

**Senior Staff Meeting**  
**January 31, 2011**  
**Meeting Notes**

Attending: John Carmichael, Art Costantino, Susan Harris, Lee Hoemann, Steve Hunter, John Hurley,  
Todd Sprague, Ken Tabbutt, Steve Trotter, Laurel Uznanski

Absent: Julie Garver, Nancy Murray, Les Purce

**Review of Minutes**

The January 24, 2011 minutes were approved as written.

**Announcements**

- The UFE and Management met Friday. Faculty will be included in the Retirement Incentive program. A notice will be sent this week.
- The second CRC Director candidate will be interviewed today.
- Approximately 200 people attended yesterday's scholarship reception.
- The Experimental Theatre put on the play the 12<sup>th</sup> Night. The production was excellent per John C.

**Bias Incident Response Update**

The bias incident response team met to look at several incidents that might be construed as anti-Semitic or biased against people with disabilities. The group examined the each incident and discussed the issues at length before concluding that the incidents did not represent bias.

**Noel Levitz**

Lisa Browning and Wes Butterfield from Noel Levitz presented their report on the enrollment and revenue management. The report included a historical overview, Fall 09 & 10 outcomes for first year and transfer students, planning for fall 2011, opportunities and challenges, and recommendations.

They noted that application yield rates are declining. They recommended increasing the institutional grants offered to incoming students based on GPA and extend the range of GPAs that would make students eligible. They recommend offering institutional grants for entering students with GPAs above 2.75. The amount of the grants would range from \$9,000 for the highest GPAs to \$3,000 for the lower GPAs. The Noel Levitz model predicts that an increase of this magnitude will be necessary to prevent a drop in non-resident enrollment. They recommend the incentives be offered to students for the full-four years, dependent upon academic progress. Lisa and Wes stressed the importance of moving quickly to implement the program, since admissions letters are currently going out.

After the presentation, those in attendance asked multiple questions to clarify questions at hand. The Strategic Enrollment Group will continue discussing the recommendations. The VPs will discuss the recommendation on Tuesday afternoon at the regularly scheduled VP meeting.

**Decisions and Actions**

- Vice Presidents to meet tomorrow at the regularly scheduled VP meeting to continue to discuss the Noel Levitz recommendation (all).