

Admissions Committee
BMCC-CUNY Academic Senate
End of Year Report for 2016-2017

Chair: Marcelle Edinboro

Representative to the Executive Committee: Joel Barker

Secretary: Brianne Waychoff 2016. Lisa Grace 2017

Members: Robin Isserles, Barbara Lawrence, Linda Wadas

Activities:

The Admissions Committee met eight times in the 2016-2017 academic year.

In September 2016, elections were held. The committee reviewed last year's activities and familiarized new members on what the committee does. Cara Kronen last year's chair from teacher education should be contacted regarding the admissions video project from last year. New members were encouraged to review the committee's charges and previous meeting minutes.

October 2016 the committee discussed:

How can we, as a faculty body, support the admissions office to attract and retain new students?

- Self-selected faculty could allow prospective and/or new students to visit classes. In order to make this mutually beneficial for both the faculty and the admissions office, we would request that any faculty opening their class receive a formal letter from the Office of Admissions thanking them for their service.
- The committee's chair will invite the V.P. Diane Walleser of Enrollment Management to attend to our next meeting to get acquainted and start working together.

November 2016 V.P. Diane Walleser attended the committee's meeting. At this meeting V.P. Walleser shared with us some of the following options for our committee of which she is working on in the hopes we can work together:

Faculty Outreach/Recruitment (Increase program applications)

Work on college teams in targeted high schools to help improve the college readiness of diverse under-served districts.

Partner with college recruiters to do program recruitment in feeder high schools or community based organizations.

Develop college tours to promote college programs (Example: tours of health division, tours highlighting business programs or tours highlighting A.A. programs etc.)

Applicant Conversion (Increase number of applicants that go on to register/enroll.)

Development of applicant engagement campaign to help increase the numbers of applicants that convert to registration/enrollment.

The committee voiced that these initiatives sound great but, administration needs to be mindful of the faculty's workload when faculty involvement is needed. We asked that a letter to faculty

noting their participation in a specific project be placed in faculty's file. V.P. Walleser stated that will not be a problem.

April 2017 V.P. Walleser and Kevin Dougherty met with the committee:

Kevin Dougherty one of the two lead recruitment coordinators spoke briefly about recruitment efforts:

- Videos focused on faculty from newly developed programs are being prepared. The goal is to have five to ten videos completed by the end of the year.
- March 25, 2017 open house was successful. Over 30 faculty members from 19 different programs and 239 prospective students attended.

VP Walleser provided an update on admission efforts

- The recruitment coordinators are now working in the express center and are not part of processing
- Application technology needs to be updated
- The college is in the final stages of recruiting for a Recruitment Director

Professor Barker expressed some concerns about the college's retention and graduation rate. Since latest stats show the graduation rate as 60% for ASAP students while the rest of the college the rate is 19%. It was suggested that the college develop more affinity groups. Only eight thousand students are currently identify in any affinity group while eighteen thousands are not.

Applicants to conversion to enrolled student is low 30% despite applying and being accepted 70% of the students do not enroll in BMCC. Committee discussed getting faculty involved in the recruitment process if it is feasible.

- Identify a junior faculty member in each department to be the face/voice of the department.
- Work on communication plans to prepare 10-20 second videos that can be embedded in emails or texts to send to students. Suggested we start with the program the students are interested. Currently the only information that is transmitted to the students are emails/texts about test date and financial aid.
- The Committee decided we should try to attract more of the outer work adults that want to come back to school by focusing on career specific orientations. Discussion ensued on which department/program we should begin the pilot with.

Professor Joel Barker from Accounting and Professor Lisa Grace from Health Education both suggested their departments for the pilot program to develop career specific orientations.

Recommendations

The committee suggested that the 2017-2018 committee: will reach out to schedule a meeting with the Executive Director of Public Affairs, Manny Romero on communication plans to prepare 10-20 second videos that can be embedded in emails or texts to send to students. Also, to reach out to low enrollment disciplines' chair so that their faculty specifically pre-tenured who would be interested in attending BMCC recruitment and admissions during the high school recruitment efforts.

(Submitted By Marcelle Edinboro May 2017)