

COA: Minutes (Attending: Francesca Seaman, Jeff Gropp, David Worthington, Jim Benedix, Meryl Altman, Michael Roberts, arrived later: Larry Stimpert) – Sept 30, 2014

Guest: Cindy Babbington – Vice President

What's new?

We decided not to go to precipice admissions because we don't have enough applications. Such practices are generally for universities that are in greater demand.

Precipice: April 1st everyone finds out whether they are admitted. Generally for students that can (or willing?) pay more money.

Current:

Early Decision:

Dec 1 decide if they are admitted (about 50 students (so of which are Posse) that place deposits (binding).

Early Action:

Dec 19 or Jan 19: find out if admitted – find out merit Jan 31 and financial aid March 6 (about half the incoming class – deposits due by May 1)

Regular Decision:

Have FAFSA - students find out everything (financial aid, merit) and must decide by May 1 (remaining students ~ slightly less than half).

One member asked about the composition of the students' backgrounds across the low, middle, high income groups. Cutting back on the merit monies for students that didn't have much need.

One member asked about the optimal size of the incoming class. The response was approximately 650.

One member asked about which regions are we putting resources to generate applications. South East was tried with little gain. Regions we generate a lot of interest are: Cincinnati, Columbus, N Indianapolis, St. Louis, and Chicago.

We may use early admissions as a tool to get the incoming class and build those relationships earlier.

A member introduced the question of whether the website could be changed to attract students. (Yes)

There was a discussion about which colleges we are competing with in this particular market. We are competing with two different types of students; those interested in the big state schools, particularly Purdue and IU and those interested in the Kenyon, Dennison, etc... type of schools.

There was a discussion about faculty input into the admissions process. There was a committee last year that was more of an enrollment management committee. Recommend to CAPP to "Make it be," have CAPP establish a faculty committee to assist in the process of admissions.

We do send out mailing to individual households. For example, we are buying AP test taker information and then targeting this mailing list.

International recruitment was down last year – may have been a judgment error, leaving money on the table.

We discussed ways to improve the connections between faculty and prospective students, e.g., faculty acting as recruiter while at conferences or traveling abroad. Admissions office has agreed to be more supportive in these endeavors by assisting faculty.