

True North Initiative Task Force Meeting

November 28, 2018

Gemmell Student Center, Rm. 246

Meeting Notes

Attendees: Daniel Clark, Josh Domitrovich, Merrilyn Dunlap, Ray Feroz, Lynne Fleisher, Deb Kelly, , Terry Latour, Gwen Price, Sam Puleio, Adam Roberts, Matt Shaffer, Chad Thomas, Brad Wagner, Tree Zuzzio.

Absent: Jen Dutkiewicz, Anita Lahr, Jen Mills, Chad Smith, Tammy Varsek,

The meeting was called to order at 8:02 a.m.

Dr. Roberts announced that at today's meeting Jim Geiger would present an overview of the university's marketing efforts; Pam Gent and Shawn Hoke will discuss retention efforts.

Jim Geiger noted that his team works closely with the Zimmerman Marketing Agency on the University's marketing efforts. He has been collaborating his efforts with David Dollins, Enrollment Management, with the STEP Up Strategic Enrollment Plan and he believes we are heading in the right direction.

Currently, the advertising spending allocation for enrollment type is as follows: 50 percent FTIC; 8 percent Venango campus; 21 percent graduate programs; and 21 percent online programs.

A majority of our advertising efforts is in social media—35 percent; printed material and billboards—20 percent each; radio/TV—15 percent; and sponsorships—10 percent.

Zimmerman has a means to track web activity and measure its effectiveness. The average time spent on our website has doubled since last year. Our goal is to drive traffic to specific webpages for further exploration. We are working to clean up webpages so when new students click to a specific degree it has the program information they need. We are adding images and success stories on the departments' landing pages. Zimmerman has identified some challenges with the search function and working to resolve that issue.

His team has weekly conference calls with admissions, online programs and Zimmerman to discuss their approach. Also, conversations take place with president's cabinet and college deans to determine what to advertise, if any specific programs.

We balance our marketing between all academic programs. Occasionally, we do targeted marketing of specific programs.

Tree Zuzzio asked if they are using You Tube and/or Snapchat for their advertising because this is the social media that is most popular with the younger generation as

opposed to Facebook and LinkedIn. Geiger indicated they have considered both options.

Dan Clark stated that he could recommend alumni for success stories for video content.

Pam Gent and Shawn Hoke provided an overview of student retention and graduation rates and distributed handouts for discussion. Pam Gent explained retention rates measure the percentage of first-time, full-time undergraduates who return to the same institution the following fall. Percentage of retention is higher at institutions who are more selective in their admission requirements. Clarion is not very selective. She plans to look at our student's SAT Scores because SATs are correlated with family income. Clarion has a higher rate of foster and homeless students. Most often the reason students do not return is financial reasons.

She also provided data on African American and white FTIC students that indicated we retain more African American males than females. We have a Presidential Commission on Race and Equity looking at some of these issues.

She also provided a report on Persistence/Enrollment Rates by High School-Clarion Compared to SRU. It shows SRU students come from different geographic locations than Clarion students. They recruit more from the higher achieving and affluent areas of the city of Pittsburgh, Allegheny County, and the surrounding areas. She believes this is due to SRUs location from Pittsburgh.

Shawn Hoke explained the Retention Task Force and Sub-committees' findings and recommendations. The goal of the Task Force is to identify populations of students who have a gap in retention rates and do not perform at an appropriate level and develop tools to assist in support services that address their challenges.

He explained that everyone on campus is an educator and it will take all of us to work together to retain our students. An example he provided was that our dining hall staff has better knowledge of our students' personal lives than some faculty/administrators. They are working to train the Chartwells staff to work with our students.

Hoke noted moving forward that updates of the Task Force will be inputted into the Step Up Program.

Terry Latour announced that the Venango Task Force Findings and Recommendation Report has been add to the Shares for everyone to read prior to the next meeting for discussion.

At the next meeting, we will break out in subcommittees so everyone needs think about what group they want to be included.

ACTION ITEM: Dan Clark will forward Jim Geiger names of alumni to feature in advertising videos.

ACTION ITEM: Pam Gent will forward digital copies of her handouts to add to the Shares.

ACTION ITEM: True North Committee should review the Venango campus report before the next meeting for discussion.

The next meeting be will Wednesday, December 12, 2018, 8-9 a.m., Gemmell Student Center Room 246.

Meeting adjourned at approximately 9:19 a.m.