



RECRUITMENT ADMISSIONS SUPPORT (RASC)

Approved 6/2/17
To ACC 6/2/17
ACC Approved:
10/10/17

MEETING MINUTES 5 MAY 2017

CALL TO ORDER: *RASC Chair* Chris Sandvig called the meeting to order at 11:00 am, welcoming a total of 13 attendees (roster attached).

MINUTES: RASC Minutes of April 7th, 2017 were approved.

REPORTS AND ANNOUNCEMENTS:

RASC Chair Chris Sandvig introduced Cody Daubel, recently appointed to RASC as a student member.

Director of Admissions Cezar Mesquita gave a slideshow presentation regarding freshman confirmations, freshman applicants by state, freshman applicants by Washington regions, freshman applicant colleges of interest, freshman applicant select populations, freshman applicant average GPA and test scores, transfer confirmations, and transfer applicant colleges of interest (Attachment 1). We are working on maximizing yield and minimizing melt – for example we sent an email to parents of first year students and transfer students saying we haven't heard from their students yet; we also sent a text to students saying we are still accepting confirmations, asking if there's anything we can do for them (Attachment 2).

Assistant VP for Enrollment & Student Services Clara Capron said we still have time, until the start of fall quarter, previously we had the luxury of filling gaps with transfer students but things have changed, even though we had the highest number of applications and confirmations yet, UW might be going to the waitlist, their range is 50-300, if it's 300 it's going to hurt us. Capron mentioned the recent headline about complaints about university residences, Admissions is getting calls about this, an open forum occurred where students had questions, Ted Pratt's office is also helping to handle responding to inquiries about this, talking points from the Communications Office have been very helpful.

DISCUSSION ITEMS:

Enrollment: Sandvig asked if Admissions thinks we will have too many or not enough students this fall. Capron said maybe not enough, depending on what UW does. Sandvig pointed out that we have 300 more confirmations; Mesquita said we still have to consider the usual melt, and the bad press about university residences might affect melt, as well. Capron remarked that award letters from UW are making it clear that Western has less scholarship funding to offer, we don't know much money other schools have, they won't tell us, we need to collect and look at award letters from other schools as much as we can to ascertain comparisons. Capron said she needs to ask Kathy Kitto where the grad school is at with their numbers. Sandvig asked if there are more high achieving students; Capron said this year we doubled the Experience Western Honors program participants to attract high achieving students; Freddy Collins said confirmations from this group are high.

Sandvig asked if there is any talk of developing a strategic enrollment plan; Capron said yes the new VP will get involved, right now it's been slow growth, stay within a 2% band of last year's state-funded enrollment, serve the state of Washington, involves Student Outreach Services; David Brunnemer said he has seen the President planting seeds in different venues - i.e., identifying increased access, retention, and diversity on Western's campus as top priorities.

NEXT MEETING:

- June 2, 2017

FUTURE AGENDA/DISCUSSION ITEMS:

- Quality of students admitted this year.

ADJOURNMENT: 12:00 pm

2016-17 RASC Goals

- Review University enrollment goals and Admissions Office policies and practices
- Discuss and advise on current issues facing the Admissions Office
- Share updates of the number of students who have applied for admission, been admitted, and actually enrolled
- Improve communication and collaboration between WWU's Admissions Office and faculty members
- Collaborate on proposals to improve recruitment efforts via the Admissions Office

ROSTER

RASC MEMBERSHIP		
Name	Status	5/5/17
[Vacant]	Student	-
Daubel, Cody	Student	P
Brunnemer, David, <i>Registrar</i>	Ex Officio nv	P
Capron, Clara, <i>Assistant VP for Enrollment & Student Services</i>	Ex Officio nv	P
Gaffney, Jeanne, <i>Associate Director Admissions</i>	Ex Officio nv	P
Mesquita, Cezar, <i>Director Admissions</i>	Ex Officio nv	P
Savage, Jess, <i>Associate Director Admissions Recruitment</i>	Ex Officio nv	P
[Vacant]	Faculty	-
[Vacant]	Faculty	-
Buckley, Patrick, <i>Environmental Studies</i>	Faculty	P
Leonard, Beth, <i>Theatre Arts</i>	Faculty	-
Neff, Mark, <i>Environmental Studies</i>	Faculty	-
Prody, Gerry, <i>Chemistry</i>	Faculty	P
Sandvig, Chris, <i>Decision Sciences</i>	Faculty	P
Total Non-Voting Present	5/5/17	5
Total Voting Present	5/5/17	4

The Recruitment, Admissions & Support Committee shall consist of twelve (12) members: 7 faculty, 2 students, 3 in Administration, nv: Assistant Vice President, Associate Director of Admissions, Registrar. Admissions Counselors invited guests. Executive Director of the Center for International Studies is a permanent guest.

RASC GUESTS		
Name	Status	5/5/17
Bode, Brent, <i>Admissions Counselor</i>	Guest-Invited	-
Cantlon, Amy, <i>Assistant to Assistant VP for ESS</i>	Guest-Clerical Support	P
Castillo, Tina, <i>Admissions Counselor</i>	Guest-Invited	-
Collins, Freddy, <i>Admissions Counselor</i>	Guest-Invited	P
Donelson, Ivy, <i>Admissions Counselor</i>	Guest-Invited	P
Golden, Jo, <i>Assistant Director Admissions-Campus Visit Program</i>	Guest-Invited	-
Hamblin, Vicki, <i>Executive Director Institute for Global Engagement</i>	Guest-Permanent	-
Roberts, Savannah, <i>Admissions Counselor</i>	Guest-Invited	-
Swanson, Brian, <i>Admissions Counselor</i>	Guest-Invited	P
Total Guests Present	5/5/17	4