

2018-2019
UNIVERSITY SENATE ANNUAL COMMITTEE REPORT

Committee Name: Recruitment, Admissions, Retention

Number of Meetings Held this Year: 4

Committee Chair: Douglas Cleary

Committee Members: (list here)

Doug Cleary	Charissa Burgos	Amanda Kuster
Joe Cassidy	Amanda Cox	Celeste Del Russo
Dustin Fife	Lore Getler	Patrice Henry-Thatcher
LuAnne Maslanik	Allison Novak	Lauren Pollara
Jessica Syed	Cass Sherman	Matthew Travis
Dan Drutz	Eric Mann (SGA)	Michael Viola (SGA)

Purpose of/Charge to Committee:

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1. First meeting - Dr. Rory McElwee an update on University retention and graduation rates. She discussed Rowan's formal retention system and the Student Success Center. She noted we

2. Second meeting – Dr. Soumitra Ghosh, Assistant VP of Student Recruitment was guest. The committee discussed the low yield numbers the university is experiencing with academically prepared female students compared to similar male students. Deeper analysis of the data was discussed and meeting minutes are available from the committee chair. There was discussion of the need to better market our student outcomes to attract these students because we do not have the financial aid to compete with private schools for these students. There was discussion of the efforts going on to brand Rowan for recruiting purposes. Financial aid was also discussed and noted that the university is slowly shifting from an SAT to a GPA based process for accepting students. Institutional aid needs to be repositioned with money moving from merit based to need based. Merit aid is usually reflective of SAT scores which are reflective of socio-economic status. If we want a more diverse student body we need more need based aid. There is also a large split in how aid is distributed. Currently about \$6 million goes to 2684 freshman admits. We have about the same number of transfers arriving each year with only \$350,000 of aid going to a group about the same size. The meeting minutes have a lot of additional good information and are available from the committee chair.

3. Third meeting – Luci Nurkowski, Associate Director, Transfer Admissions was the guest. The previous meetings made it clear that transfer students will be key to maintaining enrollment on campus. She described the processes Rowan uses to attract transfer students and

-use additional pages if required

2018-2019 COMMITTEE SUGGESTIONS & RECOMMENDATIONS

SUGGESTIONS:

Speakers at Senate meetings, Board of Trustees Meetings, and committee meetings have been very clear that high school enrollments are dropping and transfer students are key to maintaining enrollment numbers at Rowan. Transfer students can also have a large impact in increasing our campus diversity. The Senate needs to stay on top of the changing processes for awarding student aid (merit and need based) and may want to weigh in on the relative distribution of the aid or at least understand the administration's justification for those decisions.

RECOMMENDATIONS: