Unapproved Minutes

Faculty Senate Long-Range Planning Committee Meeting of April 12


The meeting was called to order at 3:30

Dr. Larry Kruse met with the committee and presented “The Enrollment Management Plan to Increase the Number of Traditional Age Students.” This is a new sort of document that lays out the general philosophy, goals, strategies, and structures for Cameron’s recruitment plan. The committee had reviewed the document before the meeting, and there was extended discussion following Dr. Kruse’s presentation.

The committee found Dr. Kruse’s presentation and this recruitment plan very clear and very valuable.

In response to a series of questions regarding targeting, Dr. Kruse indicated that the plan does not target a particular kind of students but tends instead to work at incrementally increasing enrollment from the schools in our service area and on improving the information we deliver and the timing of the information we deliver to potential students.

Dr. Kruse confirmed that as enrollment has increased the qualifications of our incoming students have not significantly altered, that is, the increase has been rather evenly distributed across the range of ACT scores and other measures of qualification of incoming students. We have not increased enrollment with an influx of less qualified students.

The recruitment plan also noted that new sorts of data on incoming and potential students will become available to departments beginning this fall, and letters directly from the departments may be easier to get out to interested students in the new framework. There is also some new information about potential students that will become available for uses in department recruitment. There was considerable interest in the committee in this new potential.

The committee wishes to thank Dr. Kruse for this illuminating frank and open discussion and to commend the new recruitment plan. The committee also asked Dr. Kruse to express our appreciation to the recruiters for their work at area schools on behalf of the University.

The meeting adjourned at 4:45.