATIONAL PEER UNIVERSITIES

UNIVERSITY	2006 FULL TIME STUDENTS
University of Delaware	90.40%
George Mason University	85.20%
Illinois State University	83.30%
San Francisco State University	77.10%
Ball State University	77.10%
California State Univ - Sacramento	76.80%
Western Michigan University	75.09%
Univ of Nevada - Las Vegas	74.60%
Texas State University - San Marcos	74.60%
Florida Atlantic University	74.40%
University of North Texas	73.93%
California State University - LA	73.60%
Kent State University	72.98%
Old Dominion University	72.60%
Univ of Wisconsin - Milwaukee	71.80%
Eastern Michigan University	70.77%
Middle Tennessee State University	70.18%
Portland State University	67.50%
Univ of Akron	66.80%
University of Texas - San Antonio	66.13%
All National Peers Average	75.02%

* Data from IRIM (4/15/2009)

SIX-YEAR RETENTION RATE EMU AND MICHIGAN PEER UNIVERSITIES	
UNIVERSITY	2002 FULL-TIME STUDENTS
University of Michigan - Flint	20.99%
Eastern Michigan University	20.22%**
University of Michigan - Dearborn	19.30%
Oakland University	17.50%
Central Michigan University	13.80%
Grand Valley State University	12.50%
Western Michigan University	10.15%
Michigan Technological University	9.97%
All Peers Average	13.02%

* Data from IRIM (4/15/2009)

** CUMULATIVE GRADUATION RATE AND RETENTION RATE OF EASTERN MICHIGAN UNIVERSITY AFTER SIX-YEAR = 35.68%

**SIX-YEAR RETENTION RATE
EMU AND NATIONAL PEER UNIVERSITIES**

UNIVERSITY	2002 FULL-TIME STUDENTS
San Francisco State University	23.10%
California State Univ - Sacramento	22.70%
California State University - LA	21.90%
Univ of Nevada - Las Vegas	21.00%
Eastern Michigan University	20.22%**
University of Texas - San Antonio	16.93%
Portland State University	15.80%
University of North Texas	15.28%
Univ of Akron	14.60%
Univ of Wisconsin - Milwaukee	14.50%
Florida Atlantic University	14.20%
Middle Tennessee State University	14.18%
Texas State University - San Marcos	14.10%
George Mason University	12.60%
Old Dominion University	11.40%
Kent State University	10.88%
Western Michigan University	10.15%
Ball State University	6.90%
Illinois State University	4.90%
University of Delaware	2.20%
All National Peers Average	13.09%

* Data from IRIM (4/15/2009)

** CUMULATIVE GRADUATION RATE AND RETENTION RATE OF EASTERN MICHIGAN UNIVERSITY AFTER SIX-YEAR = 35.68%

EMU RETENTION AND GRADUATION RATES BEYOND
THE 6TH YEAR

YEAR	YEAR 7	YEAR 8	YEAR 9	YEAR 10	YEAR 11
1995	40.23%	42.82%	43.81%	44.85%	45.61%
1996	43.61%	45.52%	46.81%	47.83%	47.83%
1997	43.45%	45.47%	46.61%	47.23%	47.80%
1998	45.51%	47.81%	49.08%	50.32%	
1999	42.54%	45.03%	46.40%		

* Data from IRIM (1/16/2009)

NEW DIRECTIONS



- Transfer Students
- Adult Learners

Thank you.

??? QUESTIONS ???

21+ Ways to Analyze (use) your Data

1. Know your new students, welcome them into their major.
2. Get to know all of your students by their data profile.
 - a. 4.0-0.0 GPAs
 - b. Undeclared
 - c. Probation or near probation students
3. Departments and colleges can compare their students with the total university population.
4. Know which students are eligible for scholarships.
5. Review retention of students by majors.
6. Review retention of students by class standing.
7. Review retention of students by academic standing
8. Review retention of students by cumulative GPA.
9. Gives you the ability to make contact with ALL students.
10. Know which students need support services.
11. Know your stop outs.
12. Know your students who need to be counseled into another major.
13. Contact students who have transferred into another college (within the university).
14. Contact your students who withdraw from classes.
15. Contact your students who are intents...will they make it into their chosen major.
16. Contact your students who are intents.....time to declare a major.