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**APA Executive Board Meeting Minutes**  
**Wednesday, October 9, 2019**  
**Bernhard Center Room 157**

**ROLL CALL**

Present: Steve Booher, Lauren Carney, Laura Ciccantell, Jennifer Clements, Lynda Hunt, Laura Large, Michelle Loedeman, William McQuitty, Alice Molvern, Nathan Nguyen, Malia Roberts, Teri Schrimpf, Amy Seth, Leah Smith, Liz Teviotdale, Margaret von Steinen, Faith Wicklund

Absent: Alexia Alexander, Mike Berdowski, Mario Galbreath, Julie Lenczycki, Janice Quakenbush, Caroline Ray, Jake Woods

Special Guests: Provost Jennifer Bott and Chris Cheatham, Vice Provost for Budget and Personnel

This was a special meeting with Provost Bott and Dr. Cheatham to provide updates and discuss activities on campus. Provost Bott provided a taco bar lunch for us.

Malia Roberts welcomed them and introductions were made.

**Reflection on Engagement Planning Town Halls:**

- Malia noted that we were pleased with the turnout and appreciated learning about the high-level results.
- Provost Bott stated that the VP's are reviewing the results for each of their areas and each VP will decide how to disseminate the results to their areas, with the expectation that the results will be distributed within one month. It should be noted that there is no disaggregated data if there are less than five respondents. The website is up and the answers to all the questions asked will be added. There is a video available from the Tuesday session. She said that they are all committed to being reflective with this information.

**Review of Enrollment Management Leadership and Direction:**

- Malia asked Dr. Cheatham to talk about his role as interim and to outline the strategy and direction for the division of enrollment management.
- Dr. Cheatham responded that this is a one-year commitment and a search should start in the spring.
- A firm (EAB) has been hired to evaluate best practices for our admissions process to see where improvements can be made such as reaching high school students earlier and following up with students who apply to find out why or why not they do attend. They are also looking at different markets, using a targeted approach based on analysis from Extended University Programs and Institutional Research.
- Financial Aid is looking at using analytics to determine the best way to distribute available funds. A group has been formed to look at simplifying our tuition structure.
- Our retention rate is good but our graduation rate needs attention— how do we improve our persistence?
- Dr. Bott discussed the One WMU which will help standardize the experience of undecided students.

Throughout the meeting, members of the board contributed their comments and ideas. Time ran out before we could discuss the other topics, including professional development opportunities and

performance management tools and expectations. We were invited to schedule another meeting with them. Malia thanked them for their time and for the lunch.

Respectfully submitted,  
Teri Schrimpf