

Minutes of the
Fifth Regular Meeting of the Fifteenth Senate
Indiana University-Purdue University Fort Wayne
January 8, 1996
3:00 P.M., Kettler G46

Agenda

1. Call to order
2. Approval of the minutes of December 11, 1995
3. Acceptance of the agenda -N. Younis
4. Reports of the Speakers of the Faculties
 - a. Purdue University -J. Hersberger
 - b. Indiana University -S. Hollander
5. Report of the Presiding Officer (SR No. 95-12) -M. Downs
6. Committee reports requiring action
7. Question time (Senate Reference No. 95-13)
8. New business
9. Committee reports "for information only"

Agenda Committee (Senate Reference No. 95-14) -N. Younis

10. The general good and welfare of the University Adjournment

Presiding Officer: M. Downs

Parliamentarian: M. Sherr

Sergeant-at-Arms: R. Barrett

Secretary: B. Blauvelt

Senate Members Present:

S. Argast, R. Berger, F. Borelli, N. Bradley, W. Branson, B. Bulmahn, C. Butler, C. Champion, C. Chauhan, J. Clausen, D. Cox, V. Craig, L. DeFonso, M. Downs, L. Felber, O. Freiburger, R. Gillespie, J. Grant, R. Hack, P. Hamburger, J. Haw, R. Hess, C. Hill, S. Hollander, C. Humphrey, G. Kartsounes, J. Knight, P. Lane, D. Legg, M. Masters, L. Motz, G. Mourad, D. Oberstar, K. O'Connell, L. Schlager, D. Schmidt, M. Scudder, Z. Shipchandler, P. Stubblebine, P. Terry, C. Thompson, D. Townsend, W. Utesch, M. Wartell, N. Younis

Senate Members Absent:

N. Cothorn, D. Edwards, S. Frey-Ridgway, J. Hersberger, R. Jeske, R. Kendall, M. Lane, H. Samavati, M. H. Thunte, K. Trier, L. Wright-Bower

Representative from Medical Education: K. Redman

Faculty Members Present: L. Balthaser, J. DiIorio, C. Drummond, D. McCants, D. Pfeffenberger

Visitors Present: J. Dahl, N. Newell, N. Ramath, K. Zimmerman, M. Zimmerman

Acta

1. Call to order: M. Downs called the meeting to order at 3:05 p.m.
2. Approval of the minutes of December 11, 1995: The minutes were approved as distributed.
3. Acceptance of the agenda:

 N. Younis moved to accept the agenda.

 The agenda was accepted as distributed.
4. Reports of the Speakers of the Faculties:
 - a. Purdue University: Due to an emergency J. Hersberger was absent and had no report.
 - b. Indiana University: S. Hollander had no report.
5. Report of the Presiding Officer -Senate Reference No.95-12 -M. Downs

M. Downs: I refer you to Senate Reference 95-12. I will read from that report just briefly: Listed below are the documents considered by the Senate this academic year. When appropriate, I have forwarded documents to the proper administrators/units for implementation. I have listed the current status of each document. .

6. Committee reports requiring action: There were no committee reports.
7. Question time (Senate Reference No.95-13):

Q: Has the chancellor determined why enrollments have fallen so precipitously this year and can he tell us what specific steps he is taking to reverse this decline?

A: F. Borelli: The enrollment decline that IPFW is currently experiencing is due primarily to five factors: (1) a decline in the number of high school graduates in our primary service region (Allen County) from 3,991 in 1988 to 3,310 in 1995; (2) a strong economy that is providing more jobs and overtime which students are taking advantage of in lieu of their education; (3) more higher education opportunities in the Fort Wayne area, particularly for the older, part-time student, thereby creating a competition for students that didn't exist several years ago; (4) a decline in the value of a higher education among those who take a short-term view of their economic well-being; and (5) changes in students' personal and family circumstances.

The enrollment decline is certainly not unique to IPFW. Our change of -4.4 percent in credit hours for the 1995 Fall Semester compares favorably to -8.6 percent at IU Kokomo and -4.8 percent at IU Northwest. Indeed, all IU campuses, with the exception of IUPUI and IU East, lost students and credit hours. Additionally there have been enrollment declines at other institutions, regionally and nationally.

There are many initiatives underway to recruit and retain more students. The consulting firm of Noel-Levitz was employed to assess student satisfaction on seven scales of the campus environment. Their findings and recommendations were discussed at University Council meetings and with student, faculty, and staff groups. Several of their recommendations continue to be pursued by the enrollment management committees. An advertising agency was engaged to develop a marketing and recruitment campaign for area newspapers, local radio stations, *Senior Life*, and the IPFW Continuing Education publication. A direct mail initiative targeting women ages 25-40 in Allen County was conducted; another mailing promoting the General Studies Program was sent to all students who left IPFW during the last five years with between 21-110 hours. Surveys of students admitted but not enrolled are routinely conducted, as are surveys of continuing students enrolled in spring but not in the fall term.

Strategic planning for enrollment management has begun with the creation of the enrollment management group. Faculty, staff, and students are working in four major areas: marketing, recruitment, and admissions; course scheduling, articulation, and academic programs; retention; and support services. There are over 100 individuals now working on recruitment and retention issues.

The Admissions Office, in collaboration with academic units and support services, will expand its recruitment efforts in the following areas:

1. High school visits

2. College day/night programs
3. High school senior exit interviews
4. Admission information sessions
5. Direct mailings
6. Follow-up with prospective students
7. Campus visits/tours
8. Involvement of IPFW schools and departments
9. Informational brochures
10. Viewbook and introductory recruitment publications
11. Contact with high school counselors
12. Daily admissions advising
13. Campus day programs
14. Visits to businesses
15. Admitted student communications
16. Telecounseling
17. Admitted student program

The Retention Committee is working on the following projects:

1. Early warning and intervention system
2. Freshman success course
3. Campus-wide experiential education
4. Student-centeredness and campus climate
5. Supplemental course instruction
6. Campus-wide mentoring program

7. Academic advising
8. New student orientation programs

Academic Affairs and the Course Scheduling, Articulation, and Academic Programs Committee are working on the following projects:

1. Listing courses by department scheduled to be taught for the next four semesters
2. Initiating new degree programs -MS in Applied Computer Science; MS in Nursing Administration; BS in Health Services Management
3. Expansion of the Dental Hygiene program
4. Initiating programs in math, English, psychology, and MFL to increase academic success
5. Increasing the number of dual credit courses offered for high school students on and off campus
6. Expanding off-campus credit programs (Credit courses are currently being offered in Angola, Auburn, Decatur, Warsaw, and Huntington; graduate courses in education will be offered in Noble County this spring.)
7. Expanding the number of courses offered via distance education
8. Revising the registration timetables

The Support Services Committee is working on the following projects:

1. Developing a partial fee payment schedule
2. Revising the advising and registration calendar
3. Mailing financial aid checks
4. Installing a 24-hour voice response credit-card option
5. Initiating a grace week for fee payment
6. Conducting focus groups to assess student satisfaction and needs regarding registration, advising, and fee payment
7. Streamlining the registration, financial aid, and billing and fee payment process

Additionally, a child-care center was opened, alumni are being enlisted to assist with recruitment efforts, partnerships with the Fort Wayne Community Schools and other

community organizations have created opportunities for enhancing enrollments, and marketing initiatives are being readied to promote IPFW better.

In short, our enrollments are being driven in large part by demographic, economic, and value issues over which IPFW has no control. However, we no longer can expect students to come to IPFW simply because we are here; we should not assume that students understand the value of higher education; we have to appreciate that good-paying jobs now are a better choice for many individuals than paying tuition for an uncertain future; we have to realize that students can choose to attend other colleges or universities in the Fort Wayne area. Therefore, we have to do a better job of positioning IPFW within the area higher-education community; promoting the value of a degree from IU or Purdue; enlarging our applicant pool; streamlining the admission, registration, financial aid, and billing and fee payment processes; meeting the students' advising and course scheduling needs; and creating a supportive, student-centered campus environment. It is the intention of the enrollment management group to provide the leadership to accomplish these tasks. Involvement of the faculty is both welcome and essential to achieving our goals.

C. Butler: Considering a possible sixth factor, has tuition on this campus risen more rapidly than inflation in the past decade?

F. Borelli: Yes, it has, not only here, but nearly everywhere else as well to make up for the shortfall in state financing for higher education. Students are being asked to assume more of the direct costs of their educations. That percentage has risen appreciably not only here but in Illinois and just about everywhere else.

C. Butler: Secondly, is there any hypothesis as to why the perceived value of higher education is not as great as before among students?

F. Borelli: Anecdotal literature, documents, students, reading the literature, colleagues in other states at meetings, and so forth are finding the same thing. In fact, some of the counselors are telling us, anecdotally again, from high school seniors, that many are looking at vocational/technical programs upon graduation. They plan to get into the labor force more quickly because they think there is money to be made sooner than going through a four-year liberal arts education. That might be reflected in the admission application data for next fall. We expect it will be around the state.

C. Butler: One final question, this is an Indiana-Purdue campus, but Indiana-Purdue technically in the ultimate analysis is not a university. A Purdue degree is worth more the farther away from Fort Wayne you get if it's from Indiana-Purdue. The same is true with an IU degree. Are we pushing the value of an IU degree or a Purdue degree by itself here and around the world?

F. Borelli: Our marketing campaign that we embarked on last spring did try to embellish the idea of what an IU degree is worth and what a Purdue degree is worth relative to this market place because so many of our students want to remain in this area and so many of them do based on the data that we have. More and more students are looking outside of

the state because there are opportunities, obviously, outside of Fort Wayne. That is a good point; we need to tell them that outside of Fort Wayne, Indiana University and Purdue University degrees carry a lot of weight. Good point.

8. New Business: There was no new business.

9. Committee reports "for information only" - Senate Reference No. 95-14 – N. Younis:

N. Younis presented SR No.95-14 (Items under Consideration by Senate Committees and Subcommittees) for information only.

S. Hollander: The University Resources Policy Committee reports a forthcoming meeting with the Vice Chancellor for Financial Affairs to discuss bookstore problems. This is the time of the semester in which problems tend to arise. I have been aware of several today. I wonder whether that meeting has been held or scheduled?

W. Branson: It hasn't been held and it hasn't been scheduled, but that is a good point and we need to do that quickly. We shall.

10. The general good and welfare of the University: Nothing was mentioned under this item.

11. The meeting adjourned at 3:20 p.m.

Respectfully submitted,

Barbara L. Blauvelt

Secretary of the Faculty