

**MINNESOTA STATE COLLEGES AND UNIVERSITIES  
BOARD OF TRUSTEES  
ACADEMIC AND STUDENT AFFAIRS COMMITTEE  
JUNE 16, 2015**

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**Academic and Student Affairs Committee Members Present:** Chair Margaret Anderson Kelliher, Trustees John Cowles, Dawn Erlandson, Maleah Otterson, Elise Ristau and Louise Sundin.

**Other Board Members Present:** Trustees Duane Benson, Kelly Charpentier-Berg, Alexander Cirillo, Robert Hoffman, Philip Krinkie and Thomas Renier.

**Leadership Council Representatives Present:** Chancellor Steven Rosenstone and Associate Vice Chancellor Lynda Milne.

The Minnesota State Colleges and Universities Academic and Student Affairs Committee held a meeting on June 16, 2015 at Wells Fargo Place, 4<sup>th</sup> Floor, Board Room, 30 East 7<sup>th</sup> Street in St. Paul. Academic and Student Affairs Committee Chair Anderson Kelliher called the session to order at 12:10 pm.

**1. Minutes of the May 19, 2015 Academic and Student Affairs Committee**

*Trustee Ristau moved and Trustee Otterson seconded that the minutes from the May 19, 2015 meeting of Academic and Student Committees be approved as written. Motion carried.*

**2. Student Pipeline Recruitment and Pathways to Higher Education**

**Presenters:**

Pakou Yang, System Director of P-20 and College Readiness  
Craig Schoenecker, Senior System Director for Research  
Peggy Kennedy, President, Minnesota State Community and Technical College  
Carrie Brimhall, Chief Academic Officer/Vice President, Minnesota State Community and Technical College  
Peter Wielinski, Vice President of Student Development and Marketing, Minnesota State Community and Technical College  
David Jones, Vice President for Student Affairs and Enrollment Management, Minnesota State University, Mankato

This was an informational session on student recruitment and pathways to higher education. In the fall an in-depth presentation on Post-Secondary Enrollment Options (PSEO) and concurrent enrollment will be offered.

Senior System Director Schoenecker offered data on students in the recent and projected student populations graduating from high school:

There was a decline of 4 percent in high school graduates from 2009 to 2014. Graduates from non-public high schools declined by 8 percent and graduates from public high schools were

MnSCU has been working with the Minnesota Department of Education to redesign the transitions and pathways into higher education, Yang said. This redesign has focused on ensuring high school students are graduating with the necessary skills and knowledge to be successful. In 2013 legislation was passed that had four key components that addressed this redesign:

- Career and post-secondary planning must be offered to K-12 students.

- Students are required to create personal career plans;

- Eighth and tenth grade students are being given assessments which will college ready when they graduate;

- If the assessments show students are not be on track to be college ready, they will be given targeted and intentional instruction to help make them ready.

- Starting this year, all juniors were required to take the ACT exam, a national college entrance exam. MnSCU has adopted ACT benchmarks, so students know by their scores if they are ready for college-level coursework.

Chancellor Rosenstone said requiring juniors to take the ACT exam is a may have thought that college was not a possibility for them will see that their scores make them eligible for admission to a MnSCU college or university.

Campus representatives presented on successful enrollment management strategies being used at their schools.

### **Minnesota State Community and Technical College**

President Peggy Kennedy said her school has taken an analytical approach to student recruitment and retention. Her western Minnesota campuses have experienced declining enrollment because of an aging population, lower high school graduate rates and a low unemployment rate.

Vice President Peter Wielinski said they have made recent changes to better connect with all prospective audiences. For example, they annually review their high school visit list to gauge results in yield and quality of the relationship. They also have bolstered their career counseling outreach to area high schools BT1 0 0 1 522.1 727.2 07n255.29 Tm{t 1

Now, not only are they earning a credential that leads to a job with a livable wage, but also they are gaining confidence in their skills and abilities.

Industries also are requesting credit-based learning critical thinking and communication skills, as well as to offer flexible hands-on training, Brimhall said. They are working on developing a workplace assessment so industries can identify the best candidates for this type of credit-based learning.

-12 is strong, Brimhall said, noting they have provided concurrent enrollment programs to 500 students in the last five years. Annually, her college partners with 37 districts to provide 265 courses.

**Minnesota State University, Mankato:**

Vice President David Jones said Minnesota State University, Mankato uses an array of strategies for recruiting different students. The competition for students is fierce and it is not unusual for a potential student to apply to four or five institutions, he said.

To demonstrate the level of competition, Jones said the university received 24,000 leads from the ACT exam results in 2014 and purchased the names of 30,000 potential students from Minnesota and other states. A total of 9,600 students eventually applied for admission and 6,400 were admitted. Of that amount, 2,240 were incoming freshman.

which means they were not targeted. These students were likely influenced by their family, friends or counselors or applied because of a marketing campaign.

His staff has refined their recruitment and marketing practices through the use of analytical data. They analyze where students are coming from and what kind of student are the best fit for their university. Return on investment is important consideration in enrollment management, Jones said.

The university is moving toward awarding more needs-based scholarships than merit scholarships, since this appears to be a positive factor in the recruitment and retention of lower income and diverse students, Jones said.

Trustee Benson asked if t are competing against each other for students. Chancellor Rosenstone said the system is working on developing a universal marketing platform which will help all system co

Todd Harmening, System Director for Planning  
Laura King, Vice Chancellor for Finance  
Lynda Milne, Associate Vice Chancellor for Academic Affairs

The Board of Trustees has had an ongoing discussion on meeting the growing need for baccalaureate completion options in the Twin Cities metro area. Over the next three decades, the Twin Cities population is projected to grow by one million people over 216,000 will need to be filled by people with a baccalaureate degree.

Changes in demographic trends will require new strategies to better serve students, especially in communities which will have the largest population growth, such as immigrants and students of color. Strategies to capture metro-area transfer students also are needed, Milne said. There are 100,000 students enrolled at ten metro colleges; three-quarters of those students indicate an interest in getting a baccalaureate degree, but Metropolitan State University is graduating only 1,800 students a year.

The firm of Cushman & Wakefield conducted an analysis of the demographics of MnSCU students in the 13-county Twin Cities region. Data on where students live, key personality characteristics and what might be the best locations for additional programming was gathered.

Report conclusions include:

There is considerable potential for MnSCU institutions in the adult-learner population (people ages 25-45) with some college experience and limited income. These people tend to be working in blue-collar, sales and office/administrative support positions with li

*Academic and Student Affairs Committee Minutes*

The scope is pathways for 25-30 of the most frequently enrolled baccalaureate programs, as determined by the TPCT. The plan suggests a pilot with four disciplines be launched. By years two and three, it is expected the teams will have completed two cycles of 12-13 disciplines.

The Transfer Pathways work will be based on these key principles:

- Students are the primary and fundamental focus of the planning process;
- Maintaining a quality education for students is the core of the pathways;
- Student successes will be facilitated by the transfer pathways;
- Pathways to baccalaureate degrees are clear and easy for students to follow;
- Students can save money and reduce debt by eliminating the number of repeated classes required when they transfer by having a clear path;
- Students can complete degrees in a minimum timeframe but with the understanding that part-time completion is available;
- Students will be able to enter the workforce sooner and with less debt;
- Students who meet admission program application requirements will be given the same opportunities and consideration as direct entry students;
- Transfer processes will be streamlined for institutions and create clarity for students.

MSCSA President Kevin Parker said he believes the transfer pathways plan will be beneficial to students.

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by eliminating the need to repeat courses. He

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Andrea Heller, a student at Minnesota State University, Mankato, told the Trustees that she was able to earn two degrees through reverse transfer. After earning a diploma in the Dental Assisting program at Century College, Heller transferred to MSU, Mankato to pursue a Bachelor's degree in Dental Hygiene. In the fall of 2013, she found out that by taking just a few more credits, she could earn an Associate's degree in Dental Assisting, as well as an AAS in Dental Assisting from Century College. She believes these degrees are valuable and helped to make her application to the university more competitive and she is one of only 20 candidates accepted into the program starting this fall. She