

**KENTUCKY STATE UNIVERSITY
BOARD OF REGENTS**

2012-2013 Student Affairs Committee

October 26, 2012

**Regent Phyllis Williams, Chair
Regent Edwin Conner
Regent Laura Douglas
Regent Syamala Reddy
Regent Joseph Franklin
Dr. Lorenzo L. Esters, Staff**

**Kentucky State University
Board of Regents**

October 26, 2012

STUDENT AFFAIRS COMMITTEE MEETING INDEX

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KENTUCKY STATE UNIVERSITY
Regular Meeting of the
Student Affairs Committee
Board of Regents
10:30 a.m.
October 26, 2012
Board Room – Academic Services Building
Frankfort, Kentucky

AGENDA

- | | |
|-----------------------------|---|
| I. Call to Order | Regent Phyllis Williams
Chairperson |
| II. Roll Call | Mrs. Fulvia G. Longstreet, Recorder |
| III. Opening Remarks | Regent Phyllis Williams, Chair |
| IV. Approval of Minutes | Regent Phyllis Williams, Chair |
| V. Executive Summary Report | Dr. Lorenzo L. Esters, Vice President
Student Success & Enrollment
Management |
| VI. Discussion | |
| VII. Adjournment | |

**KENTUCKY STATE UNIVERSITY
BOARD OF REGENTS
AGENDA ITEM BACKGROUND**

To:	Board of Regents Student Affairs Committee	Date:	October 26, 2012
From:	Dr. Lorenzo L. Esters Vice President for Student Success And Enrollment Management		
Subject:	Student Affairs Committee Meeting Minutes July 27, 2012		
Reason for Consideration:	Approval	Enclosures:	Yes

Background:

The minutes of the Student Affairs Committee meeting of July 27, 2012, require approval in order to become an official part of the committee records.

Recommendation:

That the Student Affairs Committee approve the minutes of the July 27, 2012, meeting.

Initiator:	Dr. Lorenzo L. Esters Vice President for Student Success and Enrollment Management
Board Action Date:	October 26, 2012
Effective Date:	October 26, 2012

KENTUCKY STATE UNIVERSITY
Regular Student Affairs Committee Meeting
Board of Regents
Student Affairs Committee
10:30 a.m. July 27, 2012
Board Room, Academic Service Building
Frankfort, Kentucky

MINUTES

Regent Phyllis Williams, Chairperson called the meeting of the Kentucky State University Board of Regents Student Affairs Committee to order at 10:42 a.m. on July 27, 2012. Regent Williams asked Mrs. Fulvia Longstreet, Recorder to call the roll:

Regent Phyllis Williams, present
Regent Syamala Reddy, present
Dr. Rubye Jones, absent

Regent Laura Douglas, present
Regent Edwin Conner, present
Regent Joseph Franklin, present

The minutes of the April 27, 2012 meeting was approved.

Action: No action.

Correction: No corrections.

Informational: Ms. Vernell Bennett reported (for Dr. Jones) on activities from the following student affairs and enrollment management areas:

- The Office of Student Life for Holistic Development and Programming.
- Student Government Association
- The Office of Student Health Services.
- Career Counseling and Placement.
- University Police
- Testing/The Center for Professional Career Preparation (CPCP)
- Financial Aid
- New Student Orientation

President Sias commented that there is no longer a requirement for student health care insurance.

Regent Williams moved that the meeting be adjourned at 11:00 a.m.

Submitted by:

Approved by:

Dr. Lorenzo L. Esters
Vice President for Student Affairs
And Enrollment Management
Kentucky State University

Regent Phyllis Williams, Chair
Student Affairs Committee
Board of Regents
Kentucky State University

_____ Approved with no corrections

_____ Approved with corrections

**KENTUCKY STATE UNIVERSITY
BOARD OF REGENTS
AGENDA ITEM BACKGROUND**

To:	Board of Regents Student Affairs Committee	Date:	October 26, 2012
From:	Dr. Lorenzo L. Esters Vice President for Student Affairs And Enrollment Management		
Subject:	Student Success and Enrollment Management Executive Summary		
Reason for Consideration:	Informational	Enclosures:	Yes

Background:

The Student Success and Enrollment Management's Executive Summary is presented on pages 8-10. The report covers the period July 1, 2012 through October 5, 2012.

Recommendation:

Initiator:	Dr. Lorenzo L. Esters Vice President for Student Success and Enrollment Management
Board Action Date:	October 26, 2012
Effective Date:	October 26, 2012

**Kentucky State University
Division of Student Success and Enrollment Management**

Report to the Board of Regents

October __, 2012

EXECUTIVE SUMMARY

The title for the Division of Student Affairs and Enrollment Management has been changed to the Division of Student Success and Enrollment Management (SSEM). This change represents the University's effort to promote excellence in learning experiences and outcomes and to foster intellectual and personal development of all learners for life and careers in a global society.

Dr. Lorenzo L. Esters has been appointed Vice President for the new area, effective August 6, 2012. Since his appointment, the focus has been on three primary areas:

1. Assessing current strengths, weaknesses, opportunities and threats for the new area;
2. Developing short-term strategies to shore up enrollment; and
3. Realigning organizational structures and enhancing processes to more effectively support student success

Assessing Strengths, Weaknesses, Opportunities and Threats

The Division has released a Request for Proposals (RFP). The purpose of the RFP is to identify a qualified firm to assist in the development of a comprehensive marketing, recruitment, and retention plan to guide enrollment management efforts and provide ongoing consulting to assist with implementing the plan. As a result of this RFP, the division will:

- Perform an internal and external environmental analysis and forecast future enrollment trends;
- Recognize and articulate current institutional position and direction;
- Effect business process improvements (i.e., customer focused policies and processes);
- Outline objectives and desired outcomes and strategies to achieve them;
- Assign responsibility for strategies to specific individuals;
- Set forth an evaluation mechanism to measure progress and redirect efforts, it necessary;
- Provide a complete retention assessment determining whether financial aid or other factors were involved in students' decisions to return the following fall; and
- Develop an annual plan for linking enrollment goals to financial aid strategies.

Development of short-term strategies to shore up enrollment

The University's overall enrollment has decreased from a total of 2,746 in Fall 2011 to 2,524 in Fall 2012 representing an 8.08% decrease in overall enrollment. Other Fall 2012 enrollment highlights include:

	Fall 2011	Fall 2012*	Percent Change
First-Time, UG Degree Seeking Freshman	558	362	-35%
Retention Rates (fall to next fall)	47.7%	NA	
First-Time, Full-Time Bachelor or Equiv. Degree Seeking Freshman	431	328	
Retention Rates (fall to next fall)	49.0%	NA	
First-time Transfer Students	115	165	43.50%
Total Enrollment	2,746	2,524	-8.08%
UG	2490	2296	-7.80%
Grad	256	228	-10.90%
Graduation Rates	2011**	2012***	
4 Year			
5 Year			
6 Year	21.3%		

* Fall 2012 data is preliminary

The Division is engaged in several short-term efforts to enhance enrollment numbers for Fall 2013 to include:

- **Assessing recruitment/marketing**—there are two internal recruitment campaigns underway to increase the number of academically prepared students who enroll at KSU including a Departmental Recruitment Campaign titled “Best of the Best” and an alumni recruitment campaign titled, “Each One Recruit One.” The focus of both is to target academically prepared students in the Kentucky Region for enrollment at KSU in Fall 2013.
- **More effectively partnering with community colleges**—the Division is working with several KCTCS to host recruitment fairs on their campuses and to bring students to KSU for campus visits. A special Community

College Transfer Conference is being scheduled for Spring 2013 and will bring a minimum of 200 community college transfer students to the University campus.

- **Focusing on Hispanic Recruitment**—the Division is working to target programs specifically to generate interest among the Hispanic population given the increasing demographics of Hispanics in the Commonwealth. Several programs have been scheduled to inform these communities about KSU and to generate interest in attending the University.

Realignment of organizational structures and enhancement of processes to more effectively support student success

Current and ongoing realignments are scheduled for the area based on the results of assessments of processes and the findings from the firm hired as a result of the RFP. Initial realignments have included dividing the Division into three programmatic areas and adding one additional Assistant Vice President. The three areas include:

1. Assistant Vice President for Enrollment Services: This area will include primary responsibility for the recruitment of students
2. Assistant Vice President for Student Engagement and Leadership Development: This area will focus on the effective engagement of students outside of the classroom through living/learning communities, campus activities and leadership development.
3. Assistant Vice President for Retention Management and Advising Services: This new area will include a specific focus on academic advising, tutorial services and academic support services.

All three areas are expected to be filled by early November 2012.



Enrollment Snapshot

Fall 2012

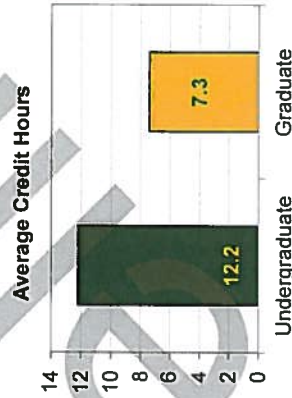
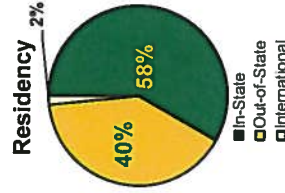
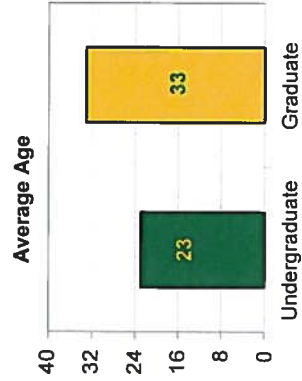
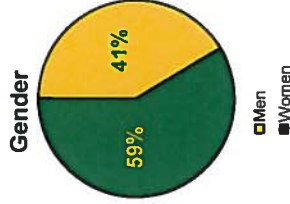
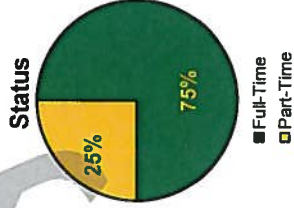
Kentucky State University

Frankfort, KY 40601

Dr. Mary Evans Sias - President



Degree Seeking	Grand Total	Full-Time		Part-Time			
		Total	Men	Women	Total	Men	Women
Freshman	789	740	356	384	49	23	26
Sophomore	435	362	151	211	73	29	44
Junior	397	335	137	198	62	13	49
Senior	463	332	122	210	131	43	88
Degree Seeking Total	2,084	1,769	766	1,003	315	108	207
Non Degree Seeking							
UG Non Degree	80	12	2	10	68	24	44
High School	132	0	0	0	132	43	89
Non Degree Seeking Total	212	12	2	10	200	67	133
Undergraduate Total	2,296	1,781	768	1,013	515	175	340
Graduate							
Degree Seeking							
Master's	219	110	46	64	109	47	62
Non Degree Seeking							
GR Non Degree	9	1	1	0	8	6	2
Graduate Total	228	111	47	64	117	53	64
University Total	2,524	1,892	815	1,077	632	228	404



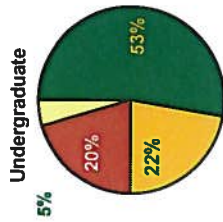
Level	Average Age
Total	23
Full-Time	22
Part-Time	28
Undergraduate	33
Graduate	31
Total	24
Full-Time	23
Part-Time	29

Residency	In-State	Out-of-State	International
Total	1,292	960	44
Undergraduate	176	52	0
Graduate	1,468	1,012	44

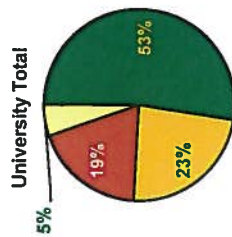
Level	Total	Full-Time	Part-Time
Undergraduate	12.2	14.3	5.3
Graduate	7.4	9.6	5.3
Total	11.7	13.9	5.3

Level	Total	Men	Women
Undergraduate	1,952	826	1,126
Graduate	150	65	85
Total	2,102	891	1,211

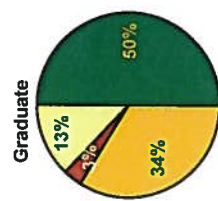
	Grand Total	Full-Time		Part-Time			
		Total	Men	Women	Total	Men	Women
Degree Seeking							
Nonresident Alien	9	8	6	2	1	0	
Black, Non Hispanic	1,196	1,072	465	607	124	69	
American Indian/Alaskan Native	0	0	0	0	0	0	
Asian	6	6	2	4	0	0	
Hispanic	17	14	3	11	3	2	
White, Non Hispanic	377	249	107	142	128	99	
Unknown	455	401	176	225	54	34	
Two or More Races	20	15	6	9	5	3	
Hawaiian or Pacific Islander	4	4	1	3	0	0	
Degree Seeking Total	2,084	1,769	766	1,003	315	207	
Non Degree Seeking							
Nonresident Alien	36	2	0	2	34	20	
Black, Non Hispanic	14	2	1	1	12	10	
American Indian/Alaskan Native	0	0	0	0	0	0	
Asian	7	5	0	5	2	1	
Hispanic	3	0	0	0	3	0	
White, Non Hispanic	135	2	2	0	133	91	
Unknown	15	1	0	1	14	7	
Two or More Races	2	1	0	1	1	1	
Hawaiian or Pacific Islander	0	0	0	0	0	0	
Non Degree Seeking Total	212	13	3	10	199	133	
Undergraduate	2,296	1,782	769	1,013	514	340	



■ Black, Non Hispanic
 □ White, Non Hispanic
 ■ Unknown
 □ Other



■ Black, Non Hispanic
 □ White, Non Hispanic
 ■ Unknown
 □ Other



■ Black, Non Hispanic
 □ White, Non Hispanic
 ■ Unknown
 □ Other

	Grand Total	Full-Time		Part-Time			
		Total	Men	Women	Total	Men	Women
Degree Seeking							
Nonresident Alien	8	7	2	5	1	1	
Black, Non Hispanic	118	69	25	44	49	26	
American Indian/Alaskan Native	0	0	0	0	0	0	
Asian	4	4	0	4	0	0	
Hispanic	6	3	2	1	3	2	
White, Non Hispanic	72	22	15	7	50	31	
Unknown	7	4	1	3	3	1	
Two or More Races	1	0	0	0	1	0	
Hawaiian or Pacific Islander	3	1	1	0	2	1	
Degree Seeking Total	219	110	46	64	109	62	
Non Degree Seeking							
Nonresident Alien	2	0	0	0	2	2	
Black, Non Hispanic	2	0	0	0	2	1	
American Indian/Alaskan Native	0	0	0	0	0	0	
Asian	5	0	0	0	5	0	
Hispanic	1	1	1	0	0	0	
White, Non Hispanic	9	7	6	1	2	2	
Unknown	1	0	0	0	1	0	
Two or More Races	1	0	0	0	1	0	
Hawaiian or Pacific Islander	0	0	0	0	0	0	
Non Degree Seeking Total	21	8	7	1	13	10	
Graduate	240	118	53	65	122	72	
University Total	2,536	1,900	822	1,078	636	412	