

University Council
Monday, September 12, 2022
East Tennessee Room/Zoom

I. Call to Order

Provost McCorkle called the meeting to order at 8:31 a.m.

2. Roll Call

Joe Smith led the roll call. Members present were Dr. Richard Sander, Jeremy Ross, Dr. Deborah Slawson, Dr. Joel Faidley, Dr. Lisa Haddad, Dr. Janna Scarborough, Dr. Joe Bidwell, Stephen Hendrix, Dr. Ginni Blackhart, David Finney, Mason Mosier, Dr. Mark Fulks, Dr. Keith Johnson, Dr. Nick Hagemeyer, Dr. Sam Mayhew, Dr. Adam Green, Joy Fulkerson, Dr. Kimberly McCorkle, Dr. Tony Pittarese, Dr. Rob Pack, Dr. Arpita Nandi, and Dr. Mike Hoff.

3. Standing Items

3.1 Approval of minutes from the August 8, 2022 meeting

A motion was made to approve the minutes from the August 8, 2022 meeting. The motion was seconded; the minutes were approved by unanimous vote.

3.2 Review of Agenda

Provost McCorkle noted that President Noland is traveling and will not be giving his report. Also, Dr. Heather Levesque will present the enrollment report on behalf of Dr. Sam Mayhew.

3.3 Consent Agenda

Two items were included in the consent agenda. Both policies have been through an extensive review. No requests were made to remove either item from the consent agenda. A motion was made and seconded to approve the consent agenda. The motion passed unanimously.

3.4 Call for Voluntary Reports

Faculty Senate: President Blackhart gave a brief overview of recent presentations made to the Faculty Senate.

Staff Senate: President Fulkerson reported that the Senate would be seeking additional names for the ballot for Staff Senate elections.

Council of Chairs: Chairperson Slawson reported that training and other planned work activities were proceeding as scheduled.

Intercollegiate Athletics: Director Sander gave a report on fall sports that are currently competing.

SGA: President Mosier introduced a new member of the SGA staff and reported on the start of the semester

3.5 – Sub-Council Report from the Quality and Effectiveness Sub-Council

Dr. Mike Hoff reported that the SACSCOC report had been submitted and commended Dr. Cheri Clavier on her work to bring the report together.

Action Items

4.1 Old Business

There were no old business items to discuss.

4.2 New Business

There were no new business items to discuss.

Information Items/Presentations

5.1 New Student Enrollment Update

Dr. Heather Levesque gave a report on fall enrollment, which included 2,056 new student freshmen representing a 24.5% increase over the past two years. As expected, the number of transfer students was slightly down, while dual enrollment numbers were significantly up. Dr. Levesque credits much of the growth with dual enrollment to staff member Elizabeth Graham. She also noted that out-of-state enrollment has grown 70% during the past two years following the new out-of-state tuition reset.

Major enrollment activities from the past year that contributed to the current enrollment report include the personal communication from staff. She noted that current students made contact with students who applied. There was also a positive response from students who received swag from the university, and the digital engagement and marketing activities conducted in conjunction with University Marketing and Communication were extremely effective. Events hosted by the university where deans were present were also positively received. According to Dr. Levesque, key factors that influenced a student's choice to attend ETSU included location, low-cost tuition/scholarships, academic reputation of programs, and the small school environment.

Dr. Levesque also discussed the primary, secondary, and tertiary markets where recruitment efforts were guided. She noted that in addition to a redesign of the website, another improvement step that was implemented was that the admission decision process had gone from two weeks to complete to just one day. Pizza boxes are also being distributed in the Nashville area that include a QR code that students can use to apply to ETSU.

Many of these same activities will be replicated in the current recruitment cycle. Counselors are already traveling. For the upcoming year, more work will be done to strengthen relationships with community colleges.

5.2 Preliminary Enrollment Update

Dr. Joe Chappell reviewed some of the same data that Dr. Levesque had presented, including the rise in dual enrollment. In terms of Race/Ethnicity, there is an increase in Asian and Hispanic students. The category of “unknown” is growing and Dr. Chappell is not clear why this is the case and how many of those students would fall into an underserved population. In terms of gender headcount, the proportion of male students has increased. Enrollment in some colleges is up for fall 2022.

5.3 Update on ETSU Peer and KPIs

Dr. Hoff discussed how there are four types of peer institutions to consider: jurisdictional, competitor, aspirational, and peer. He discussed the analysis steps that were taken to identify new peer institutions and presented the current list that will be presented to the board. Two questions are standing: are these the right institutions, and do they contain the right mix of jurisdictional, competitor, aspirational, and peer? He also presented the new list of proposed key performance indicators, which he noted were heavily connected to enrollment. Other categories of performance indicators represented are student success, campus environment, fiscal sustainability, research and service, and stewardship of place. Dr. Hoff discussed the next steps and indicated that a report on institutional performance will be made at every board meeting.

6. President’s Report – postponed

7. Announcements

Dr. Keith Johnson reminded everyone about the upcoming Equity and Inclusion Conference in late September.

8. Adjournment

Dr. McCorkle adjourned the meeting at 9:22 a.m.