

College of Arts and Sciences
Meeting of Faculty Assembly
SK 102

February 22, 2019

2:00-3:15 PM

ATTENDANCE:

ANTHROPOLOGY:	J. Zhao
BIOLOGY:	L. Fuselier, D. Schultz
CHEMISTRY:	B. Buchanan, C. Grapperhaus
CLASSICAL & MODERN LANG.:	R. Buchanan, M. Dalle, L. Dray, B. Fonseca-Gruber, J. Gabbard, M. Greenwood, M. Hencker, G. Hutcheson, A. Leidner, M. Makris, J. Minges, F. Nuessel, S. Owolabi, R. Roebuck, C. Sullivan, M. Wu, W. Yoder
COMMUNICATION:	M. D'Silva, L. Della, A. Futrell
COMPARATIVE HUMANITIES:	A. Kostakis, M. Moazzen, E. Wise
CRIMINAL JUSTICE:	D. Keeling
ENGLISH:	S. Biberman, D. Billingsley, K. Chandler, K. Kopelson, C. Petrosino, G. Ridley, I. Stansel
FINE ARTS:	Y. Chan, R. Singel
GEOGRAPHY/GEOSCIENCES:	A. Gaughan, F. Stevens
MATHEMATICS:	R. Gill, T. Riedel, D. Swanson
PAN-AFRICAN STUDIES:	J. Carew, S. Kinchen, T. Rajack-Talley
PHILOSOPHY:	J. Gibson, D. Owen
POLITICAL SCIENCE:	D. Buckley, D. Clayton, A. Enders, K. Grady, T. Gray, M. Merry, L. Moyer, S. Wallace
PSYCHOLOGY:	B. Mast
SOCIOLOGY:	R. Carini
THEATRE ARTS:	K. Gawley
URBAN & PUBLIC AFFAIRS:	M. Ruther
WOMEN'S, GENDER & SEXUALITY STUDIES:	D. Heinecken, N. Theriot

Dr. Karen Kopelson, Chair, called the Faculty Assembly to order at 2:04 PM.

Discussion of the motion to suspend the MA in French will be taken up at the March meeting.

Dr. Kopelson notified the Assembly that she will not stand for another term as the Assembly's chair. Nominations for the 2019-20 chair should be sent to Dr. Dwain Pruitt.

Dr. Kopelson recognized Mr. Jim Begany, Vice Provost for Enrollment Management and Student Success, to update the faculty on the University's strategic enrollment management planning

process. Vice Provost Begany's remarks were focused on planning for graduate and undergraduate programs, excluding professional programs.

Mr. Begany offered the following highlights from Fall 2018:

- Fall 2018 saw the highest new enrollment in the University's history, 2,932 students.
- The Class of 2022 has the highest mean ACT score in the University's history (25.6).
- The percentage of the class made up by out-of-state students is 22.1%, the highest in the University's history.
- The University's 56.4% graduation rate is an all-time high. Projections are that the graduation rate will rise to 58% by Fall 2019 and 60% by Fall 2020.

The University faces a growth imperative. The number of 15-19 year-olds in the region and the commonwealth is declining. Current projections are that University will see approximately 100 fewer Kentucky students entering as first-year students in 2019-20 than in 2018-19, so the University needs to increase its out-of-state recruitment in order to offset this decline. Addressing this and other emerging enrollment issues necessitated the creation of a strategic enrollment plan.

The University's strategic enrollment management planning process is being managed by seven subcommittees:

- Data, headed by Susan Howarth
- Academic Programs, headed by Dean Ann Larson
- Undergraduate Recruitment, headed by Jenny Sawyer
- Graduate Recruitment, headed by Interim Dean Paul DeMarco
- Tuition and financial aid, headed by Rick Graycarek
- Online and Military Enrollment, headed by Associate Provost Gale Rhodes
- International Enrollment, headed by Vice Provost Mordean Taylor-Archer

These committees are staffed by selected faculty and staff from across the units. Each subcommittee is charged with developing two or three top-level strategies, two or three second-level strategies, and then to develop action plans. In total, the committees should submit 15 action plans. Begany demonstrated what one of the action plans would look like, noting how each plan must define its objectives, explain why those objectives were chosen, and then describe the processes, time, and costs to be associated with the plan's implementation. The final strategic enrollment plan is due on June 3, 2019, and the committees seem on target to meet that goal.

After this brief introduction to the ongoing work, Begany opened the floor to questions.

- Responding to Dr. Theriot's question about whether the University's growth plans would result in the elimination of out-of-state tuition charges, Mr. Begany indicated that various new funding models are being considered, so he was unable to say what potential cost incentives might be made available for out-of-state students. In a follow-up response, Begany stated that, though growth is a priority, the University is not necessarily still seeking to reach an enrollment of 30,000.

- Several questions centered on how growth would impact the faculty and class size. Dean Leonard stated that the new funding models being considered will reward colleges for growth, so, theoretically, money should be able to hire faculty when needed.
- Begany noted that UofL's recruiters are not promoting particular schools or programs over others; rather, the recruiters are trying to raise students' overall awareness of UofL and its offerings.
- Plans are being developed for special retention programs for out-of-state students. This work is being done by a retention subcommittee that is not part of the strategic enrollment management group.
- Responding to a question from Dr. Hutcheson about engagement with local alumni groups in markets like Chicago or St. Louis, Begany replied that more work needed to be done in that area. He also noted that calling greater attention to the University's recognition as an excellent institution for African-American students should be central to recruitment strategies in markets with large African-American populations.
- The vice provost observed that particular attention needs to be paid to international recruitment and services because the University has fewer international students than an institution of its size should.

The meeting was adjourned at 2:52 PM.