

**Faculty Senate Meeting Summary**  
**11am, Manderino Room 408**  
**9/6/18**

**Present:** Bob Mehalik, Robin Weaver, Loring Prest, April Wright, Samantha Procaccini, Cassandra Kuba, Kausar Yasmin, Carrie Elkin, Paul Sible, Mario Majcen, Jennifer Wilburn, Mark Lennon, Mathilda Spencer, John Paul Staszal, Justin Barroner, Laura Giachetti, Randy Tillmuth, Jayna Bonfini, Carolyn Wass, Jennifer Ramsey, Kimberly Vanderlaan & Scott Lloyd

- 1) **Review/Approval** of 5-3-18 Summary Notes

**Old Business**

- 2) **Faculty Website – Postponed to next meeting**
- 3) **Orientation for New Faculty – Postponed to next meeting**
- 4) **Faculty Senate By-Laws – Postponed to next meeting**

**New Business**

- 5) **Faculty Senate Executive Committee Report-** summary report from last year was distributed with the agenda, however, discussion was postponed to next meeting.
- 6) **Faculty Senate Mission Statement Proposal –** proposed mission statement was distributed with agenda; however, discussion was postponed until the next meeting.
- 7) **Guest speaker – Dr. Tracy Sheetz (Dean of Undergraduate Admissions)-** Invited to speak first prior to address other agenda items.
  - Enrollment is down this year; however, this is more related to retention of juniors and seniors. New admissions are up 1%. Transfer admissions are down but are reportedly down everywhere. Note: There is an inverse relationship between enrollment and the economy. When the economy is up enrollment is down and when the economy is down, enrollment is up.
  - There is a 5-year plan for admissions for CalU.
  - The population of HS students is down and is not expected to peak until 2034. Thus, enrollment in colleges/universities is an issue for all.
  - Marketing has made the decision to focus on who we are more that what CalU can offer. All colleges/universities offer similar options, resources, facilities, etc. To distinguish ourselves we are focusing on who make up the students, faculty, administration and support serves.
  - Gender- students are 44% Male and 56% Female; however, the national average projects 60% Females.
  - Focus Groups for CalU: Increasing females in Biology & STEM majors; Increase males of color in Education Major; Increasing African American population in Earth Sciences
  - Marketing materials from all schools are sent out to a younger and younger population. By the time students are seniors, the majority have

already decided where they are going to college. Plans have been put in place to capture younger HS students when they are starting to decide where they would like to go to school.

- The View Book is 100% about students instead of about CalU. Every story features an existing student and includes a link to a video. Within these **unscripted** videos, students address the positive aspects of attending CalU. There are a few videos about faculty but they focus more on what they do outside of their faculty role, to relate the human side.
- Recruiters at CalU are assigned to EACH school at CalU. They are to be dedicated to these specific schools. If you need recruitment information or statistics you should be able to ask your assigned recruiter. Feel free to cc Tracy Sheetz & Amanda Magdic on any communications if you wish. This is a new initiative and everyone is adjusting.
- Admissions would like to see every department (rather than school) have an individualized Dashboard established.

Questions/concerns for Tracy from senators:

- The low threshold of SAT scores for students admitted. Response our SAT scores have increased every year. Students are denied admission based on SAT scores. If you have a student with an extremely low SAT score, this is an aberrancy. Merit scholarships are being awarded. Note: Many universities/colleges are questioning the validity of SAT scores and are starting to not require these scores for admission. Beyond admission decisions based on merit, there is a complex system to address admitting students based on need.
- Other concerns, it is hard to arrange events and communicate to all about the events. An events coordinator is needed to assist with this issue. It is felt this would have a positive impact on recruitment and retention.
- The marketing/admissions strategies described by Tracy address the traditional student but what is being done to attached the non-traditional student? Traditional students respond best from a pedagogical approach whereas, non-traditional students respond best from an andrological approach. Plans to attach the non-traditional student need to be developed from at a departmental level in cooperation with the admissions department.

8) **Next meeting:** October 18<sup>th</sup>, November 8<sup>th</sup>, and December 6<sup>th</sup>

**Announcements:**

- Craig Smith addressed the faculty senate

**Adjournment:** 12:05PM

**Recorder:** Robin Weaver