



Student Affairs Committee

December 7, 2018

MINUTES

The meeting was called to order at 12:00 p.m. by Governor Trent in 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; Naida Simon, Faculty Representative, Victoria Dallas, Faculty Alternate Representative; and Stuart Baum, Student Representative

Committee Members Absent: Ajanta Dutta, Student Representative

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

APPROVAL OF MINUTES, May 4, 2018

ACTION: Upon motion made by Naida Simon and supported by Governor Gaffney, the Minutes of the May 4, 2018 Student Affairs Committee were approved as submitted. The motion carried.

STATE OF THE STUDENT SENATE

Stuart Baum, President of the Student Senate, was introduced for the annual report to the Board. He began the presentation by talking about several project groups the Senate has working on a number of specific areas. Their work on academic success involved increasing the amount of academic support services available for students, specifically peer mentors, supplemental instruction, and learning communities. One area of concern is delay in student access to class syllabi until the class begins, often leading to high turnover of students in the first couple of weeks of classes. Mr. Baum suggested there is a need to find a way that faculty could make their syllabi available prior to the registration deadline. The Senate is working with Associate Provost Darrin Ellis and C&IT on potential options. The transportation project's main goal is to develop partnerships with transportation options like D-Dot and Mogo to secure student discounts for those programs and improve the quality of the campus shuttle, specifically the shuttle to the Mike Ilitch School of Business.

Initiatives under the government affairs project group included the designation of a polling location at the Damon Keith Center in the Law School, which has convenient parking and community access, enabling students and the community to vote. The current polling location, the Bethel AME church, combines three precincts in one polling station, with long lines and wait times. Approval has been secured from city council member, Raquel Castaneda-Lopez, and the city clerk.

Based on student concerns, the President and Chief Holt agreed to restart the Campus Safety Advisory Council and student appointees have been selected, and meetings have been set for next semester. The Academic Senate is also expected to have members serve on that Council. These projects have been the main goals for the Senate since May and a town hall meeting confirmed that many of those issues were important to students.

Governor Trent asked how the syllabi solution could be addressed and if it was discussed by the Student and Academic Senate. Provost Whitfield suggested some options that could encourage faculty to participate, including an online introduction to the class, in addition to the syllabus, but noted there was currently no mandated date for posting a syllabus. He advised it could be brought forward for continued discussion with the Academic Senate

UPDATE ON THE SOUTH END

Miriam Marini, the Editor and Chief of the South End, a junior majoring in journalism, from Dearborn, Michigan, presented an update on the publication. The South End is an entirely student operated newspaper dedicated to the University and some mid-town Detroit news. Readership doubled this semester. One of the biggest stories was a voter guide on the Board of Governors candidates, with over 3,000 views on the story. It was the number one google search term when people searched for the Wayne State Board of Governors. An initiative restructured staff to concentrate on reader's interest for news pertaining to the Board of Governors, Student Senate, and breaking news about to campus police. Curating interactive content for the reader included embedding different social media links, timelines, maps and different ways for the reader to interact with their stories. Efforts to ensured accuracy, and tightening the editing process made sure that students were reading accurate and relevant information every week on the website.

There are three print editions per year, the Fall Back to School, the Winter Back to School, and the Spring New Students Survival Guides available at orientations. The winter print edition is currently in production. A small concert series is also in the works, similar to NPR, where student artists will come to the office, and perform while the performance is live streamed over Facebook, the most popular medium, Twitter, and various other platforms. User analytics highlight reader interest and demographics, and inform content that is accurately representative of the student body, identifying what students are looking for in their news. This is a real change in what the South End news staff has been producing.

Governor Thompson asked if there was a connection with the South End and the WDET station. Ms. Marini noted that the South End had no connection to WDET but they have student interns. While Wayne Radio, the University's online radio, offers a weekly show and a weekly recap of the stories published that week, WDET does not. If it would be of interest to readers, it is something that could be explored. With their low numbers, it's estimated that the return would be low.

ENROLLMENT MANAGEMENT

Associate Vice President Dawn Medley presented a fall 2018 Enrollment Update. Full-time freshman FTIAC's are up 14.5%, which includes a slight increase in community college transfers. Graduate enrollment is impacted by international barriers but overall undergraduate enrollment saw increases in business, education and engineering. With Michigan's declining birth rate and high school graduation rate, the University attracted many students from other institutions within the state, indicating the University was a destination school. Ninety-seven% of FTIAC's are fulltime, a 23% growth in two years.

Professional school enrollment numbers were down slightly for the Law School, Pharm D and MD. There was an uptick in GPA for the entering class, while test scores remained constant. There has been an increase in first-generation and Pell eligible students, 48% in the freshman class, with over 1200 students who were access eligible. There was an uptick in Hispanic students, black or African-American students, two or more races, and the Native American categories. President Wilson asked Ms. Medley to explain access eligible. Ms. Medley explained that because the University funds the award, it is the last dollar and scholarship offered. If a student is Pell Grant eligible up to \$5,000, any gap between tuition and fees will be funded by the access award. With more needy students, there is a decrease in the discount rate and an increase in net tuition revenue. The University is able to do that in a cost-effective manner that does not hurt the institution. The goal is not to increase or decrease the discount rate, but to ensure that the University is spending those dollars most effectively and covering the most students.

Enrollment breakdown by counties indicated an increase in Wayne County and in Detroit, Oakland and Macomb Counties, which showed good market penetration. Community college numbers were flat, which tends to indicate an improved economy where community college students go straight into the job market. Our community college partners are seeing some enrollment declines in a very competitive market. There were declines in transfer student numbers and as other institutions are also working hard on their retention efforts at the four-year institutions, there has been a decrease in the four year to four-year transfer rate.

The Lumina Foundation winter magazine celebrated the University as a national leader for innovation in support of students, with the cover photo and a seven page story dedicated to Wayne. Associate Provost Monica Brockmeyer came forward to present on some recent recognition the university has received. She shared that Wayne State won an APLU degree completion award for student success and increases in graduation rates.

She also expressed appreciation to the Board for their continuous support for student success. She talked about the importance of sharing information on best practices and the important role of Boards in commitment to the investments needed for students to achieve these kinds of outcomes. From 2011 to 2016, the University had the largest rate of improvement in the nation for public universities with more than 10,000 students.

Ms. Medley noted the University's continued partnership with the Detroit Chamber, the creation of a data compact base like the Cleveland Compact and highlighted a look across campus at how the University was organizing and marketing K12 pipelines. She thanked the Board, the President and the Provost for their support and leadership.

Dr. Busuito asked how the University compared to other major universities in the state for first generation matriculation of students and mentioned that a student at U of M, Ann Arbor wrote a book on how to survive U of M if you don't come from a wealthy family. Ms. Medley noted that they would have to wait for the IPEDS statistics to be released for those numbers. She added that the student who led that effort at U of M actually served as an intern in the Wayne State financial aid office this summer, and helped the University develop a new website with resources for low-income students. Governor O'Brien asked Ms. Medley to share the website with the Board. Ms. Medley noted that it could be found in the Resources section of the Financial Aid page.

Governor Gaffney asked about the number of students coming from Wayne Community College compared to Oakland, Macomb and Schoolcraft Colleges. Ms. Medley noted a planned expansion of articulation agreements and initiatives with the individual colleges. Mr. Ezzeddine noted that there were several programs and efforts in reaching out; Wayne County has a smaller number of credit program students (versus those in non-credit programs), and that has impacted the number of students who transfer from that institution

Ms. Dallas asked for information about the K-12 programs and marketing. Ms. Medley noted that they were in the beginning stages with Naida Simon and Amanda Rosales from enrollment management working together to coordinate both programs and information. There is also ongoing work with the marketing department to create a marketplace storefront, where departments can maintain their own websites and processes for these programs. Mr. Baum asked about the new program for student ambassadors to help recruit students from their home high schools or community colleges. Ms. Medley noted that Devin Taylor from the Admissions office administers that program, called The Community Ambassador program, where they train current students, alumni volunteers and campus leaders for this initiative.

Governor Thompson asked if there is academic programming being developed to address any issues first generation students may have in transitioning to college. Ms. Brockmeyer highlighted the Warrior Vision and Impact program launched last year that addressed first generation students, economically disadvantaged and students from high schools where they were academically disadvantaged. The deliverables were integrated, proactive and individualized and recognize that students who come in to college may not know all the jargon and pathways and need help.

Early results show that of the 75 students who were in that program with respect to their retention into the second year, the black/white retention gap barrier in that population of 75 students was eliminated. Black students in that group retained at 82% and white students at 81%. There is also a comprehensive commitment to making the college experience transparent for all students through academic advising and an online Financial Aid information Chat bot. Governor Trent asked about the decline in nursing transfers. Mr. Ezzeddine noted the cause was a program at the Oakland Community College that ended and moved to the University's/main campus. Governor Trent noted that as a member of the Board, retention had been a number one priority and she is happy about the current direction highlighted in the presentation. She noted that while praise was tempered by declines in enrollment particularly among minority populations, she was happy to see an upswing on that front. She thanked the team for their focus and discipline in solving a long-standing problem at the University.

Governor O'Brien added a personal note of thanks - her daughter recently began the college application process, and applied to the "Big 3" - WSU, U of M and Michigan State, and she received her acceptance from WSU within 8 days of applying - it was her first acceptance, and Governor O'Brien was impressed with how quickly the process worked here.

STUDENT CONDUCT OFFICER REPORT

There were no questions on this informational report.

ADJOURNMENT

With no further business, the meeting adjourned at 12:44 p.m.

Respectfully submitted,



Julie H. Miller
Secretary to the Board of Governors