**COAP Executive Board**

Meeting Minutes

Thursday, September 19, 2013; 10:30am

Horrabin Hall 60 & QC Riverfront 218A

Attendees – QC: Gary Rowe; Macomb: Dana Moon, Margaret Taylor, Amanda Shoemaker, Pam Bowman, Ember Keithley, Dustin VanSloten, Jennifer Grimm, Julie DeWees. Absent – Angela Bonifas, Teresa Koltzenburg.

1. **Guest – Andy Borst (Director of Admissions)**
   1. Shared WIU’s current recruitment strategies and talked about recruitment funnel.
      1. Recruitment Challenges
         1. WIU dropped 100 new freshman in FY14.
         2. There is a lot more competition for students. Greatest exports of Illinois students are to University of Wisconsin and University of Kentucky.
         3. Students who are not receiving financial aid are not going to other schools - they are not going to school at all.
      2. Recruitment Funnel
         1. WIU has seen a drop in accepted students actually enrolling.
         2. Biggest recruitment gap is the undecided group of students.
         3. Contract with Zinch & Hobsons and other methods to reach (contact) students:
            1. Zinch offers 10,000 guaranteed contacts (email) and is targeted at field of study and competitor inquiries.
            2. Hobsons offers 10,000 inquiries and uses Twitter.
            3. Uversity app used. Sits on top of Facebook and tracks/interacts with students accepted to WIU.
            4. Use Instagram and Twitter as well to interact.

1. **Approval of Minutes from July 18, 2013 Executive Board meeting** – Approved (Grimm, Shoemaker)
2. **Cabinet Update**
   1. Discussing FY15 budget already. Trying to figure out how to handle decreasing enrollment and increasing costs.
   2. All FY13 appropriated monies have been received.
   3. State set up a payment schedule for FY14 monies. Based on schedule, at best, WIU will only receive 75% of appropriation by June 30, 2014. Then in July – September will hopefully get remaining 25%.
   4. If there are any student complaints related to police officers, have them file a formal complaint with Scott Harris the Director of OPS. Complaints will be investigated and corrective action taken. Need to educate students that WIU is trying to keep them safe.
3. **Financial Report -** Balance as of 8/31/13 - $1,230.47
4. **New Employees**
   1. July
      1. Christie Carmack – WESL
      2. Courtney Klinedinst – Admissions
      3. Michael Lorenzen – Libraries
      4. Sarah Moore – UHDS
      5. Kaycee Peterman – Health Center
      6. Ryan Roby – Women’s Center
      7. Jessica Woods – UHDS
   2. August
      1. James Bell - Athletics
      2. Scott Brouette – QC Student Services
      3. Dana Requet – QC Admissions
      4. Danielle Tucker - UHDS
5. **Old Business** – None
6. **New Business**
   1. Academy for Student Persistence
      1. Dana will sit on the steering committee. Will have sub-groups/committees: Linkages, FYE, Off-campus Student Population and Distance Education.
   2. We Care
      1. Held during Homecoming Week. Dana will check on possible times available for COAP group.
7. **Committee Reports**
   1. **Promotional Structure**
      1. Meeting 10/3 as a sub-committee.
   2. **Professional Development** 
      1. Regional Superintendent of Schools - John Meixner spoke on “How to Do More with Less Money” on 9/5. 18 people attended with mixed reviews on relevancy.
      2. Upcoming Workshops
         1. “Marketing Yourself” with Sheri Rich on 10/25 @ 1:30pm. Dana will check on Horrabin Hall Room 1 availability.
      3. Meeting next week to discuss topics for future presentations.
8. **Announcements**
   1. SURS will be sending out a letter to all employees regarding the re-hiring of retirees. There will also be another letter sent out about the Insurance Marketplace.
   2. Enrich U @WIU events are still going on – urged to participate.
   3. Town and Gown is October 3 and Homecoming is October 12.
   4. Need to update the webpage with current committees that COAP members are serving on. Need to poll/survey members.
   5. President Evaluation – need to work on how to get involved in this.
9. **Meeting Schedule**
   1. Third Thursday of the month at 10am in Horrabin Hall 60:
      1. October 15, 2013 – Fall meeting with the President/Capitol Rooms\*
      2. October 17, 2013
      3. November 21, 2013
      4. December 19, 2013
      5. January 16, 2014
      6. February 20, 2014
      7. March 20, 2014
      8. April 17, 2014
      9. May 6, 2014 – Spring meeting with the President/Capitol Rooms\*
      10. May 15, 2014

\* Indicates different meeting dates/times/location

1. **Adjourn** (Grimm, Keithley) – 11:15am