

Research and Growth Opportunities Subcommittee Minutes June 7, 2022

Committee Members Present:

- Joe Arrington
- Annette Bigham
- Celina Brown
- Bradley Christian, Co-chair
- Sally Frazier
- Glynnis Gaines
- Lizett LaStrape
- Gary Myles
- Matt Porter
- Laura Wichman, Co-chair
- Bryant Windham

Committee Members Absent:

- David Davenport
- Steven Wenzel

Agenda:

1. Program Development
 - What programs should we consider expanding? Credit and continuing education both
 - What programs should we consider adding? Credit and continuing education both
2. Review the course schedule of classes we are offering and determine:
 - Are we offering enough courses at the right time? In the right modality?
 - What classes are consistently being offered, but are not making? Do they need to be offered consistently?
 - Are there areas that could be expanded upon? If we offer more sections...will they come?
3. New Initiatives
 - Are there good and established initiatives that can support our campus priorities?
 - Are we doing enough/too many initiatives as is?
4. Review literature, articles, college websites, etc. for information on increasing enrollment and retention
 - What are others doing that are working well?
 - What is not working well and we should avoid?
 - What are new trends that we could consider, even if others are not doing it yet!

Notes/Discussion:

1. Program Development
 - Laura will share the Emsi Program Gap Analysis report
 - Do any degree plans need to be revamped?
 - Are there new degrees or certificates we should consider? Credit and non-credit
 - Areas of growth

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- i. Based on Data
 - ii. Look at Modality/Delivery availability
 - iii. Areas of High/Low Enrollment
 - iv. Cross ways to revitalize
 - v. Up & Coming degrees
 - vi. National Student Clearinghouse Data on highest undergraduate enrollment trends 2019-21:
 1. Agriculture, Ag operations, & related sciences +38%
 2. Trades +5%
 3. Architecture +4% (and few local options, I believe)
 4. Physical Sciences -32%
 5. Security, Law Enforcement, Emergency Services -21%
 6. "Gen Ed"/Liberal Arts -20% (average)
 7. Business, management, marketing ,etc -10%
 8. Health Professions -4%
2. Review the course schedule of classes we are offering and determine
- Years ago we stopped offering afternoon classes for lack of demand. Do we need to revisit?
 - Unique Summer/Online offerings (RE: Brad's physics example)
 - i. Search for transferable, non-majors core requirements that students may want to take cheaper/off GPA
 - Degrees that can utilize existing course offerings
 - Joe's suggestion: courses for adjacent fields
 - i. i.e. mental health care course for nurses
 - ii. One off courses? Limited 'Supplemental Certificates'?
 - iii. Niche markets – i.e. k-12 teachers for supplemental education or development
 - iv. Retool skill options such as OSA
 - What courses do we refer out the most?
 - What courses get utilized the most from elsewhere and aren't offered here?
 - Celina mentioned a site the advisors use –She followed up after the meeting and it no longer helpful after some updates
 - Transient Students
 - i. Work on transfer agreements with private institutions
 - ii. Offer and market Summer At Home options
 - iii. *We are far less expensive than 4 year summer options.
 - iv. Interact with 4 year partner advisors to inform of our summer offerings
 - v. By getting transient students to take summer courses here that they otherwise would not have taken at all (re: cost), we can help 4years with their timely graduation rates.
 - Are their Continuing education cross walks that should be developed? How?
3. New Initiatives
- Since structured degree plans and course schedules work well in Health Professions, should we pilot that with other degree plans? Help to build cohorts and student relationships/engagement

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- Hy-flex
 - i. Important Covid-remnant
 - ii. Attractive to students
 - iii. Difficult on Faculty
 - iv. Add a lab/hyflex fee & Stipend?