

# President's Advisory Team

## Minutes

April 5, 2023

### President's Advisory Team Members in attendance:

Lynn Adkins, Associate Vice President for Administration and Finance  
Humberto Aristizabal, Associate Vice President of Institutional Equity and Title IX Coordinator  
Vanice Antrum, Director, Multicultural Affairs  
Joe Benyish, Chair, Staff Senate  
Eric Berkheimer, Associate Vice President of Facilities and Capital Management  
Jayme Block, Associate Vice President, Alumni Engagement & Development  
Melissa Boog, Associate Vice President for Academic Affairs  
Jessica Clark, Assistant Provost for Faculty Success  
Jason Curtin, Vice President, Advancement and Alumni Relations  
Lawanda Dockins-Mills, Interim Assistant Vice President of Student Affairs  
Gerard DiBartolo, Director, Athletics and Campus Recreation  
Kelly Fiala, Dean, College of Health and Human Services  
Dane Foust, Vice President, Student Affairs and Auxiliary Services  
Clifton Griffin, Dean, Graduate Studies and Research  
Tracy Hajir, Assistant to the President  
Beatriz Hardy, Dean, Libraries and Instructional Resources  
Laurie Henry, Dean, Seidel School of Education  
Allen Koehler, Assistant Vice President for Enrollment Management  
Ken Kundell, Chief Information Officer  
Edwin Lashley, Chief, University Police  
Colleen León, Deputy Chief of Staff for Engagement  
Lisa Lepore, Associate Vice President for Human Resources  
Jennifer Martin, President, Faculty Senate  
Andrew Martino, Dean, Clarke Honors College  
Eli Modlin, Chief of Staff and Vice President of Public Affairs and Strategic Initiatives  
Karen Olmstead, Provost and Senior Vice President of Academic Affairs  
Maarten Pereboom, Dean, Fulton School of Liberal Arts  
Nicholas Plummer, President, Graduate Student Council  
Valerie Randall-Lee, Assistant Vice President of Student Affairs/Dean of Students  
Jason Rhodes, Director, Public Relations and University Spokesperson  
Tim Robinson, President, Adjunct Faculty Caucus  
Michael Scott, Dean, Henson School of Science and Technology  
Eric Stewart, Deputy Chief of Staff for Communications  
Karen Treber, General Counsel  
Christy Weer, Dean, Perdue School of Business  
Janet Wormack, Vice President for Administration and Finance

Guests: Seth Endicott, Timothy Stock, Beth Skoglund, Mason White, Lacie Doyle and Heather Holmes

**1. President's Office Remarks and Updates – Eli Modlin**

- The searches for the Vice President for Administration and Finance and Athletic Director positions will begin next week. The committees have been identified and an email containing more details will go out soon.
- The Maryland General Assembly has passed legislation to increase the minimum wage to \$15 an hour. This will affect our student employee contracts as of January 1, 2024.
- The Governor has announced step increases for State employees, but this does not affect University System of Maryland employees; instead, it concerns only a small, specific subset of Maryland employees.
- Human Resources (HR) is in the process of hiring HR administrators. A new hiring process will be utilized that will solicit more input from the campus community.
- MarComm (Marketing and Communications) will set up regular meetings to encourage the sharing of ideas.
- Please share list of upcoming events with your Dean or Vice President to help the Cabinet members in coordinating attendance at overlapping events.
- Advancement was acknowledged for the success of their Giving Day efforts. They raised over \$273,000 with over 2500 individual donors. Joe Benyish was recognized as the top donor ambassador.

**2. Enrollment Action Team Presentation – Allen Koehler**

- Recruitment Sub-Group
  - a. Focusing on ways to reach students who have been accepted but have not yet paid a deposit.
  - b. Currently piloting a Faculty phone calling campaign using Customer Relations Management (CRM) – “Slate” to reach out to students from specific departments – currently, Nursing, Chemistry, Art, Accounting & Information & Decision Sciences. Economics and Management are being added.
  - c. Dr. Josh Sokoloski has submitted his National Science Foundation (NSF) grant called SUCCESS – Salisbury University Community College Engagement & Student Support – seeking scholarships for select majors. They aim to increase retention rates, graduation rates and grow the overall number of STEM transfer students.

- o Retention Sub-Group
  - a. After analyzing the data of 239 students who did not continue from fall 2021 to fall 2022, the three most self-reported reasons students dropped out were 1) academic performance, 2) financial reasons and 3) other personal reasons such as mental health issues and did not feel they fit in.
  - b. The following action items were recommended:
    - Early monitoring of unpaid bills and reach out to students to resolve bill pay issues if possible.
    - Develop a check point and hand off of students who are changing majors. Suggest scheduling an appointment with the Academic Advising Center (AAC) or Career Services.
    - Develop a Learn to Learn (L2L) peer coaching program, where mentors are trained to coach on learning skills.
    - Use Navigate predictive analytics to enroll students with high support needs into required mentor or coaching programs.
    - Create a first-generation student mentor program, with faculty and staff involvement.
    - Create a summer bridge program where students can take a three or four credit general education course and a one credit study strategy course during the summer to prepare for college.
  - c. Important information that was gathered from the Navigate “Why SU” survey indicated that students choose Salisbury University because of their program or major they were interested in pursuing, the cost and affordability, and the distance from home.
  - d. A deeper conversation needs to be held on campus about retention that would possibly include an across campus framework.
- o New Student & Family Experiences Sub-Group
  - a. Families are creating connections with their students through the Family Portal with 279 approved connections.
  - b. A Flash Fundraiser with Annual Giving yielded \$2,600 for Senior Week Initiative.
  - c. Engagement from families can be measured by the emails that have been opened – currently it is at 44% to 55%.
  - d. Family Webinars were held this semester with topics including: Career Services 101, Is My Student in the Right Major, Program

Planning: We Advise, Students Decide. (Seventy-two family members have viewed these webinars.)

- e. The Family Advisory Council has held two meetings this semester and have shared that their students' experiences have been very positive.
  - f. Moving forward, the focus will be on improving the Family Experience Portal, expanding the Family Webinar Series and encouraging all families to participate in the FERPA component of the portal during Sea Gull Start-Up this summer.
  - g. New Student Experience efforts have centered on fine tuning the timing for when students receive the information needed to be successful in their first year. With such a large amount of information and the gap between receiving the information and when they actually come to campus, the aim is to not miss any opportunity to make them aware of all they need.
- o Financial Aid Awarding Transfer Student Survey
    - a. Over 1,300 transfer students were surveyed with questions concerning how they felt about being supported with enough financial resources. Over 250 students responded and revealed the majority felt supported. Those that didn't feel supported expressed that more financial aid and scholarship should be available.
    - b. The students were asked how their financial aid award compared to the prior institution they attended. 36% indicated it was average, with 27% indicating it was somewhat below average and 11% said it was far below average.
    - c. Students were asked if they understood their financial aid award, and separately if they understood the financial aid process. 83% indicated yes for the first question, and 82% indicated yes for the second.
    - d. Based on these results, recommendations for improvement moving forward include:
      - Increase outreach via the parent/family portal.
      - Create financial aid video clips to be used for outreach across campus.
      - Use texting for target communication about scholarships.
      - Partner with each college and school to enhance the advertisement of the SU scholarship application deadline.
  - o First-Generation College Student

- a. A sub-committee was created to identify first-generation students, what their unique successes and challenges are, and construct and implement first-generation student success programs.
- b. A survey was issued to faculty and staff, and a separate survey for students to assess the needs of first-generation students.
- c. In addition, a first-generation student identifying question has been added to the New Student Orientation Survey. At least three sub-committee members will be attending the National Association of Student Personnel Administrators (NASPA) First-Generation Student Success conference in June.

### 3. Shared Governance Updates

- o **Faculty Senate** – Jennifer Martin
  - a. The Faculty Senate is currently going through elections for the coming year.
  - b. There is vigorous debate over whether or not to require Diversity, Inclusion and Equity (DEI) work towards tenure and promotion.
- o **Adjunct Faculty Caucus** – Tim Robinson
  - a. Looking for new ways to increase participation in the Adjunct Faculty Caucus. Also looking to make sure that the adjuncts are valued and appreciated, and Salisbury University does a great job of this.
- o **Staff Senate** – Joe Benyish
  - a. The shared governance leaders held a meeting to discuss the Consortium Committees and there is support for a movement towards having ad hoc committees, with a few standing committees. More discussion needs to be had and the various shared governance groups need to weigh in with their input.
  - b. June 8 is Employee Appreciation Day.
  - c. Elections will be held in May, and a snack and chat will be held to discuss how to nominate and what to expect as a senator.
- o **Student Government Association** – Nicholas Plummer on behalf of Andrew Wilson
  - a. The SGA officer's election has officially wrapped up and by considerable margin was the most voted election in recent memory, with over 1,100 ballots cast.
- o **Graduate Student Council** – Nicholas Plummer
  - a. The submission of nominations for Board members will close soon.

b. Saturday, May 6 is the Grad Gala at 5 p.m. in the Academic Commons.

**4. Updates from Around the Room**

- Eric Berkheimer provided an update on Blackwell Hall. Currently working with the design team on space planning. The effort is to have a one-stop shop where students can access services to assist them from day one on campus all the way to graduation. Having the proximity of offices close together helps students who need multiple resources, as well as bringing different departments together.
- A suggestion was made to call it “One-Stop.”