I. Call to Order by Dr. Marilyn Frenn at 3:03 pm

II. Reflection was given by Mrs. Mary Jo Wiemiller

III. Approval of August 26, 2013 Minutes. There were no additions or corrections to the minutes as presented. A motion was made by Fr. Michael Class and seconded by Dr. Cheryl Maranto. A voice vote was taken and the minutes passed.

IV. Chairperson’s Report - Dr. Marilyn Frenn
   a. Appointment to Academic Program Review Committee: Dr. Noreen Lephardt
   b. Appointment to Enrollment Management Strategic Planning: Dr. Otto Widera
   c. UAS Parliamentarian: Bruce Boyden
   d. We will need a UAS representative to the group preparing an application for Carnegie Foundation recognition for community engagement
   e. The UAS Executive Committee meeting is an open meeting and posted on the website
   f. Update on Student led FEMSEX Workshop
      1. UAS EC members John Su, Cheryl Maranto, and Interim Provost Callahan were able to meet briefly with the Chair of the Honors Program, one of the students facilitating the workshop, and James South, immediate past UAS chair this morning
      2. The UAS EC will be meeting to gather further information and plan subsequent discussions about the issues involved.
      3. An email that was sent to the University Leadership Council was sent to the senators this morning.

V. Higher Learning Commission visit – Discussion of Shared Governance was led by Dr. Gary Meyer
   Dr. Meyer asked that Dr. Bill Thorn share with the group the how shared governance has changed since he had been the chair of the University Academic Senate ten years ago.
   Dr. Thorn noted that in the past the university said there was shared governance but it did not actually exist. There was no feedback mechanism as there is in place now. The senate is now well balanced and more of its membership is faculty and there are fewer deans.
   There had been significant changes including a restructuring of the University Academic Senate; Faculty committees chaired by faculty; change in language supporting shared governance in the UAS Preamble. The Faculty Council’s report (March 19, 2012) on shared governance is on the UAS website.
   Dr. Bloom indicated that the HLC group will be looking for examples on how things have been handled.
   In recent years we have seen phased retirements, benefits to partners and salary increases for gender inequity. Much progress has been made.

VI. Provost’s Report - Dr. Margaret Callahan
   a. Enrollment Update
      • The Fall 2013 Freshman class looks very strong. The final census will be next week, but we exceeded budget, and should come in somewhere around 1,900 freshman
      • We missed the budget for Transfers – but we enrolled 131 transfers this fall, so our new student enrollment exceeded
expectations (freshman and transfer).

• We are ahead on the Fall 2014 class. We had a very successful Open House on September 8th – with over 1,400 visitors that day. The next big Open House program is on October 13th.

b. Enrollment Management Plan – The enrollment management plan is comprehensive. Guidance will come from all levels of the university. The process is summarized below and each Work Strategy Team.

• Evaluate current status at Marquette
• Reflect University Strategic Plan Priorities
• Explore best practices
• Establish new ways to forward – what should the future look like?
• Identify new opportunities
• Set challenging and attainable goals
• Consider resource and cost needs

August
Strategy teams appointed and work begins. Dean’s retreat focused on decision making, strategic plan, metrics and enrollment.

September
Enrollment management for President, Dean’s and VPs and Strategy Team Facilitators. Comprehensive Enrollment Discussion with Board of Trustees.

October
Task forces continue work with report to Steering Committee.

November

December
Draft plan presented to Steering Committee to prioritize and develop organizational structure to operationalize the plan.

January
Plan presented to President, Cabinet, Dean’s Council, UAS for feedback.

February
Plan presented to Enrollment and Marketing and Academic Excellence Committees Board of Trustee Committees

April
Plan presented to Board of Trustees.

The Enrollment Strategy Steering Committee members will be the President, Dr. Margaret Callahan, Dr. Gary Meyer, Dr. Jeanne Hossenlopp, Dr. Linda Salchenberger, Dr. William Welburn, Mr. Roby Blust, Ms. Anne Deahl, Mr. Dale Kaser, Executive Vice President, Vice President Planning, Dean Representative, Finance Representative, University Advancement, Alumni Relations Liaison, Office of Marketing and Communication Vice President, Student Affairs Liaison and University Academic Senate Representative Dr. Otto Widera.

The Work Strategy Teams and charges are:

**Traditional Freshman Enrollment** – Roby Blust, Dean and Faculty to be identified

In line with the universities strategic vision to become a destination and first choice university that will be ranked in the top quartile of all national universities, establish enrollment benchmarks, regional strategies and resource needs.

**Transfer Students** – Gary Meyer and group already identified.

Identify and propose policies and procedures to increase transfer student matriculation and success at Marquette including resource needs, programming and culture change strategies. A goal to bring in a cohort of transfer students annually that approximates the number of students lost to attrition/retention issues should be set.

**Non-traditional Students** – Bob Deahl, Bill Henk, Dean and Faculty to be identified

Adults of all ages are returning to school looking for ways to upgrade and expand their skills to improve or protect their economic position. The National Center for Education Statistics reports that 9 million older adults (defined as beyond the typical 18-22 year old range) were enrolled in college in 2010. The Apollo Research Institute projects that enrollment will grow 20 percent by 2016. According to the American Council of Education, more than 50 percent of student are older adults.

This task force will review current and future changes and trend data in student enrollments and explore how Marquette University can capitalize on these changes as it formulates a more comprehensive strategic enrollment plan for the future. The task force will also explore how the university can provide the appropriate systems and services to support this growing population of non-traditional students. Finally, the task force will discuss what other innovative ways in which the university can provide educational opportunities for non-traditional students beyond traditional degree programs.

**Graduate/Professional Student Enrollment and Completion** – Jeanne Hossenlopp, Bill Cullinan, Joe Kearney, Bill Lobb
Identify strategies to increase graduate student enrollment, completion and the need for new teaching strategies, resources, pricing, etc.

**Student Success and Retention** - Anne Deahl, Student Affairs Liaison and a Dean and Faculty to be identified

Develop a comprehensive plan for academic and career support services which will ensure students succeed and thrive in the Marquette environment and become engaged alumni including faculty engagement strategies related to retention. Propose specific strategies to enhance their Marquette experience including resource needs, programming and culture change. A specific goal to increase the commuter student population in the next 3 years should be set.

**Summer School** – Linda Salchenberger, Lori Bergen, Rick Holz, Faculty to be identified

Explore opportunities to stabilize and enhance summer school enrollment as a key strategy to increase the quality of the courses our students take over the summer and to increased revenue generation consistent with other universities who place emphasis on this approach.

**International Students** - Terry Miller and Faculty to be identified

Identify opportunities to increase international student enrollment in all Marquette programs (undergraduate and graduate) and determine the resources needs to allow for student retention and success. Online and non-traditional delivery techniques – Jon Pray and Heidi Schweitzer, Dean and Faculty to be identified Using best practices, establish a vision for the use of creative ways to meet our current student needs/interests and reach other non-Marquette students and expand our market in defined curricular areas. Propose the development of the infrastructure to sustain such teaching models.

**Pricing and Financial Aid** – Linda Salchenberger, Mel Austin, Susan Terrink, UA representative, Dean and Faculty to be identified

Formulate a proposal for short-term and long-term tuition and fee setting criteria for undergraduate and graduate programs that will support the overall enrollment targets.

VII. Strategic Planning - Mr. Tom Ganey, Vice President of Planning

After Mr. Ganey’s PowerPoint presentation the UAS body asked a series of questions:

1. How will the Enrollment Management Plan and the Strategic Plan be integrated? With strong enrollment a revenue stream can be maintained which will support the strategic plan ideas. It will allow us to better identify the Marquette student and offer them the support they need when they are here.

2. How the UAS can help to implement the Strategic plan? By working with the Goal Stewards. They will be coming to future University Academic Senate meetings with thoughtful discussions.

3. How do you quantify the Heart & Soul? Faculty input is also encouraged within their own academic units. It was noted that all of the Goal Stewards are administrators and not faculty. The Goal Stewards will make sure that the university community is accountable through their daily work.

Dr. Holz shared with the group that in his unit departments are developing strategies and tactics which will be shared with the entire college. It is a faculty driven process in the College of Arts & Sciences.

VIII. University Board of Undergraduate Studies – Dr. James Richie - Introduce: Revision to committee statute

Presented is a reordering of the committee’s responsibilities. This item will be voted on in October.

IX. Update on the Carnegie Classification for Community Engagement - Dr. Jeanne Hossenlopp

Dr. Hossenlopp summarized the institutional commitment to applying for the Carnegie classification and answered questions. What are the advantages for pursuing this distinction? Is it just to put our name on a list, or is it line with our Strategic Plan? Dr. Holz noted the value when it came to our aspirations, recruiting of faculty and the obtaining of grants. Dr. Lephardt shared her work with Dr. Susan Mountin on the HALO project. It is a strategic question especially in nursing, education and business. Dr. Hossenlopp noted the University Promotion and Tenure Committee will also be looking at guidelines related to the value that this work will have in the promotion and tenure process.

X. Motion to Adjourn was made at 4:29 pm. by Dr. Otto Widera; Seconded by Prof. Bruce Boyden.

Voice Vote: Motion passed

Respectfully Submitted,