Graduate Program Fall Quarterly Meeting

10/14/2019

9-11 am

* Introductions
* Graduate Enrollment Trends
  + Actively recruiting with native UG students
  + MPA out and visiting events all week
  + Panel at Return to Evergreen (MES & MPA)
* Advancement (Paul)
  + Comprehensive campus-wide Foundations campaign
    - In the quiet phase for the next 18 months
      * Focusing on specific topics and overarching goals and working goals
      * Getting info from big donors to serve as the foundation of the campaign
    - 1 mill donation recently - leveraging gift to hire a planned giving officer
      * Hope to hire by next February
    - Went over campaign flyer
    - Long-term planning and commitments with supporters & finding way to continue to engage large donors
  + Return to Evergreen
    - Event in Tacoma last weekend
    - StoryOly on Thursday w/ stories about Evergreen
    - Dinner on Friday
    - Saturday is the big event, contact Paul it get tickets/attend
  + Can bring needs to Advancement about what funding needs exist to strategize about a giving plan and to see when/how to coordinate with donors
    - Needs and area of focus matched with donor potential
  + Context: our older alums are finally at an age where they are thinking about legacy and giving and this timing is in alignment with that
  + MPA question: Tacoma scholarships and enhancing that pool
    - Need to have individual donors that are giving to the particular issue
  + Do we want to have an overall grad program support/ask?
* Admission Criteria Language (Larry)
  + Context: potentially disruptive student who can create a challenging learning environment
  + A process across the graduate programs
  + Update from AG
    - No update yet, still need to contact and see if the wording meets legal standards
    - Won’t be able to be in process for this admissions cycle
    - Will need to follow-up in a couple months to make available for MPA/MES admissions cycle. May be available for the MIT admissions cycle
* Budget/Leadership (David)
  + Programs
    - Grad programs enrollment increase 23% over 5 years
    - Looking to update Tacoma staffing model w/ AD working on recruiting
    - MPA Tacoma cohort doing well
    - Looking at ways that grad programs can move to Tacoma
    - MiT dual degree model is still in development
      * MPA is also interested in developing a dual degree model
    - Developing a process to hear a variety of proposals for new programs
      * Expecting a new program in 2-3 years
      * Would look to the current programs to what it should be
        + We would review the proposals to see what/if may interfere or compete with current programs
      * Organization leadership, entrepreneurship & business are possible programs
      * There will be a process to gather ideas and to judge if it’s worth going forward
      * Looking at costs & benefits of the overall process
    - 2700 FTE or lower (still don’t have WI & SP enrollment)
    - 450 lower than last year, which was 500 lower than the year before
    - Expect that enrollment this year will be low and will increase next year
    - SAL division & curriculum
      * Pathway programs and clear curriculum
      * Initiatives will have an incremental impact on enrollment, but won’t get us back to where we were 3-4 years ago
  + Budget
    - We built plan on a larger projected enrollment, won’t change mid-year, but will project lower for next year
    - Resident/non-resident mix is not working in our favor
    - Similar cuts to last year – 5%, but the way the cuts will rollout will be different, the process is still being determined
    - Biggest cut is focused on faculty lines
      * Seriously overbilled in faculty
        + Possible solution: looking at faculty in undergrad curriculum that could work in our grad programs
  + From MPA: graduate certificate programs
    - Guidance from the board?
    - Program proposal for grad programs can include additional certs and micro-credential
      * NW commission approval (often tied w/ board approval)
      * Major changes require board approval, minor ones don’t
      * Need to know if the info has to be tracked by the Registrar’s office, so need to think about impact to other offices
      * Amy: need to be clear on what programs we need and what instructional support would look like
        + And to go through the implementation team
* Systems Update (Amy)
  + Program Secretary retiring. Recruitment starting in November for 1 year of overlap
  + Mongoose going live & training is happening
  + Amanda getting documentation of the admissions process
  + Down one admin support person
  + Director Training for faculty hiring & onboarding, specifically w/ adjunct hiring (possible Nov 1st date)
    - Microsoft update
      * Accounts for faculty are tied to contract dates (will be covered by training)
  + Radius update
    - Contract to expire 2 years
    - May have 1 year transition
    - Idea is that new ownership company will not continue to support Radius
    - Steering committee tasked Jo to create RFP and plan\
    - Looking for a CRM that also includes an admit process
    - Amanda will meet with AD’s individually to get an idea of what processes we use/like/need
    - AD’s will be invited to demos for vendors
    - Need to find a rep for the RFP process
  + Application fee waiver
    - Do we want to hear about UG impact
    - It will all fall to grad admissions
    - It’s a funding base for the grad admission position
    - Would have to be in conversation w/ Wade re: process and what worked and what didn’t
    - Amy will follow-up with meeting to move forward
* Graduate Admissions (Lucy)
  + Applications steadily moving in
  + Lucy will be point for MES, Amanda will be point for MPA & MiT
  + More MPA than MES apps in
  + Graduate Admissions Inbox
    - Will talk to Amanda re: guidelines for how to use the inbox
* Registration (Elaine)
  + Provisional admissions & degree posting process updated and being used by AD’s & Lori
  + Purchased a new diploma vendor (Parchment) that was launched in the summer
    - Delivery Is easier: immediately get digital/electronic copy and a paper copy is mailed by parchment
      * Delivery takes about two weeks
      * Once reg sends files to parchment, they print and send out the diploma
      * Can track the diploma to see where their diploma is
      * Helps with mailing costs
  + Posting degrees
    - Moving from a manual process to awarding degrees in a batch process
    - No changes to director approval process, will just allow the degree posting to happen faster
  + We’re at 10th day count point, registration on lock until census files are submitted
  + Tacoma MPA program registration went beautifully
  + Validation stickers that works for the bus pass will no longer be an issue
    - Intercity transit is thinking about changing the fare process (no fare)
    - Will still need the sticker for other on-campus services
  + MPA & MiT interest in a dual degree process
    - More questions about degree granting process
      * What if they decided to leave the grad program and just want BA
      * What if they want BA posted prior to completion of degree
  + MPA has questions about getting concentrations transcribed
    - MPA degree with an emphasis in tribal governance listed on degree
    - MES indicates this info on the last program in the transcript
    - MPA director would like to develop a work group around this issue
  + We will have a dedicated grad person as Lori transition into interim role
* Financial Aid
  + Update on Financial Aid Director Hire
  + FAFSA opened this month for students
    - Feb 1st deadline for MPA & MES
    - July 1st deadline for MiT
  + Waiver and need grants and FA process won’t change
  + Students who haven’t registered will have a delayed FA disbursement,
    - Students will need to explain to FA in writing about what impacted their registration
  + Part-time programming
    - Anything below 4 credits will result in no financial aid
    - Packaging: reduction in waivers and need grants
  + Counselor position open w/ a counselor on maternity leave
  + Interim position in place until December, no additional information
* Marketing (Farra)
  + PR, marketing, storyteller, design & web team, & mascot
  + Project request form has been redesigned
    - Can request the mascot
  + Recruitment is priority 1
  + Program pages being migrated to a new program websites
    - We currently have 25,000 pages
  + RFP to have an agency to hone down webpages
    - Highly visual, less scrolling, then drilled down information, app based look
    - Will have analytics to help inform the process
    - One that has a higher-ed focus
    - 6-9 month process
  + Communications outreach and PR plan to streamline processes
  + Paths of study pages
* Native Student Recruitment Initiative (Amber)
  + Based in the Longhouse
  + Working w/ the local tribal community and student support of native students on campus
  + Student support center in the longhouse
  + Hiring student ambassadors
  + Native student yield is actively increasing even as overall enrollment is declining
  + Going directly to the native community for recruitment for the whole curriculum
  + Creating new materials that speak directly to the native community
  + Bringing in resources (financial aid, application help) to the communities directly
  + Attends meetings with tribal education leaders
  + Share connections with grad program alumni that can be resources for native students
  + Use the Longhouse as a resource for all students
  + Community dinner and holiday fair coming up (handout provided)
* Advising (Emily)
  + Grad fair next Wednesday
  + Staffing changes
    - New advisor started last week
    - Tyrone Newton is serving as interim associate director, goal is to have a new person hired by winter
    - Hoping to hire AD for internship role by Spring
  + Entrepreneurship opening Friday 10-2
  + Reach out to Tyrone for broadcasting full info and meeting with full advising team
* After hours childcare – move to meeting w/AD’s and childcare office
* Questions & Wrap-Up