**UFS Minutes**

**Meeting: September 8, 2021**

**Attendees:** Mike Kiel (President), Aaron Wachhaus (Vice President), Al Gourrier, Alan Weisman, Anthony Butler, Antieris, Barbara Aughenbaugh, Beth Amyot, Bill Carter, Bill Schnirel, Bridget Blodgett, Candace Caraco, Carey Miller, Catherine Andersen, Christine Spencer, Claudette Booth, Constance Harris, Dan Gerlowski, David Bobart, David Lingelbach, Gabriela Wasileski, Ivan Sascha Sheehan, J. C. Weiss, J. Anderson, Jason Kunz, Jeffrey Hutson, Jeffrey Ian Ross, Jim Campbell, John Chapin, Julie Simon, Karen Karmiol, Karyn Schulz, Kathea Smith, Kathryn Demarest, Kristen Eyssell, Kurt Schmoke, Lakeisha Mathews, Llatetra Esters, L. W. Gentry, Magui Cardona, María Z Maclay, Marilyn Oblak, Mary Beth Waak, Matt Mazick, Megan Humphries, Michael Frederick, Michael Hayes, Michele Cotton, Murray Dalziel, Neb Sertsu, Nicole Marano, Paul Moniodis, Pavan Purswani, Phillip Korb, Ray McCree, Roger Hartley, Ron Weich, Roxie M. Shabazz, Sally Farley, Sally Reed, Seema Iyer, Stephen Mogar, Suzanne Tabor (Adam Tabor), Terese Thonus, Toni Martsoukos, Tony DuLaney, Vicki Schultz, Vineda Myers, Wabei Chitambala, Wolf Pecher

The Meeting was called to order at noon

*Logistical Items*

The agenda and Minutes (Meeting on August 18) were approved.

**Action Items**

***Potential Endorsement of SGA resolutions.***

Comments & Discussion:

* Resolution 13 (explore Greek life at UBalt) could be encourage. Resolution 11 (Greater Autonomy and Branding) begs the question of how diligently the SGA tried to work within the bounds of UBalt established policies.
* Regarding creating an own website, it is difficult to get permission for faculty and students (for their work at Ubalt) to create their own websites or content. Before SGA would be allowed to manage their own website, faculty and students should be allowed to do so.
* The senate should endorse the exploration of Geek life at UBalt.
* President Schmoke: UBalt already explored this issue. UBalt students can join fraternities in neighboring universities.
* Concern was raised that fraternities are trouble and may be an issue for the University at large. Many have a focus on social life outside of academia. Encouragement of non-academic activities may result in losing students.
* However, for African American students Greek life has a different meaning. It is very community and service oriented.
* The service element is particularly important. UBalt has a strong commitment to community service.

Motion for SGA Resolution 13: The senate endorses the idea that the SGA explores Greek life and other social and service-oriented organizations

The motion passed (13 votes in favor)

**Discussion Items**

***The Pandemic and Reopening***

Vaccine and mask mandate compliance

Nicole Marano (Assoc. Vice President, Student Success & Support Services) reported that UBalt is at 93% compliance (i.e individuals with campus access are fully vaccinated or, if granted a medical or religious exemption, show twice a month negative tests). 58 individuals have an exemption. Currently UBalt has 2 positive campus cases (only students). Students that are not in compliance will be dropped from face-to-face courses on Sept. 17. As of last week, 21 students were not in compliance. 12 students had classes in person only, 11 are continuing. 1 student is a new graduate student.

Comment: Some students of MSB, CAS, and CPA do not come to campus because they did choose not to be vaccinated. If more classes resume face to face in Spring 2022, students need to be informed of the vaccine mandate

Comment: UBalt needs to move to create a dashboard with real-time information.

Comment: Many institutions move to implement weekly prophylactic testing (regardless of vaccination status). Have there been any conversations at UBalt in that regard?

President Schmoke acknowledged that there are not too many conversations around this topic. He pointed out that UBalt does not have a health center thus it is difficult to implement prophylactic testing. Nicole Marano added that the availability of free testing sites is reduced, and many students may not be able to pay for testing or have access to testing sites.

Visitors/Police Academy

Concern: Many cadets of the Police Academy don’t adhere to UBalt mask mandate

President Schmoke informed the senate that the Police academy does not have to follow UBalt’s policies but comply to Baltimore City’s regulations that include wearing masks indoors. If non-compliance is observed, Jason Kunz, UBalt’ liaison with Baltimore City police should be contacted.

Concern: Individuals entering the building without swiping key cards

President Schmoke announced that security ambassadors and officers will be monitoring entry points at peak class times to ensure that all use key card to gain entry. Also, each building has now a limited number of entry doors. Regarding visitor access, UBalt uses UMB’s process for alerting people about events, visitors etc. with some adjustments.

Technology issues

Comment: In several classrooms the equipment did not work properly. If technology is needed, it was recommended to allow for extra time to check the equipment.

***Enrollment Management***

Roxie Shabazz (Vice President for Enrollment) presented an overview of enrollment management. Enrollment is managed through a pipeline. Enrollment management’s (EM) focus shifted from retention towards recruiting new students. If needed, the focus can be switched back again, for example, if we lose too many students, focus will go back to retention as retention remains important. If new enrollment and retention are not balanced, stable enrollment numbers are not possible.

Changes to the structure of the office included moving financial aid and admission in the same office space, which serves students better, and undergraduate and graduate admissions have been split and separated

Questions:

* What are the different steps from getting a member of the public to enroll at UBalt?
* What is the weakest point in the process?

Roxie Shabazz: EM uses an enrollment pipeline: in, retain, out. To get students in an “admission funnel:” is used that includes identifying prospective and pre-prospective students, get them to apply, admit, and matriculate the students (matriculation includes verbal confirmation, and confirmation that the student shows up).

The weakest point in the pipeline is that UBalt’s prospect pool is not robust enough.

Question: What effort is done (outreach etc.) to pull prospective students to become students.

Prospective students are reached through marketing and targeted communication following the philosophy: “celebrate students, talk about their interests, our programs and faculty.” The same process happens after application. Once admitted a student is admitted, getting the student to confirm, and come to UBalt is a critical piece in the process, that needs more attention.

CRM software is available to manage enrollment. The current setup could be changed, for example, relevant communication should be automated. A CRM plan is available that is looked at and modified where needed to be timelier.

Question: Is UBalt too expensive?

Roxie Shabazz: Affordability is key. More affordable for our students

Comment (President Schmoke): Strategic use of the Parson scholarship

Roxie Shabazz: Up to now the scholarship is given after admission and after completion of an associate degree. The scholarship is offered prior to admission. Finding students prior to admission letting students know.

Questions:

* What is the relationship between EM and marketing?
* There is tension between marketing the entire University vs. individual programs.

Roxie Shabazz: EM and marketing, is a perfect example of collaboration which goes better than anticipated. Marketing entire university is key to ensure that UBalt is on people's mind. Highlighting faculty is an important piece, the public need to know what faculty is doing. Marketing is looking at different programs. Furthermore, knowing all programs is key for a UBalt recruiter and a key part of individualized communications with prospective students. Some programs need more help.

Question: What is a strategic recruiting plan and how does it work?

Roxie Shabazz: The is an immediate need for this plan. A recruiting plan is part of the enrollment strategy. An action plan is available, that is followed as a script. Faculty and senates are encouraged to take a look at the document, and it is planned to send it out to specific subgroup.

Enrollment numbers?

Roxie Shabazz: Overall new student enrollment numbers are up for first time undergraduates, and transfer student numbers met the target. Graduate student numbers did not meet the target. A good number of graduate students were lost. Exact numbers can be provided at a later time; however, these numbers are also a point in time.

Comment (President Schmoke): 240 students are newly enrolled in the Law School, which is the largest class in 5 years.

Roxie Shabazz asked faculty for ideas and to look at the recruitment plan.

Suggestions from the floor:

* Shared calendar for enrollment events
* Focus group from the 3 colleges to start conversations among faculty and her team
* Have routinely conversations with program directors.
* Professional development for the EM staff. EM staff needs to know and needs to be updated on what is happening in the programs

***Committee and Senate Business Our committees:***

University Online Advisory Board.

The University Online Advisory Board does not exist withing the shared governance structure. Should the Online Advisory Board be run by the Academic Support Committee?

Discussion:

The Academic Support Committee is tight to CELTT. Online course delivery is growing. To merge the Online Advisory Board with the Academic Support Committee would be timely.

Items that are discussed within the academic support committee include online content delivery. Thus, it makes sense to merge both groups

Motion: Task the Academic Support Committee to charge the Online Advisory Board

Motion passed (9 votes in favor).

Academic Affairs – Academic Policy

Associate Provost Candace Caraco: UBalt’s academic policy requires that the last 30 credits must be done at UBalt. This may not be adequate anymore.

Motion: Charge the academic policy committee to revisit the policy

Motion passed (9 votes in favor).

The meeting was adjourned at 2 PM.