

University Council

MINUTES

APRIL 11, 2023

3:04-4:41 PM

LH 215 AND TEAMS

MEETING CALLED BY	Tonia Ferrell, chair
TYPE OF MEETING	Monthly Meeting
PRESIDER	Tonia Ferrell, chair
NOTE TAKER	Heather Loughney
ATTENDEES	<p>Member: Jeanette Carson, Kim Cole, Matthew Dowd, Tammy Ewin, Tonia Ferrell, Max Fightmaster, James Garchar, John Huss, Sarah Kelly, Kris Kraft, Tim McCarragher, Gary Miller, Nate Meeker, John Messina, Robert Peralta, Linda Saliga, Varunee Faii Sangganjanavanich, Ben Swanson, Eric Veigel, Nick Weber, John Wiencek</p> <p>Absent with notice: John Corby, Ed Evans, Marjorie Hartleben, John Nicholas, Heather Walter</p> <p>Absent without notice: Zack Azzam, Miranda Brainard, Dallas Grundy, Dylan Leipold, Mai Lor, Steven L. Myers, John Reilly, Sherry Simms, Shawn Stevens,</p> <p>Other attendees: Matt Akers, Alia Baig, Michelle Banis, Kelly Bialek, Suzanne Bausch, Marie Celeste Cook, Helen Dauka, Kimberly Dawn Liddell Snowden, James Gilbride, Charles Guthrie, Anne Hanson Hilaire, Kerry Jackson, Emily Janoski-Haehlen, Stephen McKellips, Michele Novachek, Gwyn Price, Paula Neugebauer, Rita Sausmikat, Luke Smith, Sonya Wagner, Thomas Waltermire, Jessica Whitehill</p>
Agenda topics:	
	<p style="text-align: center;">CALL TO ORDER TONIA FERRELL</p>
	<ol style="list-style-type: none"> 1. The vice chair called the meeting to order at 3:04 pm. 2. The agenda for the meeting was approved without dissent. 3. The minutes of the March 14, 2023 UC meeting were approved without dissent.
	<p style="text-align: center;">EXECUTIVE COMMITTEE REPORT TONIA FERRELL</p>
	No report.
	PRESIDENT’S REMARKS – GARY MILLER
	<p>I have a few things to mention then I want to ask Chief Gilbride to speak about what’s going on Downtown. The provost and I have been spending a lot of hours on Senate Bill 83, making its way through the senate along with HB 183, basically the same bill. Spent time with Sen Cirino and we’re working on the bill. Sweeping changes to higher Ed. We’re working hard on it.</p>

Budget – HB 33 budget is fairly favorable. House budget is the one the gov. proposed, and discussions have been reasonable – increase in SSI and help for students in need, ramping up the rapids program.
BOT meeting next week, going to quarterly board meetings; April and then not again until September. Will be meeting June for the budget. This will be a two-day meeting, more time for public committee meetings and more discussion with the UA community. Working on academic affairs and student success committee. That will happen starting at 1:30 on the 18th, with a more formal meeting on April 19. On the evening of 18th there is a reception at the Law School, purpose of two-day format is to interact with campus more. Next one we'll be somewhere else.

We have five commencements this year – May 5 in evening with COB, three on the 6th, and then Sunday is the Law School. All five occur on same weekend, all in the JAR. Hope you can make one or more of those. Provost and I will be there for every minute of it.

We asked Chief Gilbride come and let you know about what's going to be going on downtown, for months UA has been involved with Love Akron and GAR and holding public discussions about what happened in the Jayland Walker incident. We've made some headway in understanding various components of the community and where UA can be more engaged. We're not starting just now, but the Chief is on the ground with more immediate concerns.

Chief Gilbride – Good afternoon, everyone – very understandable that there are concerns about what may or may not happen as the Grand Jury begins. UAPD is working with the city of Akron and officials to monitor the situation. The challenge is that we don't know when the grand jury will reach a decision or the response, so we have a variety of reactions prepared. We have experience now with civil unrest in downtown. We're also very capable of pivoting the campus to virtual if needed. How will UA communicate? For now, through the Digest and zipmail. If an emergency arises, we'll communicate through Digest, emails and our text alerts. Would expect that it would be similar to a snow closure day. If a student or employee is concerned or doesn't feel safe, we have a free escort service on campus 24/7 for all members of the campus community. We don't know what's going to happen, it's hard to give answers about what we do.

Questions:

Kraft – thank you for meeting with all the Polsky people, that has alleviated a lot fears. Thank you and you're doing a good job.

PROVOST'S REMARKS – JOHN WIENCEK

I want to give folks a rundown on enrollment, but our speaker is going to talk about at length. And about articulation. Feeling pretty good about the numbers right now, heading in a good direction. Nervous still about enrollment because it's the key to our sustainability. We don't feel it's a situation where we can relax but confirmations are up substantially. International student apps are up, we know that a lot depends on VISAs for those students so we're working hard on that. Whatever you can do when interacting with parents, students or others in the community portray a positive image of the university and our sense of care and pride in our students will be helpful.
Want to thank Faculty Senate and colleagues in ?? for looking at transfer and what's working and what's not. Senate had asked a lot of questions about our first proposal. Looking deeper at the whole package and have done a total rebuild of the process with a

lot of input from Senate and faculty. Amazed with our faculty and their ability to roll up sleeves and dig into the issue. We are moving into the next cycle and the Senate has worked right alongside us. There is strong support with pockets of concern so many of us felt they were addressed but we're taking a pause to discuss those concerns and to move us forward. Transfers are a huge part of our student enrollment. Thank you to Senate, Janet Klein in particular and their work.

One request we've had from the union is to have more opportunity for faculty to have input in investment. Have formed AIC, a subset to the budget process. UC has primary responsibility for the budget. We are in the process with UC and AIC to give input on budget. Thank you to Senate for collaborative effort. The process is in play right now, learning as we go. Bring all this together before the end of semester. Meeting with B/F in May to look at budget. It's been going very well so far. A lot of data is being shared in an open way. Lots of excitement but a lot of nervousness about what this will mean in departments. The mission is to move money to where it's needed for growth. Requires us to have a careful conversation about what we're going to do. Our community has learned very well how to put our monies to good use. Stayed tuned on that. The more we dig into these difficult conversations the better we do. We will have to give up some things to do the things we need to do.

Met with Sen Cirino and remain engaged in process and thank the faculty who have reached out with student examples and anecdotes. We're more focused on implementation.

Questions: None

**PRESENTATION – STEPHEN MCKELLIPS, VICE
PROVOST, ENROLLMENT MANAGEMENT; KIM
SNOWDEN AND HELEN DAUKA, TRANSFERS**

Kim and Helen shared their presentation. [Link](#)

Questions:

Fightmaster – my daughter transferred from OU this year, I've gone back to the high school and talking to a lot of parents, and they don't know about Smart Choice scholarships, see frustration that they didn't know. Is UA sending out flyers to local area residents and can we target that? Get the word out to parents.

Snowden – Steve will address some of that.

Dauka – use targeted mail for that. Stark State will invite us to rep Direct Connect at their event. Can engage with HS students who may not have chosen UA first but could come later. Smart Choice scholarship as well.

Waltermire – Congratulations on doing so much in this program, any surveying of students who have transferred and those who didn't and why they didn't? How do we find out how well we are compared to competition. (See Appendix A for response from Kim Snowden)

Dauka – 55 students who have completed Direct Connect program and are here on campus. Some students do decide to stop out after enrolling at Stark State.

Snowden – doing a lot of surveys of transfer students; at end of every semester and also surveys to those who have stopped out of the transfer process. Always looking at working with dept on campus and worked with Marketing to do a focus group last semester. Differences based on what they needed. Also asked what we could do better.

Carson – three of the four locations that are our biggest recruiting locations, do they tend to also do housing on campus, and do you find that is another bonus and do they tend to live on campus as a transfer?

Snowden – we have students who look into housing, usually our 4-year transfers and a few community colleges. No real numbers though.

Stephen McKellips shared his presentation. [Link](#)

McKellips – in two weeks I celebrate the end of my first year on campus. This is my chance to give my perspective on where we headed on campus. We don't push marketing to students, but we have partners in the colleges to communicate with students. Even in graduate schools.

Questions:

Huss – we have some money in our restricted fund given by donors, could help to entice students to transfer or entice HS students, we're torn in offering a scholarship and get list of students admitted or confirmed and look at those with our money. Want best possible students who would be most likely to complete the program. Seek out the best of those admitted. You're suggesting that that is not the best plan, that the scholarship could make the difference on whether a student comes? Given the new paradigm how do we proceed?

McKellips – third partner has helped with statistics and at what point a student will matriculate. Never suggest we don't award someone money because they may not need it. But we can know whether they need more or not and possibly give it to someone else. We have data now to be able to say that's enough money for that student. We'll take care of statistics on our side and partner with the college to identify students who might need more help. Want to avoid awarding with different ideas.

Huss – is it the kind of thing where lists will be sent to colleges with amounts or is it that we should reach out to your department for that information?

McKellips – will look more like the first version. I should be able to tell you who is eligible and then you decide who to give it to. Want to get out of repetition of chasing someone to give them money to identifying someone who needs the money. Would come from us.

Meeker – cost that UA pays for a student to attend, is there work being done on the average cost per name or the cost to work with private admission people. Are we paying a headhunter fee?

McKellips – that's how international recruitment works, but on the domestic side we can't do that. But we do pay marketing fees. But they can do things that we can't accomplish.

	<p>Meeker – interact with students on social media daily. Those students have seen ads for every single competing institution around but have never seen a UA ad on social media platforms. Significant investment in digital marketing, including advertising on social media channels.</p> <p>McKellips – that means that only certain people see our ads. Want to be in as many places as we can, but the budget drives those decisions. But we’re not lacking a presence anywhere that we should be. Need to stock the pond we fish in, beef up the numbers of what we’re looking for.</p> <p>Ewin – you would not be in our demographic.</p> <p>Meeker – students are telling us they are not seeing our ads.</p> <p>McKellips – would want to know what they were on and what they were looking for.</p> <p>Fightmaster – won’t bring up my daughter again but, in speaking to what was said, is there a process in place for sending a message to you or someone to let you know what we’re hearing.</p> <p>McKellips – if you have eyes on a target you don’t think we see, what to do? Contact us, can’t promise we’ll act on it, but we will weigh that decision.</p>
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STANDING COMMITTEE REPORTS

TONIA FERRELL

	<ul style="list-style-type: none"> • Awards – shout out to JP Garchar, president of USG, he worked it out, so we had a student volunteer on every review team. Thank you, JP. • Campus Wellness – shout out to all those who completed RooFit, 125 participants and it was a success. • Institutional Advancement – we have been meeting regularly, at last meeting Terrie Sampson in Stewardship reported that they are doing sync calls to coordinate with donor and recipient. Get all parties involved together. Think it’s a great idea that is going on on campus right now. Marvel at all that is going on. Cool stuff going on in stewardship. • Social Engagement – Food Truck Event held April 5, BJ’s served more than 100 guests. Thanks to those who came and to the President for attending.
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CONSTITUENCY REPORTS

TONIA FERRELL

	<ul style="list-style-type: none"> • GSG – currently in election cycle, elections open tomorrow and end Friday. Had a professional dev event. Encourage that moving forward. Have a LinkedIn page now. Networking point for faculty and admin. Had Graduate Student Appreciation week, Graduate Student Appreciation Day is next week. We’ve also been preparing for our transitions as well. • USG – food truck and coffee truck were awesome. USG has completed elections before spring break. New president and vice president, working with them to transition into their roles. I’ll be graduating this May. My two years in
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	<p>leadership have been tremendous and I think UC and Senate. Thank you all and I'll be here for questions.</p> <p>The chair thanked both for their service and participation.</p> <ul style="list-style-type: none"> • SEAC – request that next month, SEAC needs a little more time to talk about something after the BOT meeting. • Deans – thank you to the Transfer office for all they do and thanks to Chief Gilbride for his openness.
NEW BUSINESS	
	<ul style="list-style-type: none"> • None
GOOD OF THE ORDER	
	<ul style="list-style-type: none"> • The meeting was adjourned at 4:41 pm.

Appendix A

Per Kim Snowden:

Transfer students on campus at Fall census:

Fall 2022: 52

Fall 2021: 47

Fall 2020: 45

Fall 2019: 44