Breakfast
Interim Dean Deckler welcomed all who came to the meeting. He would like to change how we interact. Wayne College should be listening more and the community members should talk to us more. We need advice from you. We would also like to take any questions you may have from the departmental updates previously sent and if there are any questions address them. Dr. Denise Uitto was introduced as the new Interim Associate Dean. She came back from retirement and is doing a great job. Everyone went around and introduced themselves as there are a few new faces participating in the meeting.

Departmental Updates: Discussion/Q&A

Office of Academic Affairs

Bachelor of Business Administration
- At Wayne, first course (Foundations of Personal Finance) starts November 9 – currently 13 students enrolled
- Two sections through The University of Akron, International Business with 16 students enrolled and Marketing Principles with 12 students enrolled

Bachelor of Organizational Supervision
- First year fall cohort has 28 students enrolled in Supervision in a Technical Environment and 23 students enrolled in Ethical Issues in the Workplace
- Second year cohort has 15 students enrolled in both Community Service & Leadership in a Global Context and Leading Project Teams in Technical Organization

Bachelor of Social Work
- Plans for four courses to start at Wayne College for spring 2014

Diverse Populations Served
615 Post-Secondary Students at Wayne College and Dual-enrollment Students served at their home high school = approximately one-fourth of our total enrollment

Questions from the Council:
Kropf: Who is responsible for retention and how intentional are you in working with students? How do you count students? Are there conversations with students on their goals and if they do not show up is there follow-up?

Deckler: College-wide conversations have been going on regarding retention. It is everybody’s responsibility.
Holly: As part of the new student orientation, the students’ goals are identified. All students must go through the orientation. Each student meets with an advisor at the beginning to discuss goals/aspirations and then again at the end of the semester to understand how they are doing along the way. We try to track each student at different points throughout the semester. Audit students are counted in the statistics because it is hard to filter them out. That is one thing we struggle with. The students that do not return are mostly those who begin here to move onto another institution for their bachelor degree. There are also some that just don’t do well and we try to work with them. They are contacted and we try to work through each situation with them.

Schwartz: 80% of our students are on a baccalaureate track and intend to move on to another institution.

Edington: Is that a reasonable statistic 54.78% for a two year college?
Holly: We have tried to identify the students passing through Wayne who would qualify for an associate degree while they are here with us. They did not think about it. There are some programs that this will work for and we are encouraging students to do this.
Kropf: In your strategic plan this issue is addressed. In the way it is set forth, how are you going to measure that? I don’t know how you can get your hands around it with it being so disjointed.

Deckler: This is something we are struggling with.

Holly: The national clearing house is a way the State is tracking the students from campus to campus. We can use the data to try and understand. So we will be using this data in addition to our internal data to try and get this all pulled together.

Deckler: Any advice from you all?

Moomaw: 650 postsecondary students, how many actually go on to Akron and how many are on campus here and does it make a difference here?

Holly: About 25% after finishing postsecondary course either come to Wayne or Akron. Realistically we would like it to be higher than 25% and we continue to try and build that number up. We have about 350-400 taking courses on campus and the rest are off campus.

Moomaw: Can you force some off campus to come on campus?

Holly: We have off site orientation and bring a lot of those groups on campus throughout the year but not specifically for postsecondary.

Lerch: There is a handful of students who do come to campus for English literacy.

Schwartz: Maybe for next year give them an incentive to come onto campus.

Kropf: I have heard the most common major for incoming students is “I don’t know.” Can a student come here and get an opportunity to take some courses to try and figure out what they want to do?

Holly: Yes. We simply just want to know if they have one in mind. With undecided students we give the students a career assessment survey. From this we can identify interest areas and take the conversation from there. We just do not want to waste the students’ time on a track they may not want to be in. With some majors, if you wait too long the student may end up on a bad track.

Davis: The discussion about the students going to main campus that are not prepared and sending them to other branch campuses, has anything ever come of that?

Holly: Yes, we received about 140 applicants from the Akron Campus directed towards us. Only 3 students ended up attending. The main reason is they do not have transportation down here. Most of them are from the greater Akron area and will just not come to Wayne College on a regular basis. We do reach out to them. The students that do come here need to get 24 successful credits before going back to the Akron Campus.

Uitto: With Walsh we have the 3+1 program. They get 3 years of courses here with the last year at Walsh. They have an Arlington Center not far from the Akron Campus. We are trying to see about getting our students access to developmental courses at that center with our faculty. We are discussing that possibility for maybe next fall.

**Student Life & Enrollment Management**

- The fall 2013 semester yielded a headcount of 2354. This was a loss difference of 100 students from the previous year, which is a 4% decline. Credit hour production yielded 19,310. This was a loss difference of 1,529 credit hours from the previous year, with is a 7.4% decline.
- The primary headcount loss was in new student enrollment which was down 80 students from the previous year. This was a 10.88% decline in headcount from last year. The contributor to the more significant credit hour decrease was a decline in the average credit hour per student rate, which went from 8.50 last year to 8.20 in fall 2013.
- Headcount enrollment from 2005 to 2011 shows a Wayne College growth of 43.98%. Credit hour growth from 2005 to 2010 shows a growth of 37.62%. Since 2011 the enrollment has declined 5.87% and since 2010 credit hours have declined 10.44%.
Wayne College Community Advisory Committee
Meeting Minutes of October 25, 2013

- There was a loss of 688 credit hours for the fall 2013 semester due to a policy modification that changed the credit hour count for English Composition I and Introduction to Sociology courses, which were changed from 4 credit hours to 3 credit hours.
- Retention of Wayne students continuing at Wayne increased nearly 5% over the previous year. Retention for fall 2013 was 54.78% compared to 49.83% a year ago. The college’s best retention rate in the last 10 years for this category was 61.13% in 2005.
- In fall 2013 we have 407 students taking dual enrollment courses at high schools compared to 46 in 2007.
- The Office of Admissions, Career Services and the College Testing Center will relocate to the Student Life Building. Academic Advising will relocate to the A-Wing 2nd floor to newly renovated space. These moves will provide improved environments to serve students that need to use these services.
- High Stakes testing will continue through the College’s testing center.
- The number of students needing accessibility and counseling services continues to grow. There is approximately a 25% increase in accessibility services and a 40% increase in counseling appointments.
- Student Life area will continue to offer movies for the college students and the community. Monsters University played at the College in September to a turnout of well over 100 people. There will be another movie offered in the spring semester. Alcohol Awareness is being presented by the students on October 23rd with a student panel titled “To Hell and Back”. This is open to the public. This will be follow by a workshop presented by the Accessibility and Counseling Center.
- MAP-Works Survey retention project was done again this fall for all new freshman and adults. Nearly 50% of the students participated in the survey compared to 33% last year. The higher percentage is due to us making better contact with students in developmental courses. This survey assists us in identifying students who may be having difficulties and may be contemplating leaving college, so that we can intervene.

Questions from the Council:
Kropf: Does the student count drop effect the budget?
    Deckler: Yes, initially we thought we would be about 1.2 million less in revenue based on this drop.
    Discussions are being held for next FY budget decreasing 6%. It will have a significant impact on the budget next year.

Kropf: Do all donated funds and scholarship funds go to operations?
    Deckler: No it does not. We do not receive a lot of unrestricted funds to the College.
    Kropf: You have never asked for unrestricted funds, if my memory serves me correctly. You have always asked for targeted funds.
    Schwartz: Do you think that is something the community/donors would be open to?
    Kropf: I think it is harder work but I think it could be sellable if it is packaged right. If the approach is this is something we would like to do for our students and we are unable to, the approach might be good. Holly: We are very conservative with our budget and use our money wisely. The years when enrollment was up we put funds away for a rainy day and that has saved us this fall with the enrollment drop.

Leone: It is interesting to hear about the developmental programs with pushing students to other branches. With the transportation issue, if you are able to get something closer to Akron would that help your numbers?
    Holly: Yes.

Edington: A big issue with students wanting to go to College and not knowing what they want to do - maybe have more career assessments to help them or a better way to help them.
    Deckler: Along with advisors, get Carol Pleuss involved (career placement).

Uitto: Rich, Is there something the schools do to help students look at careers early?
    Leone: I just wrote that down. Might be a great opportunity with schools on career days. Might be a good partnership to start.
Business Operations & Finance
Currently, Wayne College’s budget is made up of 23% from States Subsidy and 77% from tuition dollars. Of the state subsidy in the current fiscal year, 100% of that subsidy was determined by the number of courses that were completed. In the next fiscal year, the breakdown will be as follows:
- 30% will be determined by course completion
- 50% will be by degree completion
- 8% will be by medical set-asides or credits
- 12% by doctoral set-asides or credits

The state of Ohio will be using Articulation and Transfer Clearing House data to determine the breakdown of this subsidy. This means that any student who starts and finishes the first two years of their degree at Wayne and finishes their degree at another University, Wayne would get half of their subsidy of the degree completion for that student. Wayne would also get state dollars for the courses that they completed at Wayne. Although this will be difficult to track, even though we are prepared and have internal statistics to help us do so, the bigger picture and focus will be the 77% of the budget make-up that we are currently receiving. Since the majority of our revenue does come from tuition, we need to focus our course offerings on what the community is interested in taking, the successful degrees that we have available, and the transferrable credits to other Universities that make Wayne an attractive first step in higher education.

We are adding additional distance learning classrooms to Wayne Campus and to the Holmes Campus. We are almost ready to begin construction at the Wayne Campus to turn classroom A135 into a DL room. There have also been planning meetings to begin construction of a DL classroom at the Holmes Campus just after the spring 2014 semester is over. This will not only allow us to offer more course offerings, but will allow us to reach a more diverse population of students.

There have been planning meetings and we are looking into a new location of the Holmes Campus.

For the 2013-2014 year, Wayne has offered over $215,000 in scholarships to students. There will be a second awarding for the spring 2014 term which will increase that amount. We would like to increase the amount of the awards we are giving out to students, but also get the award notifications out to students sooner. This could be an incentive and the students would also be able to make a more informed decision on what opportunities they could have if they came to The University of Akron Wayne College.

Wayne College is looking to have more community involvement. We are planning to hold more community events here on campus such as an annual spring concert, but also be more involved in community events through volunteering such as the Home for the Holidays event in November. The Roo Crew was established for the sole purpose of recruiting volunteers to attend special events and become more active in the Wayne and Holmes Communities.

Haynes: We are getting ready to do a second awarding ($40K) of scholarships for spring semester. We try to spread the money out to all types of students. These funds are a combination of institutional and donated funds. We also want to offer the scholarships to students sooner.

Questions from the Council:
Kropf: What percentage of the student body is eligible?
Holly: We do not know that off hand.

Haynes: The decline in enrollment does effect budget. We had planned for a 4%, but we are doing what we can to work through it.
Deckler: We usually end up with a surplus at the end of the year. We then transfer the surplus into scholarships and the plant fund. We have never been in a deficit.

Holly: One thing with the credit hour difference, the University is making an adjustment with the overall credit hours required. Some of the courses are going from 4 to 3. With the changes in English Comp going from 4 to 3 and Sociology from 4 to 3, on that alone we lost about 40% of credit hours. They are planning to do that with a few other courses as well.

Community Relations
Publications
Our Insight newsletter is now being sent using an email blast service that allows us to track how many people open the newsletter as well as how many clicks each story receives. This will allow us to tailor our content to match the interests of our readers. Thanks to all who sent input regarding the format!

Recent Events
The science lab ribbon cutting ceremony was held on September 25 with a nice turnout and great media coverage. In September we also had a booth at the Wayne County fair, participated in UA on Display and volunteered at Woosterfest.

Upcoming Events
- November 1-2: Shakespeare Festival
- February 5-6: International Festival
- March 22: Tim and Myles Thompson musical performance
- March (TBD): Possible Wayne County EMA Skywarn training and expo event

Marketing
A bright spot for fall enrollment was Wadsworth. Enrollment of students from the Wadsworth area increased from 209 students to 259 students (+24%) which is a record enrollment for that market area. Most of the growth came from the Wadsworth High School onsite PSEOP program. We will continue to aggressively target this area with marketing initiatives. We will be working on a marketing campaign to retain a greater percentage of our PSEOP students after they graduate from high school. Last year, 233 high school seniors were enrolled in our PSEOP program. Twenty-seven of them (11.6%) enrolled in classes at Wayne College this fall and an additional 32 students (25.3%) enrolled in classes on main campus. We are planning to send the spring schedule to adults in our market area as a recruitment initiative.

We are planning to send a direct mail piece to military veterans in our area highlighting our designation as a ‘Military Friendly School’ by G.I. Jobs magazine.

Misc.
The Roo Crew service project for fall is Orrville’s Home for the Holidays, which is the kickoff to the city’s sesquicentennial celebration. We will help with decorating and the event on November 29. Wayne College has been named the recipient of the Wooster Chamber of Commerce Board of Directors’ Award and will be honored at the Wooster Chamber of Commerce dinner in January.

Questions from the Council:
Moomaw: Do we do any special blasts at any certain times of the year to students? Targeting maybe those who went away and it isn’t what they thought or those that wanted to go and for whatever reason didn’t?
Schwartz: We do not, but that is a good idea. We need to identify the transition points to send out the blasts.
Kropf: What is the RooCrew?

Schwartz: The RooCrew is a community outreach group made up of faculty, staff and students that go out into the community to help out and make us more visible in the community. All a volunteer effort.

**Continuing Education & Workforce Development**

Wayne College’s Office of Continuing Education and Workforce Development department is in the process of restructuring to be more efficient and comprehensive in its course offerings by combining with the OCEWD offices of the Medina County University Center and Summit College into one unified department. Eventually to be named UA Business Solutions, this department is under the leadership of Jim Tressel, Vice President of Student Success and Lauri Thorpe, AVP.

Wayne College will continue to be the location where continuing education courses will be offered for our area and will be the satellite office for Nan Whitsel, the business liaison to this programming. She will continue in the same capacity representing the Wayne and Holmes Counties as well as part of Summit County and will be your contact person for any corporate training for both open enrollment and contract training formats. Her phone number has changed to 330.972.4204, but her cell and email remains the same 330.968.8282, whitsel@uakron.edu.

**Institutional Effectiveness Committee**

Over the summer committee members completed and submitted the required Higher Learning Commission (HLC) Monitoring Report describing the College’s pilot process for Program Review. The HLC approved the report and the process will be implemented this academic year.

Relating to this new process and other requirements of the HLC, Institutional Effectiveness proposed that a new committee, the Accreditation and Assessment Committee (AAC), be developed to address assessment and accreditation functions of the College. This proposed new committee would focus on HLC accreditation efforts and include subcommittees that would replace the Academic Assessment Work Group and Curriculum Work Group. One subcommittee would be responsible for the functions of the pilot Program Review program. The proposal was approved by College Council.

As the College completed the final phase of the 3-year strategic plan cycle, annual updates were collected by plan managers over the summer. The Administrative team then invited the college to a strategic plan update meeting to discuss trends that will be affecting each area over the next year. The College’s new plan (now annual) is in place and plan managers are working with their administrators to develop tactical goals to be accomplished this year. The first quarterly administrative update is due to the Institutional Effectiveness Committee in November.

**Associated Student Government**

On October 15 there is Community Coffee in the Community Room from 9am to 11am. ASG is planning on having a table nearby to inform students when spring registration begins and also what the spring schedule looks like. Mocktails is the October 21 in the SLB hallway from 11am to 1pm. The theme this year is "color" and we have chosen blue and yellow for our table to help spread alcohol awareness. That same week on the October 25 is the Fall Festival from 6pm to 8pm. This is a family event for our students to bring their kids, grandkids, nieces, nephews, etc. to partake in some fun (and free!) activities and wear those costumes more than once. It is not open to the public, but we will not turn anyone away that gets word of it. The following week on Halloween is Costume Karaoke from 11am to 2pm in the Marketplace. Finally, the ASG meetings are held every Friday at 10am in SLB119.

Pictures with Santa will be on December 6 and the student-to-student toy project will begin in November. A new rule for the students clubs and organizations to receive their funds for the year is that they have to do one
community service project as a group outside of the College activities. The students for life are doing a rake and run in the community.

**Questions from the Council:**
Moomaw: Maybe put a U of A sign in the yards that were raked to show you were there.

**Discussion**

**Membership Rotation Proposal**
What are your impressions of this proposal?

Davis: I think it is good because you will bring in fresh ideas but keeping the original idea. That is why it is so important to rotate.
Deckler: Is a 3-year term a good number?
Long: Making it a little more like a real board with 2 to 3 year terms is good. I don't think it always has to be a breakfast. Maybe one needs to be a lunch meeting or come while students are around to have some student reaction. Maybe spend one day a year to see what goes on with students. The only way you really learn is to be around for a few hours. Maybe have an orientation for the new members. This would help make them a better advisor.
Deckler: Are you all available other than Fridays at breakfast?
Long: Set up the 2014 schedule now and it would be easy.
Kropf: Thought it was a good plan with the one change in wording.
Deckler: If you would like to continue or roll-off the council, please let us know by December 31. For those that would roll off, we would like to talk to you individually for suggestions on who you might suggest for your replacement. We would also like to bring the new members in at the June meeting for transition.
Davis: This will be my last meeting. I am no longer a business owner. I do not feel I have what you need to bring to the table. I am thankful I was asked, but I no longer have the connection I once had. I would like to resign at this time. If at any time I can help, please let me know.
Deckler: Thank you so much for your service.
Kropf: Maybe have a class of candidates and then have a smaller group of us pick those to serve on the council.
Deckler: I think this is a great idea. We can make the decision as a collective whole.

**Wayne College Motto**
The motto since we were founded has been “Where the Student Comes First.” We have been discussing the possibility of changing that motto to emphasize student success, “Where Student Success Comes First.” It retains the previous motto, but focuses on student success. What are your thoughts?

Kropf: Does that bring a change in emphasis?
Deckler: Yes, we have seen a change in some students’ attitudes when things do not go their way. Their comments refer to the “customer is always right.” By tweaking it just a bit will put the burden and ownership back on the student.
Kropf: I like it.
Davis: No reprinting of anything, only as you move forward?
Deckler: Correct.
Moomaw: It turns it from a potential excuse to a goal.
Deckler: This still keeps the founders original motto.
Frederick: So far about 2/3 of the students who took the survey are in favor of the change. The remainder 1/3 feel that the student is no longer being put first. One-on-one feedback recognizes how they are using the motto to their benefit when they need to.
Deckler: We will take this feedback to College Council for our final discussions.

**Strategic Plan**
If you could, please review the strategic plan (previously sent) and send any suggestions, changes and/or questions to myself or Lindsie that would be great. We are moving from the 3-year plan to the 1-year plan. This is the pilot year and we have a lot of transition going on.

Kropf: What I struggle with is what some of the things meant – the college will be a dynamic presence in the community – it doesn’t say how? Maureen explained to me that there are strategies behind each bullet point that are measureable and someone will be held accountable. I don’t know if we have enough information to really provide feedback.

Webb: Quarterly reports will be submitted to the Institutional Effectiveness Committee and then online for transparency and updates related to the Strategic Plan.

Kropf: It is very ambitious to accomplish what is in this plan and would be incredible. Is it good to have a plan this ambitious and have some success or have a plan less ambitious?

Deckler: We should discuss this in our next Institutional Effectiveness meeting for next year’s plan.

**Meeting Dates for 2013-14**
Discussion was held on different days and flexibility of schedules. The idea of having interaction with students could be very valuable. A lunch meeting would be easier for that. Maybe have lunch with ASG and/or identified students. The February meeting would be great for a lunch meeting. Lindsie will send out confirmation of the February meeting date.

**College Update: Interim Dean Deckler**
How did everyone like the new format of the meeting?

Edington: I like it. The concept of not talking at us but more of a conversation.

Kropf: It might be a little early, but you are doing a good job.

Thank you again for coming and have a great weekend.

**ATTENDANCE**
Davis, Donna Dale
Deckler, Dan
Edington, Denise
Frederick, Yani
Haynes, Amy
Holly, Gordon
Kropf, John
Leone, Rich
Long, Greg
Moomaw, Lynn
Schwartz, Regina
Smucker, Jenny
Uitto, Denise
Vierheller, Tim
Webb, Lindsie
Whitsel, Nan