

# Administrative Leaders Meeting

Tuesday, January 14, 2025

# Today's Agenda

1. Intro comments
2. MLK Celebration
3. Retention Initiative: Registration Blitz
4. Stop Campus Hazing Act
5. WEMU Anniversary
6. Enrollment Division CRM: Slate!
7. United Way Campaign
8. Final Comments



# New Regents

## Sean Gray:

- VP for Small Business Services, Detroit Econ. Growth Corp.
- B.A. and M.A. from EMU
- Former EMU Student Gov't President



## Jenita Moore:

- Director of Faith-Based Community Partnerships, Michigan Dept. of Labor & Econ. Opportunity
- B.S. from EMU (M.P.A. from WMU)
- Former member of the EMU Alumni Assoc. Board of Directors



# Some Recent Hires

**Rowan Andrews:** Housing Complex Director

**Hollie Arnett:** Assoc. Director, College Supports

**Thomas Cogswell:** HR Coordinator

**Taylor Davis:** Assistant Director, Bright Futures

**Lakisha Dumas:** Admin. Associate to the President

**Beth Heiss:** Director, Professional Programs &  
Continuing Education



# Some Recent Hires

**Michael Huang:** HR Coordinator

**Christine Knaggs:** Director, Online Enrollment

**Jornay Lozano:** HR Talent Coordinator

**Courtney Mills:** Exec. Assistant, Enrollment Division

**Courtney Morris:** Director of Upward Bound\*

**Saarah Shakeel:** Assistant Director, SBS



# Welcome to EMU!

*\* Previously worked at EMU as an AP*



# Some Recent Hires (non-APs)

**Kara Miciek:** Sponsored Projects Officer

**Nikol Ray:** Online Enrollment Specialist

**Ashley Sacha:** Online Enrollment Specialist



## Headshot photo opportunities for employees:

Available on Tuesdays 10-4; Thursdays 10-4; Fridays 10-3

Headshots (10 mins) are taken in 102 Welch Hall

Sign-up <https://www.emich.edu/communications/>  
(Service & Support Center)

# EMU's Year in Stories

“...these stories showcase the innovation, resilience, and spirit that define our community. From groundbreaking research and transformative gifts to student achievements and campus milestones, each story highlights the incredible impact of EMU on its students, faculty, and beyond.”



<https://www.emich.edu/year-in-stories/index.php>

# Winter Weather...

❄️ Decisions are usually made late at night or early morning

❄️ Eagle Alerts (cell phone) are the best way to receive alerts – ensure you're signed up!  
<https://www.emich.edu/eagle-alerts/>

❄️ Support employees in your area who may be required to work during closure

❄️ Review the Closure Policy  
<https://www.emich.edu/closures/index.php>





# Upcoming Events



## Tuesday 1/21:

Winterfest Student Organization Gathering  
4:00 – 6:00 p.m., Student Center Ballroom

## Monday 3/24:

Excellence Week begins (monitor  
email/website for details)

## Friday 4/18:

University Closed

<https://today.emich.edu/calendar>



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# MLK Celebration

James Smith, President

# MLK Celebration

## Theme: Driven By The Dream

**Monday 1/20:**

MLK Jr. Walk to Freedom

10:00 a.m. @ MLK Statue

(monitor email for any weather updates)

[www.emich.edu/MLK](http://www.emich.edu/MLK)



# MLK Celebration

**Monday 1/20:**

President's Luncheon featuring:

- Keynote: Mary Frances Berry
- Emcee: WXYZ's Chuck Stokes

11:30 a.m. @ SC Ballroom

Tickets must be purchased in advance

[www.emich.edu/MLK](http://www.emich.edu/MLK)



# MLK Celebration

## Monday 1/20:

Book signing with Mary Frances Berry  
2:00 p.m. @ 310A Student Center

## Tuesday 1/21:

MLK Basketball Game vs. Ohio U.  
6:30 p.m. @ Gervin Center

[www.emich.edu/MLK](http://www.emich.edu/MLK)



# MLK Celebration

**Wednesday 1/22 & Thursday 1/23:**

Black History 101 Mobile Museum

10:00 a.m. – 3:00 p.m.

204 Student Center

[www.emich.edu/MLK](http://www.emich.edu/MLK)



# MLK Celebration

## Wednesday 1/22

Black History 101 Mobile Museum Lecture  
featuring Dr. Khalid el-Hakim  
12:30 p.m. @ Student Center Auditorium

## Friday 1/24:

Final Day of MLK Week of Service

[www.emich.edu/MLK](http://www.emich.edu/MLK)





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# **Retention Initiative: Registration Blitz**

Calvin McFarland, Associate Vice President, Student Success  
and Academic Support Services

Alicia Apperson, Director, Academic Advising



# Retention Initiative - Registration Blitz

- Retention is a University initiative because it directly aligns with our mission to support student success, well being and ensure equitable outcomes for all learners.
- It's not just a statistic—it is a reflection of our commitment to every student's journey.
- Retention is everyone's responsibility when things are going well, but often shifts to being seen as the sole responsibility of one person or department when challenges arise.

# Retention Initiative - Registration Blitz

- A Brief History: The Blitz began in 2013 to assist students, particularly those in residence halls, to register
  - Students commonly struggled with course registration deadlines and navigating academic advising
  - Initially academic advisors literally met students where they were - the basement floors of the residence halls
  - Advisors worked extended hours to ensure these students had the guidance and support they needed
- With this success, the initiative increased by involving additional student services, creating a one-stop-shop for students

# Retention Initiative - Registration Blitz

- By 2019, the initiatives to increase student registration and retention had evolved into a campus wide initiative, featuring pop-up advising stations across several locations including the student center and academic buildings.
- The Blitz today is a cornerstone of EMU's student success strategy and is a celebrated tradition that underscores the university's commitment to proactive academic advising and student success.

# Registration Blitz Comparison



## Fall 2023

- Students Attended: 495
- Students Advised: 355\*
- Schools/Departments Represented: 26
- Student Support Areas Represented: 14
- Volunteers: 27

\*First-year students only

VS



## Fall 2024

- Students Attended: 575
- Students Advised: 474
- Schools/Departments Represented: 22
  - 60 Majors Represented
- Student Support Areas Represented: 16
- Volunteers: 27

# Registration Blitz Comparison



**Fall 2023**

Fall to Winter First-Year  
Retention:

**82.6%**

**VS**



**Fall 2024**

Fall to Winter First-Year  
Retention:

**87.5%**

# Questions?





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# Stop Campus Hazing Act

Ellen Gold, Sr. Associate Vice President for Academic & Student Affairs &  
Dean of Students

Lauren London, General Counsel

# Stop Campus Hazing Act – H.R. 5646

## AMMENDMENT TO HIGHER EDUCATION ACT OF 1965

- Signed into law by President Biden on December 24, 2024
- Amends the Clery Act



# Purposes of Campus Hazing Act

- Improve hazing reporting
- Prevent hazing through education and prevention programs
- Help students and their parents make informed decisions about joining campus organizations

# Definition of Hazing

“Any intentional, knowing, or reckless act committed by a **person**, whether individually or in concert with other persons, against a **student** regardless of that student’s willingness to participate, that –

- 1) **Was committed in connection with an initiation into, an affiliation with, or the maintenance of membership in, an organization** (such as a club, society, association, athletic team, fraternity, sorority, or student government); and
- 2) **Causes or is likely to contribute to a substantial risk**, above the reasonable risk encountered in the course of participation in the institution of higher education or the organization (such as the physical training necessary for participation in an athletic team), **of physical injury, mental harm or degradation.**”

# Hazing Prevention Program Requirements

The program must:

- include students, staff, faculty, alumni and families;
- be research-based;
- be designed and implemented in partnership with a broad coalition of campus stakeholders;
- include information on hazing awareness, hazing prevention, the institution's policies on hazing, how to report hazing, and the process used to investigate hazing; and
- include skill building for bystander intervention, information about ethical leadership, and the promotion of strategies for building group cohesion without hazing.

# New Reporting Requirements

- Hazing Incidents must be reported in our Annual Security Report (“Clery”); and
- We must create a new report called “**Campus Hazing Transparency Report**” that will:
  - provide information on all hazing incidents;
  - link to our hazing prevention policies and procedures; and
  - be available on our website for 7 years.

# Next Steps

- Convene a strategic team
- Implement necessary policies and associated procedures for reporting and investigation
- Develop prevention and education programs for students, staff, faculty, alumni and families of students
- Publicize reporting mechanisms

# Questions?





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# WEMU Celebration

Molly Motherwell, WEMU General Manager

# Humble Beginnings

**December 8, 1965**

WEMU signed on as an in-dorm service for sports broadcasts

WEMU was a student station until 1970





# Humble Beginnings

## 1971 – NPR Affiliation

WEMU became an NPR affiliate in 1971

## 1977 – Launching Jazz

WEMU launched its Jazz format in 1977



# WEMU Today

## Community Engagement

WEMU regularly engages with the community

A mainstay at events across SE Michigan

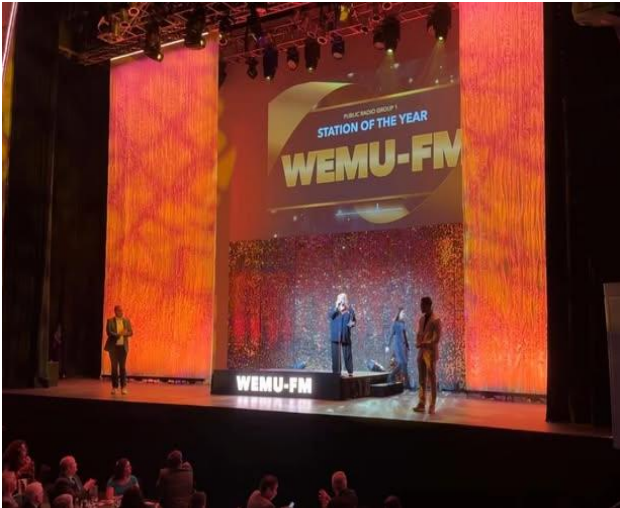


# Decades of Success

## Awards & Accolades

WEMU wins awards...

...Lots of them



# Decades of Success

## WEMU Celebrates Anniversaries

In 2025, WEMU will celebrate 60 years



# The Future of WEMU

## Sports Reporting

WEMU is still broadcasting EMU Sports

## Old and New Spaces

WEMU is preparing to say goodbye to King Hall...



# The Future of WEMU

... and beginning the next 60 years in a new space



# Questions?





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# **Enrollment Division CRM: Slate!**

Katie Condon, Vice President for Enrollment Services


























# Slate CRM

Why:

- Built in application/workflow functionality
- Student portal for applicants and admits
- No limit on student type/ records
- No limit on user licenses
- Assists with event registration & travel scheduling
- Assists with communication/outreach including email, voicemails, and text messages.
- Utilized by 1,200+ institutions
- Data clean-up
- Low coding

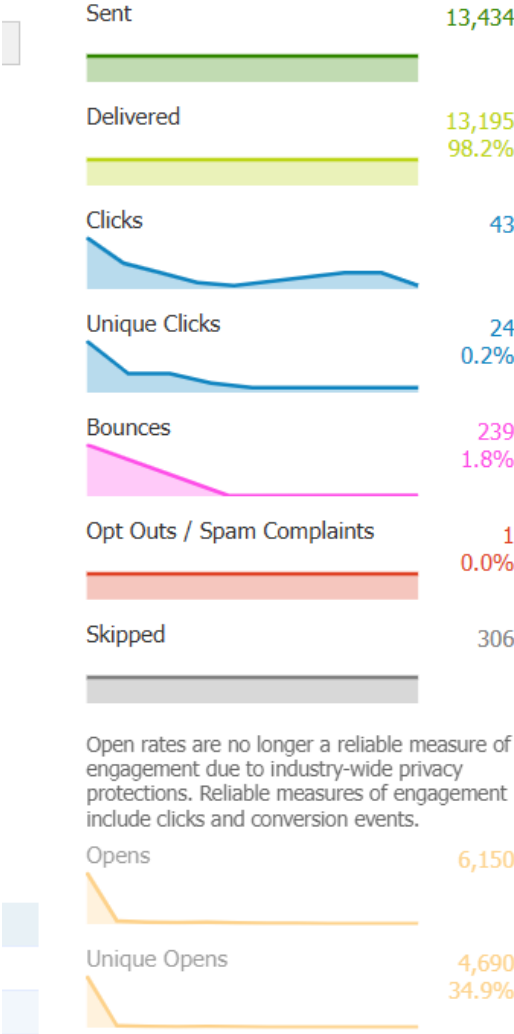
# Slate CRM

## 2025 January

- 01/13 06:46:13 AM  **Email Opened (+1)** Campus Tour Registration Confirmation
- 01/12 11:57:52 PM  **Email Opened (+3)** Campus Tour Registration Confirmation
- 01/12 07:51:18 PM  **Sent Message** Campus Tour Registration Confirmation
- 01/12 07:51:15 PM  **Registered for Event** Campus Tour
- 01/12 07:44:56 PM  **Ping (6m 38s)** enrollment.emich.edu/register/?id=86d559c0-26ca-4d7b-a4aa-c027ee...
- 01/12 07:43:31 PM  **Ping (1m 46s)** www.emich.edu/admissions/scholarships/index.php#firstyearscholar...
- 01/12 07:41:22 PM  **Ping (1m 41s)** enrollment.emich.edu/portal/campus\_tour\_eventportal?\_gl=1\*191db5...
- 01/12 07:41:20 PM  **Ping (54s)** www.emich.edu/admissions/visit/index.php
- 01/12 07:41:10 PM  **Ping (9s)** www.emich.edu/
- 01/10 10:04:44 PM  **Email Opened** 🎉 You're Invited: EMU Flying Home VIP Day!
- 01/08 05:02:07 PM  **Received Message** Re: Visiting
- 01/08 04:24:14 PM  **Ping (+1, 12s)** www.emich.edu/admissions/first-year/index.php
- 01/08 04:24:00 PM  **Ping (13s)** www.emich.edu/admissions/continuing/guest.php
- 01/08 04:23:49 PM  **Ping (10s)** www.emich.edu/admissions/continuing/index.php
- 01/08 04:21:59 PM  **Email Opened (+2)** 🎉 You're Invited: EMU Flying Home VIP Day!
- 01/08 04:16:47 PM  **Ping (4m 32s)** www.emich.edu/orientation/soar/
- 01/08 04:16:46 PM  **Email Link Clicked** 🎉 You're Invited: EMU Flying Home VIP Day! www.emich.edu/orientation/soar
- 01/08 04:05:14 PM  **Sent Message** 🎉 You're Invited: EMU Flying Home VIP Day!
- 01/08 01:42:18 PM  **Ping (10m 12s)** enrollment.emich.edu/portal/campus\_tour\_eventportal?\_gl=1\*1lvzk1...
- 01/08 01:42:06 PM  **Ping (+1, 4m 29s)** www.emich.edu/admissions/visit/index.php
- 01/08 01:00:25 PM  **Ping (10s)** www.emich.edu/finaid/understanding/academic-process/sap.php
- 01/08 12:58:01 PM  **Ping (19s)** www.emich.edu/admissions/scholarships/index.php
- 01/08 12:29:59 PM  **Email Link Clicked** Happy Holidays Elizette! www.emich.edu/admissions/contact

## Student Interactions


# Slate CRM



## Email Analytics

# Slate CRM

**E EASTERN MICHIGAN UNIVERSITY** Office of Admissions



Hey Elizabeth,

Your academic journey is about to take flight. At Eastern Michigan University, we don't just welcome transfer students—we empower them to soar. To fully understand the experience you'll have at EMU, we encourage you to join us for our exclusive transfer tour this Friday, December 6.

At this half-day event, you'll get a real look at what life is like at Eastern Michigan University. Walk our campus, meet faculty who are excited about your potential, and check out our modern student apartments. You'll talk directly with admissions staff and current students who can answer all your questions about transferring, [scholarships](#), and finding your path at EMU.

**Limited Spots Available – Register Now!**


Don't let this opportunity slip away. Spaces for our transfer tour on **Friday, December 6 from 10:30 AM to 1:00 PM** are filling quickly, and we want YOU to be part of our Eagle community.

**RESERVE YOUR SPOT NOW!**

**Why Transfers Choose EMU:**

- 95% of our transfer students receive financial aid
- Flexible credit transfer policies
- Over 200 academic programs
- Small class sizes with personalized attention
- Strong career placement rates
- Located in Ypsilanti, with easy access to Ann Arbor and Detroit

If you have any questions or would like to request more information, please don't hesitate to reach out to our admissions team by [phone](#) or [email](#).



## Professional emails



# Questions?





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# 2025 United Way Campaign

Leigh Greden, Chief of Staff  
Jessica “Decky” Alexander, Director of Engage @ EMU

# United Way of Southeast Michigan Supports Our Community!



**\$1,540,000** awarded in Washtenaw County in 2024

**157,773** # of people impacted in Washtenaw County

**\$9,000,000** awarded in SE Michigan in 2024

**847,692** # of people impacted in SE Michigan





# United Way of Southeast Michigan Supports *Our* Community!



Examples:

- ✓ Family Empowerment Program
- ✓ Food Gatherers
- ✓ Shelter Assoc. of Washtenaw
- ✓ VITA-Volunteer Income Tax Assistance
- ✓ Washtenaw Literacy
- ✓ Ypsilanti Meals on Wheels



# United Way and WEMU



- ❑ “Washtenaw United” recurring segment on WEMU (89.1 FM)
- ❑ Mondays at 7:49 a.m.  
(replayed at 9:49 a.m.)
- ❑ Past stories are archived at [www.wemu.org](http://www.wemu.org)

**WEMU 89.1**

# You Can Make A Difference!



**\$10** per paycheck for one year = access to a network of emergency food & housing resources for five (5) individuals

**\$20** per paycheck provides a family with personalized navigation to overcome barriers to stability and health

**\$100** per paycheck prevents utilities from being shut off during extreme weather months

# Donate!



- When?** Campaign launches in February – Watch your email for details!
- How?** Donate via check, credit card, or payroll deduction (On your [my.emich](#) portal or a dedicated EMU/United Way website)
- Help!** Encourage your employees to support!

# Questions?



**Next Meeting!**

**Thursday, May 22, 2025**

# Where Can I Find This Information?

[emich.edu/president/communications/meetings.php](http://emich.edu/president/communications/meetings.php)

***Thank You!***

**END OF PRESENTATION**