

CFR Meeting Minutes
4 April 2025
Zoom & VCLS 14
9:15 – 10:45AM

Representatives Attending:

Bonamy, Drapela, Fortin, Grigar (Chair), He, Olson, Pascoe, Reisz, Lohmann, Whelchel

Ex-officio members in attendance:

Dimitrov (Senator, TT), Sekhar (Past Chair), Barber (Senator, CT) Stephen Solovitz (Senator, TT)

Guests in attendance:

Laurel Rea (Associate Vice Chancellor for Enrollment), Jason Yi (Campus Director of Admissions), Brenda Alling (Director of Marketing and Communications)

Recording Secretary: Paul Bonamy

The meeting began with a conversation about new student recruitment and admissions with Laurel Rea (Associate Vice Chancellor for Enrollment), Jason Yi (Campus Director of Admissions), and Brenda Alling (Director of Marketing and Communications).

First up, *enrollment's recent move to reporting to the VCFOE has been smooth.* Rea had already been meeting with VC Chambers-Taube regularly, so the transition was seamless. There seems to be greater engagement with the campus and community at large since the move. The Enrollment Management Council has also been relaunched and had their first meeting recently.

Analysis of recent admissions data reveals that *summer melt has increased over the last 3-4 years.* Melt occurs at the last phase of the “admissions funnel”, when a student has been admitted and has committed to coming to WSUV, but then for whatever reason does not enroll in classes¹. Historically, the melt rate sat at about 20%, but it has recently increased to 26%. This means that more students than before have said they are definitely coming but never show up.

Looking at who is included in summer melt reveals that *a high percentage of students who didn't come were never assigned an advisor.* All students should have an advisor either in their academic unit, or, if they are pre-major or undecided, through the Engaged Learning and Career Action Center for Students (ELCA). Work is underway to try to get the advisor connection made sooner, and thereby hopefully reduce melt. Some academic program leaders have been making a point to reach

¹ Recorder's Note: See the diagram provided by Yi at the end of this document. Melt occurs between the “confirms” and “enrolled” stages.

out to prospective students as soon as they appear in the system. It may be beneficial for more program leaders to do so.

Students used to be required to pay an advanced tuition deposit in order to confirm, but this requirement has been removed everywhere in the system except Tri-Cities. The fee could be waived for Pell-eligible students, but state law doesn't allow a waiver for folks who aren't completely Pell eligible. Eliminating the fee removes a financial barrier for students, so they no longer have to e.g. put the payment on a credit card in December or January and, then, have it collect interest until financial aid pays out in August. Prior to the change, studies predicted about a 2% increase in melt, but only 1% actually materialized, so it's probably not responsible for the large melt change.

In general, the WSU admission standards are set such that anyone who receives a sufficiently high GPA in high school and meets the relevant course requirements will be admitted. There is also a holistic process designed to look at exception circumstances which prevented an otherwise successful student from meeting the normal requirements, e.g., students who did poorly for a term because of medical issues in their family. *Bonamy, Dimitrov, Fortin, and Olson agreed to sit on an ad hoc committee on holistic review to help review and give feedback on some especially hard cases.*

Grigar and Reisz volunteered to help organize an academic preview for prospective students. The idea is to supplement the classroom to career events by bringing in students during the school day (e.g. 10-12:30) to see the campus while it's operating. This could include activities like touring labs, observing classes, and the like.

Following the recruitment conversation, discussion turned to other business and announcements.

The Chancellor Search is completed except for final selection of a candidate. Faculty turnout and involvement were good, and we've heard favorable comments from organizers and the candidates themselves. There is, however, some unhappiness about the way the search was conducted. The FacSen Chair is aware of the campus's concerns. It is unclear what the candidates' schedules included, but it is clear that there was not designated time to meet with program and college directors outside of the faculty time block. This seems like a glaring omission.

The new President is holding a series of visits to meet the various campuses and major groups. She attended the April 3rd Senate meeting and will be having a brief visit in Vancouver the morning of April 7th.

Town Hall meetings with the Workload Policy Taskforce are coming up on April 15 and 21 and May 1. These are to present the current policy draft and gather feedback.

The Faculty Compensation Work Group is completing their work. The Faculty Senate will be voting in the next session to establish the Standing Committee for Faculty Compensation and finalizing its membership.

At the April 3rd Senate meeting it was revealed that President Schulz and Chancellor Netzhammer are both set to receive a year of “sabbatical” pay at their full salary after their departure. For Schulz, that works out to \$765,000.

CFR representatives from ENCS, CAS, Business, Nursing, and Human Development are reaching the end of their current terms. Some of them have already indicated that they are willing to return, and the search for additional candidates is in progress. There is an open question as to how many representatives CAS should have, which will be resolved in time for elections.

Minutes from the March 21 meeting were approved after some grammatical fixes from Olson, and the addition of Fortin, who was omitted from the draft even though he was present.

Summary of discussion topics for future meetings:

- Should there be internal recordings of CFR meetings, and, if so, who should maintain them?
- In what capacity should adjunct representation be added to CFR?
- Potential update on campus childcare facilities
- Planning around scheduling of future Laptop Lunch / Know Your University activities

Respectfully submitted by Paul Bonamy, Recording Secretary

The Recruitment Funnel

