

William Paterson University Faculty Senate Councils
Year-End Report

Academic Year 2021-2022

1. **Council:** Admissions & Enrollment Management
2. **Council Members:** Carol Frierson-Campbell (co-chair), Nicholas Gramiccioni, Cristina Guarneri, Tony Joachim (co-chair), Debbie Mohammed, Alex Panayides, Reginald Ross (Administrative Representative), Julie Rosenthal, Deniz Yucel
3. **Council Charges and Summary of Activities:**

Charges are included in the summary of activities.

2021-2022 Summary of Activities:

The Admissions & Enrollment Management Council met five times during FY2022, during which we explored our charges and engaged in meaningful discussion regarding the challenges that they posed. We renewed our partnership with Dr. Ross, who provided us with reports and context surrounding the issues and reached out to numerous resources on campus to gather additional information. In early April 2022, after becoming aware of a similar charge given to the *Strategic Planning Working Group--Attrition of the 2500 continuing students*, we met with the co-chairs of this group (Refsland & Gordon) to better understand the focus of their exploration to see if there was overlap to our own charges. Finally, we were pleased to present to the Senate a report on last year's survey of university recruitment and outreach.

Charge 1: Review the effectiveness of current policies and practices in recruitment, admission, retention, and enrollment management.

Engaged in extended discussions around these ideas in an effort to better understand the issue.

Challenges: This information is not held in a single place, therefore we spent quite a bit of time tracking down reports and information. This was not always successful, and some information was not readily available. We plan to house the information we have gathered into a single place for future Council work.

Charge 2: Identify how WPOne and ADCs are impacting enrollment in "traditional" programs and consider if the variety of program offerings area clear to prospective students.

Reached out to Gamin Bartle and Johanna Prado regarding the impact of these programs on "traditional" enrollment, but there was little data available at this time. This could be due to the relative newness of these programs or difficulty in locating the

correct reports. Anecdotally, only a small number (fewer than 5) of “traditional” ADC students changed to WPOne.

Challenges: Both programs are relatively new, and we had difficulty locating data on either. We recommend that the council continues to work with Dr. Ross’s office to locate this information.

Charge 3: Consider how the university can expand dual-enrollment opportunities for high school students (with Patrick Noonan).

Contacted Patrick Noonan, Director of Transfer Programs and Special Sessions, who sent dual-enrollment reports showing a dramatic increase in registrations between the fall 2019 and fall 2021 terms. In each instance, actual registrations have exceeded goal registrations. Patrick’s office is in the process of updating their web presence to increase recruitment efforts, and there are efforts being made to add six new school districts to the program. Noonan notes that Dual Enrollment is a very competitive area for higher education, and that community colleges and some other 4-year institutions are offering programs at a lower price point.

Charge 4: Analyze Enrollment Management reports to determine progress in increasing enrollment and addressing weaknesses in admission and retention. Collaborate with the Vice President for Enrollment Management to prepare a report to the Faculty Senate that will include recommendations for increasing enrollment.

Engaged Dr. Ross in discussing the various reports. We find that this charge needs clarification, as there is little to add beyond what is included in the reports prepared by his office. We will continue these discussions to gain better understanding of these issues.

Charge 5: Analyze retention and enrollment data to evaluate the effectiveness of WillPower 101 in retaining first-year students.

Reached out to Carmen Ortiz and Linda Refsland to get annual reports on WillPower, and were referred to Amanda Vasquez, who previously ran the program (2020-2021). Received student feedback survey reports, and Dr. Ross is assisting us in finding formal assessment reports.

Challenges: The annual program changes (some due to COVID-19) have made it difficult to compare years and the lack of report data has prevented assessment of program effectiveness.

5. Recommended Charges for the Next Academic Year:

- a. A shared charge with the Assessment Council to establish reporting guidelines to allow for long-term assessment of the WillPower program.
- b. Work with the incoming AVP to evaluate current enrollment management practices, including the new EBS Navigate system and data dashboard.
- c. Consolidate enrollment-related reports, data, and department contacts into a single place, such as the Council's Blackboard shell, in an effort to streamline access to important enrollment information.
- d. Continue to gather feedback from the University community about recruitment and outreach (perhaps through a forum, etc.).

6. Please provide suggestions for how the council can be better utilized in the next year:

It is unclear which of our Council's charges are standing and which are priority. Based on the 2020-2021 and 2021-2022 charges, only the first remained the same: *Review the effectiveness of current policies and practices in recruitment, admission, retention, and enrollment management.*

It should also be noted that the 2021-2022 charges covered a review of WPOne, dual-enrollment, WillPower, and recommendations for increasing enrollment as a whole. Any one of these charges would have been a challenge in a given year.

We would recommend that the Senate:

- a. Review the goals of the Council to determine if there are other standing charges.
- b. Focus the scope of the annual priority charges to be less distributed and more achievable.
- c. Clarify which charges are priority and which are standing.
- d. Coordinate shared/overlapping Council charges with those of other Councils, committees, or task forces.