

Admissions Committee
BMCC-CUNY Academic Senate
End of Year Report for 2018-2019

Chair: Joel Barker
Representative to the Executive Committee: Joel Barker
Secretary: Brianne Waychoff
Members: Lane Glisson and Samvel Jeshmaridian

The Admissions Committee were given the following charges:

1. To improve faculty involvement in the planning and execution of Open Houses.
2. To coordinate and provide faculty oversight in New Program promotion.

The committee started its charge by first reaching out to the chair of the Academic Senate to get specific guidance regarding the charges the committee was given. Simply put, the committee was charged to enhance faculty involvement with Open Houses and to assist with the promoting of new programs that were experiencing low enrollment.

Open Houses Initiative: The committee met with VP Walleser and Lisa Kasper to discuss our charge and ways that faculty can play a more integral role in the planning process of Open Houses. They were both receptive and offered the following support:

- Increase communication with department chairs to identify representatives for Open Houses
- Provide equipment and display material for presentations.
- Provide incentives, such as small gifts or treats for the students if needed by the department.
- Provide break-out sessions during Open Houses, if need.
- Visit department meetings if needed, to answer questions, concerns, or share examples of interactive presentations that have worked in past Open Houses capturing student's attention and involvement.

The committee raised the issue of faculty incentives to participate at the Open Houses, since they are held only on Saturdays. VP Walleser confirmed that the Admissions Office was able to secure a grant of \$30,000 for faculty developing and presenting at the Open Houses. Upon hearing of the approval of the grant, the Admissions Committee made the following recommendations:

Goal: *Provide prospective students the opportunity to “experience” BMCC through interactive learning modules that highlight programs of study. This is part of BMCC Design Team Initiatives to introduce Academic and Career Communities to help new students choose and enter a program pathway.*

Faculty Stipends: Through a \$30,000 grant from CUNY, stipends will be awarded evenly to participants who design and present at the March 23 and June 22, 2019 Open House.

Guidelines: Create a 30-45 minute experience module where prospective students can engage with faculty on a topic representative of a designated academic program.

- Interactive activity that includes mini lesson, learning activity and practice opportunity
- Involvement of current students or alums is desired
- Modules must be designed and scripted for reuse by the academic program at future open houses, and flexible for presentation by program colleagues.
- Any support material required by faculty for the presentation (flyers, giveaways, etc.) will be provided by the Admissions Department.

Feedback from the Office of Admissions on the March 23, 2019 Open House was:

“The Spring Open House on March 23rd was our most successful event yet, with BMCC playing host to more than 1,500 students and guests. Immediately after the event, the Office of Admissions surveyed our guests and it was confirmed that our faculty were one of the greatest highlights of the day, as students ranked faculty information sessions highest in overall satisfaction, with 46/50 responding to the faculty portion of their BMCC experience as highly satisfied or satisfied. (92%)

Our faculty were also surveyed and the results were overwhelmingly positive. The data received from the 15 faculty surveys received indicated that 13 of the 15 rated their overall satisfaction with the event as either a 4 or 5. After the event, faculty were invited to an Admissions post-Open House meeting, where suggestions and feedback were collected and assessed. In addition, all faculty who participated in the March program were invited to be a part of the Open House Planning Committee in an effort to keep the planning of all future events transparent and inclusive to all participants. To date, more than a half dozen faculty members have attended and actively contributed their suggestions and unique perspectives to the group. All parties are optimistic that this increased dialogue and the environment of collegiality it promotes will help propel us into the next academic year with a renewed sense of campus community.”

The committee was pleased with the outcome of the March 23rd Open House and would like to thank the Admissions Office for a successful collaboration with faculty.

New Program Promotion initiative: The committee started out by review the list of programs with low enrollment. We reached out to faculty through the Academic Senate to encourage low-enrollment programs to contact us, to assist with the promoting of their program. Economics, History, Health Education, and Accounting (ACC) shared their interested. The committee met with Manny Romero from Public Affairs to discuss the creation of promotional videos as previously done by the committee. We learnt that program promotional videos are currently showcased on department’s website, Expert pages, Newsletters, and BMCC social media sites. The committee asked if these videos can also be showcased on the Office of Admissions website. Only History, Health Education, and Accounting videos were completed and reviewed by the committee.

The committee made the following recommendations:

- Investigate whether the videos we have been creating are being used effectively to attract enrollment in these programs.
- We feel that video is just one aspect of promotion programs and thus we recommend that the departments explore various.
- What is the advantage to the student of participating in the specific program?
- What is the goal? Who is the audience? We recommend a more concrete script. What is the main take away? What do we want our students to walk away with?
- We want to create effective arguments for how the program can benefit the students - give rationales.

The committee feels that some form of assessment needs to be done, to explore if creating the videos are effective tools used to enhance enrollment.

(Submitted by Joel Barker May 2019)