



BOARD OF GOVERNORS

Student Affairs Committee

December 1, 2017

Minutes

The meeting was called to order at 11:32 by Governor Trent in the Room BC at the McGregor Memorial Conference Center. Secretary Miller called the roll. A quorum was present.

**Committee Members Present:** Governors Busuito, Gaffney, Nicholson, O'Brien and Trent; Faculty Representative Naida Simon and Victoria Dallas, Faculty Alternate Representative; Stuart Baum and Kristina Curtiss, Student Alternate Representative

**Also Present:** Governors Dunaskiss, Kelly, and Thompson, and President Wilson; Provost Whitfield, Vice Presidents Decatur, Hefner, Lanier, Lessem, Staebler and Wright, and Secretary Miller

**APPROVAL OF MINUTES, April 28, 2017**

**ACTION:** Upon motion made by Governor Nicholson and supported by Governor Gaffney, the Minutes of the April 28, 2017 meeting of the Student Affairs Committee were approved as submitted. The motion carried.

**STATE OF THE STUDENT SENATE**

Dean Strauss provided some preliminary remarks prior to introducing the President of the Student Senate and the Editor of the South End, for their annual reports. There are 432 student organizations on campus. Dean Strauss stressed that student involvement leads to academic success, which in turn supports the University strategic plan. The Student Activities team was engaged at a summer retreat to consider the strategic plan and the themes for the year, which included diversity and inclusion, and incorporating those themes into their programming. There were many successful student events this year, including Warrior Pride, School Spirit and Warrior football, Thursdays in the D, Weekends in the D, Discover Detroit, Terms and Trivia, Warrior Wednesdays, Cinema and Warrior Uproar, Convocation and Festifall, with noted invited speakers to engage the students.

Student life wellness programming includes Care reports where issues concerning students are submitted. National collegiate alcohol awareness week, including alcohol education assessment programming, national hunger and homelessness awareness week are also representative of the programming for the year. The cultural respect program, through NASPA, the student affairs association, focused on a campus wide effort to address campus sexual violence and education through a grant from the State of Michigan.

Technology improvements included updated event forms that cue in the event's stakeholders with trackable information. With Onecard swipe technology, data is collected from a swipe and that information can be assessed and used to further engage students. [title9wayne.edu](http://title9wayne.edu) became a dedicated website and a new electronic platform for recognizing student organizations and forms was implemented.

The University hosted the Annual NASPA East (National Association of Student Personal Administrations) annual conference in Detroit. The pre conferences were held at the University Student Center and the kickoff event was held at the Charles H. Wright Museum of African American History.

Governor Trent asked about trends in the growth of student groups. Dean Strauss noted there were increased numbers of social justice and political action, cultural and religious groups and student organizations from the various schools and colleges including the medical school, pharmacy and health sciences, and engineering.

Governor Thompson asked about any increased need to develop policies to address issues around protests and controversial speakers on campus. Dean Strauss noted that the University's internal dialogue, including those through the Office of Multicultural Student Engagement, is ongoing, and expressed confidence in internal event planning systems and public safety protocols to manage any issues.

Student Senate President Nourhan Hamadi updated the Board on the structure of the Student Senate and offered some student suggestions for improvements to the University Administration. The Senate works in project groups including Academic Success which utilizes [classschedule.com](http://classschedule.com) to assist students with access to wait lists for full classes. The Senate is lobbying to have syllabi made available to students before classes begin. The Graduation and Retention Rates group is working to address the black and white graduation rate and helped in efforts to successfully pass a new general education reform program that created increased flexibility in students' schedules. The Community Affairs group has been active in local economic development projects, including the revamp of the Woodward and Warren green space and the creation of new shuttle routes. The Governmental Affairs group works to increase student civic engagement and is working to establish a polling station on campus. The Governmental Affairs group is lobbying against the funding metrics the state uses to fund colleges, with some members attending a student government conference at Oakland University. The Advising group is involved with the student advising experience, tuition and university funding. The Housing and Residential Life group is involved in conversations with housing about the new dorms, and also gets

feedback from a town hall event held every semester to address these issues. Dates for the town hall will be shared when set. The Wi-Fi group collaborates with the University C&IT office to trouble shoot issues and the services provided to students. The work of the Parking Cost and Parking Tickets group successfully decreased tickets by 25% in the last year. College specific issues are addressed through collaboration between Senators and the Deans of the colleges. Mini-projects are addressed by Senators who are passionate about those issues which affect the community, including female products in bathrooms, Middle Eastern and North African (MENA) categories, gender inclusive bathrooms and the restoration of the exterior of the DeRoy auditorium.

A list of suggestions to the University Administration from a previous town hall meeting was presented. The list included but was not limited to addressing meal plan dollars expiration, State Hall cleanliness, smoking on campus, more textbook rental options at the bookstore, additional charging stations in the student center, printer availability, financial aid distribution and timing, student advising issues, accessibility and cultural intelligence of the faculty and staff. Governor Trent noted that a complete list would be helpful to give the Student Affairs Committee a framework of the issues. President Hamadi stated that she would email the list to Secretary Miller but noted that all of the issues would be investigated by the Senate before bringing them formally to the Administration. Governor Kelly noted concern that the syllabi were not readily available before classes begin, so that students can make informed enrollment decisions. Governor Thompson asked about the work that the Senate was doing around Academic Success to address the black and white graduation gap. President Hamadi noted that Provost Whitfield and President Wilson attended a Senate meeting and were asked by the Senate for a seat at the decision-making table. Governor O'Brien expressed concern regarding the issues list and suggested that the Senate and the University work together to make it more manageable. President Wilson praised student governance and their spirit of cooperation. Governor Trent asked President Wilson for an update of the enforcement of the no smoking policy on campus. President Wilson noted that enforcement was difficult and public safety would continue to be vigilant.

## **UPDATE ON THE SOUTH END**

Jordan Works, Editor-in-Chief of the South End, presented an update on the publication, including the paper's 50<sup>th</sup> anniversary and noted a 3% increase in readership over the past year. There are three print editions produced each year, including one for incoming students and two back to school editions in the fall and winter. Important events covered have included campus renovations and housing, the closing of the Oakland campus, the switch to blackboard, threat alerts and general education requirements. The South End website is being redesigned and a print edition that will cover the 150th anniversary of Wayne State that is planned. The number of stories increased using multimedia elements and a notable collaboration with an external group to run a weekly news bulletin for the student run radio station. The paper placed second for the best 4-year school newspaper by the College Media Association, a National Award. South End graduates secured employment at a number of media outlets, including the Detroit News, WXYZ, WDIV, and Chalkbeat to name just a few.

## ENROLLMENT MANAGEMENT

Provost Whitfield introduced Associate Vice President Dawn Medley to present the fall 2017 Enrollment update. AVP Medley presented slides highlighting what was accomplished, what was planned and what was to be expected. The total headcount enrollment was flat at 27 089, an approximate 1% increase from fall 2016. There were increases in FTIAC's (First Time in Any College) numbers of 2.5%, as well as in the continuing and transfer numbers. Wayne State FTIAC statistics showed the shift in the student demographic from part-time and commuter students to full time freshman. The University's first time full time freshmen at 2,572, is up 11.6% from 2015 enrollment. Ninety-six percent of undergraduate students were from Michigan, with first year retention, freshmen to sophomore numbers stable at 81.6%.

The drop in Graduate enrollment was mainly due to a decrease in international enrollment. Charts showed some increases in graduate enrollment in Business and Nursing and undergraduate program increases in Business, Engineering and Nursing. There were 304 fewer graduate students from this time last year.

The President and the Provost's offices supported the re-examination of the Scholarship and Financial Aid structure, notably, the 55.5% tuition net discount rate, which AVP Medley advised is an unsustainable model. Over the past two years, the net tuition revenue discount decreased to 41%, with a focus on need-based financial aid. With financial aid available to more students, graduate enrollment increased in certain programs, with the Law school up 5%, PharmD up 5.1% and the School of Medicine MD program up 1%. Freshmen enrollment increased and the average test scores and GPA remained stable throughout, while decreasing the financial aid deficit the University was facing by increasing net tuition revenue.

FTIAC enrollment for African American freshmen is up 19.2% from the previous year. AVP Medley credited the recruitment and admissions teams' partnerships and their work to support students. FTIAC enrollment by the colleges showed Fine, Performing & Communication Arts increased by 28.1%. AVP Medley praised the leadership of the college for their use of recruitment strategies and outreach to grow their enrollment.

Many Michigan four year public institutions saw a decline in transfer enrollment while WSU community college transfers were up 2.4%. Noted especially was Schoolcraft College growth, at 17%. The Macomb community college numbers showed a slight decline, however if the Macomb Advantage program's students were included and considered as transfer students, the number would increase. There is a need for strong and continued partnerships with community colleges. Looking at transfer enrollment by college, the College of Engineering saw an increase of 15.4%, due in part to the work the college has done toward ensuring students have opportunities through transfer articulation agreements. Monica Brockmeyer and her team and the Student Senate leadership were praised for their contributions in this area.

The six year cohort overall graduation rates were at 47%, up from 26% in 2011. The black student rate was at 20%, up from 8% in 2011. Ms. Medley cited a number of “big wins” for the University this year, including the African American FTIAC increase of 19.2%, the 15% decrease in the discount rate over 2 years, 15% increase in enrollment in Detroit students, and climbing graduation rates. The Net Tuition Rate for full-time freshmen was up almost \$8 million in two years and financial aid increased by \$6 million for fall 2017. Wayne Access/Promise Awards were granted to almost 900 freshmen with Estimated Family Contribution (EFC) gaps of less than \$5000 filled. If the family’s EFC was \$5,001 to \$9,000 they were offered \$3,000 to offset that cost, as an alternative to taking out loans to cover tuition and fees. Financial aid staffing was increased to address and support those student concerns, along with refining scholarships and aid using technology and building partnerships.

Ms. Medley then reviewed future plans and next steps, which include refined strategies, better utilization of Endowed awards and a shift to more in house processes including structural changes in the awards process used by the schools and colleges. An effort to eliminate over-awards, where students receive refund checks back. These checks are not earmarked for housing or living expenses, but are cause to receive funds above the federal cost of attendance. By refining this process, the University can maximize dollars for students in need and decrease student debt.

The University received a Kresge grant for \$150,000, with \$50,000 to be matched through fundraising efforts. This is a student emergency grant program, where students in need can apply for funds at the financial aid office. That office is also working in partnership with the HIGH program and the food pantry to cover some types of miscellaneous expenses, which can include covering a doctor copay, the cost of fixing a tire or replacing a bus pass. The national day of giving generated some additional dollars to be used for students who are at the end of their program to plug financial gaps so they could finish and graduate. A first-generation application fee waiver was instituted for first generation students or low income students. Monthly Saturday campus visits were piloted and launched to support working families and evening campus visits for students are being explored.

There was a 31% increase in YTD FTIAC applications for fall 2018, an indicator that people are excited about the University. To address the future deficit of Michigan high school graduates, Ms. Medley is looking at potential target markets outside the state. President Wilson, in his annual address to the campus, also talked about out-of-state recruitment, which in part includes the Discover Detroit Scholarship enabling out-of-state students with a 24 on the ACT and a 3.5 GPA to pay no out of state tuition and fees. In collaboration with C&IT, and a part of the Banner 9 reimplementation campus-wide project, a new customer relationship management software program was developed to improve processes and communications with students. A virtual view-book will be launched to improve personalization and mobile accessibility.

Development and Financial Aid are in partnership to organize and index institutional scholarships and donations ensuring those scholarships are awarded and donors are informed.

The University continues its partnerships with a number of key organizations including the Detroit Chamber, and the United Way. The university is working with Life Remodeled on a possible satellite office in a former elementary school, with the Urban League on a Data Compact, and with Wayne County Community College on how the university can strengthen and support WCCC students who want to transfer to Wayne State and make sure they have positive experiences when they get there.

In response to a question about the decrease in Latino students and the plan to improve the numbers on campus, Ms. Medley noted an increase in the number of multilingual financial aid officers and the connection with partners on campus in understanding the journey of the individual to see how the University can expand and improve services to students and applicants.

Governor Thompson asked about the expansion to target of out-of-state students and how many students could be reached in Detroit and cultivated through other programs, including students not ready for college or currently inadmissible. Ms. Medley noted geographic mapping showing that Chicago offered the greatest opportunity for students who would want to come to WSU and remain after they graduated. Housing and parking considerations are strategic factors to be considered. Systematic growth of 30 to 50 students a year from out-of-state would be a manageable goal and lessen the displacement of the native population. Ms. Medley noted that students were reached through various ways including the Warrior Strong branding campaign. The department utilizes prospect purchase, name buys, and direct mail campaigns to engage potential students. There are around 60,000 names currently in the three-county area and those students are responding back. Open houses, high school visits and campus visits reach at least 25-30,000 potential students every year, some of whom are not admissible. There were 165 freshmen this year from the City of Detroit and from the Detroit Public schools. Programs for students not yet ready for college pipelines included the C2 pipeline, Go-girls and the Summer Journalism Institute. Inadmissible student pipelines include referrals to one of the University's community college partners, and the 30/30 program. Students in that program take 30 hours in dual enrollment classes, or early college credit, and another 30 hours post high school graduation, and then transfer to the University. Ms. Medley was asked about the impact of dropping the math competency on graduation rates, and while she did not have access to that information, she noted that Monica Brockmeyer would be open to exploring those numbers and sharing the statistics.

A question was raised related to the graduation gap between black and white students. President Wilson clarified some of the information included in the charts presented. He advised that the percentage rate of increase presented in the chart was greater for black students, from 8% in 2011 to 20% in 2017 with a 47% increase in the cohort overall. The policies impact all groups, including the white groups. The African American group will continue its gain because there is much more ground to make up. There will be future convergence of the two lines only if the top performing group levels off. Metrics from a college student survey showed that Black students and Latino students were very receptive to institutional help. This data informed future delivery of

services to students in a more relational way and facilitated partnering with the Office of Multicultural Student Engagement, learning communities such as RISE, and the Warrior VIP program. Most important to note was improvement by all groups. Provost Whitfield noted that he would be looking at new and innovative ways to improve the Hispanic graduation rate but it was more important to look at the relative change within groups than the change between those groups.

Governor O'Brien asked Provost Whitfield to address the timing for financial aid awards and working with the Athletic Department in a meaningful way in terms of their offering of scholarship funds to maximize recruiting. AVP Medley noted that it was similar to the talent scholarships in CFPCA and how they operate and there was continued effort to improve that process. Provost Whitfield noted that there were multiple timelines, and overspending of financial aid to be considered in order to enable recruiters to have the information they need in real time, to retain the best and the brightest recruits and make the best offers.

### **STUDENT CONDUCT OFFICER REPORT**

Governor Trent noted that the Student Conduct Officer Report was for informational purposes.

### **ADJOURNMENT**

The being no further business, the meeting adjourned at 1:00 p.m.

Respectfully submitted,



Julie H. Miller  
Secretary to the Board of Governors