SPC Meeting Minutes 2/4/2020

Members Present: Francesca Seaman, Christina Wagner, Pat Babington, VPAA Dave Berque,

Guests:  
Amanda Ryan, Executive Director of Admission

Robert Andrews, VP for Enrollment Management

Bobby provided a brief history on most recent admissions cycles. Some comments on admission goals included:

* 2018 - close to our enrollment goal
* 2017 - ideal enrollment
* Currently trying to bench mark and surpass 2018 goals.
* We are currently higher in number of deposits than same timeframe in 2018.
* There has been no deviation in the last 10 years in terms of GPA, and SAT scores, even with move to test optional admission
* In some ways strength of students has increased with test optional, such as among new the Posse Scholar applicants

Bobby shared appreciation for faculty involvement in student recruitment. He emphasized how faculty have always been involved. Amanda Ryan shared some new specific ways for faculty involvement this spring.

1) Reach out to students via email, especially if they visited the class. Students tend not to answer the phone, making texting and email preferred mode of communication. Last year, dept. chairs sent an email with information about their major and offering to answer questions to students who expressed interest in their major.

2) Faculty could provide a video message using Admissions Office software. Current/former students could be included in the messages as well The goal is to offer a personal contact to perspective students and present the program/ department.

3) The academic fair is on April 18. Faculty are invited to have conversations with prospective students and parents. It may be helpful to provide faculty with some key communication points about DePauw if they feel uncomfortable speaking beyond the details of their major.