University Senate

Minutes of the meeting

March 15, 2013

Members Present:  Brittany Abraham, Dina Berger, Timothy Classen, Shawna Cooper-Gibson, Leanne Cribbs, Mary Dominiak, Lisa Gillespie Tyler Hough, Pamela Johnson, Claudio Katz, Thomas Kelly, Vicki Keough, Joyce Knight, Sarah McDowell, Niamh McGuigan,  Bren Murphy, Anne Sutter, Mary Van Houten, David Yellen

*Ex-Officio* Members Present: John Pelissero

Members Absent: Cass Coughlin, Alanah Fitch, Muhammed Rizwan Khan, Teri Kilbane, Erin Moriarty, Alice Perlin, Christopher Peterson, Matthew Razek, Noah Sobe,

Guests: Ariana Lewis, Julia Poirer, Paul Poberts

The meeting was called to order at 3:10 pm by the chair

**Approval of minutes**

Minutes were approved as amended with 2 abstentions

**Dr. Roberts, Associate provost, enrollment management Admissions initiatives and challenges.**

The University has a new target for enrollment and wants it to go from 15,000 to 18,500 students.

In addition to increasing overall enrollment, the university seeks to reduce the amount of discounts, resetting to the rate it was in 2006. The university also plans to reduce Pell eligible students down to about 25%.rate. Recruiters will target more affluent students with acceptable academic records.

Although the University wishes to continue to recruit high achieving students, and we have nearly achieved our goal of requiring an ACT of 28 for entering freshmen, that goal may be relaxed some in order to recruit higher numbers.

Dr. Roberts distributed reports that explained net revenue from tuition.

The discount rate is determined by the amount of financial aid given divided by tuition rate. According to the reports, net revenue had decreased markedly. The discount rate has followed a national trend among private institutions. The discount rate in 2011 was 43.4 and just one year later, it was 45.5 for incoming students. In dollar amounts, aid given in 2006 was about 80 million dollars and in 2011 it was 120 million.

Dr. Roberts was asked to address what drives the discount rate.

He explained that as we became more attractive we needed to give more need based aid. In addition, enrollment management had a different focus. Classes went from being grown in numbers to being shaped in quality. Enrollment management has been successful in this endeavor as the entire LU class has increased ACT scores with norm at 27 + now.

Dr. Roberts distributed a chart of Pell grant statistics among Jesuit Universities. Pell is federal grant provided to student with highest need. In Illinois there are 5500 Pell eligible students with another 4800 in state students who are MAP grant eligible. Most Jesuit schools have about 25% Pell students; however Loyola has about 34% Pell eligible students.

Dr. Roberts was asked why reducing Pell eligible students is important. He explained that a higher Pell rate indicates a higher discount rate. He further explained that the discount rate includes both academic and need based scholarships. For example the Damen scholarship is part of discount rate.

A question was raised if tuition benefit students affect revenue. Mr. Roberts said that figures do not include tuition benefit students and that number has not changed much over the years, thus having lower impact on revenue in general.

Higher income students tend to have access to better schools generating higher academics. However, to retain these students, our scholarship awards are higher. These students receive more merit awards. Merit awards are given before needs are assessed; however 85% of merit awards also go towards need. Only 15% of merit awards a not need based.

The University idea is to target growing the middle, which includes student with ACT's between 26-28 ACT. Students with high need with lower academic profiles tend to take on a lot of debt and are more likely to be at risk academically. Student loans cannot be dissolved in bankruptcy

A big issue is balancing the difficulty in balancing the mission with the market.

Some general admission facts:

How many apply? 20,000 with 12, 000 admitted.

New goal: Admit 2200 freshmen

Students tend to apply to 7 schools.

82% admitted attend

Our application is free to get the numbers to apply

Loyola has some additional criteria e.g. the writing sample and essay.

Over last 10 years yield rates (students admitted that came) went from 18 back up to 20%

Another enrollment growth plan is to increase enrollment including increasing number of adult learners. Unfortunately, many are unaware that we have adult learners. Our number of adult learners went from 4000 down to only 1000 adult learners today. Our reputation is strong among adult learners, but many do not know what programs we have available.

The School of Continuing and Professional Studies has been looking at the behavior of adult learners especially in the area of online study. Many do not complete a course of study solely online but blend it with classroom experience; however, initially they want to see that they could complete online.

There is a new 5 person office under the direction of Jill Schur designated as the Adult and Transfer Center. Some targets of that center will be:

2 year completion programs

Higher diversity among transfer students

Focus on the Illinois Articulation Agreement Initiative

The University cannot expect to get 9000 undergrad students with the current methods of focusing solely on first time freshmen, but now needs to attract transfer students. It will be necessary to capture students beyond the lower number of traditional students who are now graduating from high school, especially since that number is lower. Various policies will be explored going forward.

In the professional schools, law enrollments are down40% in general nationally. Loyola has not experienced this decrease but may lower enrollment by 10% in anticipation of fewer applicants.

Another enrollment strategy will be Investment into international recruitment

Programs that allow students to start their Loyola education in their home countries is being prepared. One such program will be the Rome Start program. There are plans for similar programs in Europe, the Middle East, and China. The goal is to have 600 -800 active international students

Maintaining diversity is important and the hope is that diversity will remain static by holding ACT's at the planned middle ground and with transfer students. Approximately 2% freshman and 8% transfer students are African American. 60% students are Illinois based, although a concern about the feasibility of recruiting viable CPS students remains a concern.

Dr. Roberts took questions:

- A question was raised about ACT numbers for admission. Lower end admission is 21-22 ACT, but the increase in applications is coming from the middle ACT range of about 25.

-A question about transfer counts was raised. This year the transfer class was larger with 630 admitted, which was about 70 more than the previous year.

- A question was raised about how to support incoming students with lower standards. Programs that support students such as the ACE program will be needed.

-A question about recruitment of Latino and other under-represented students was raised. Strategies are in place. Recruiters are focusing some needed time in learning the best way to recruit growing Latino high school grads. A concern that less than 10% of underrepresented CPS students graduate from college, was voiced.

- A question stating the concern that Loyola's commitment to the "poor" to those who are socio-economically will be challenged. Dr. Roberts agreed that this is an issue that will need attention.

**Timothy Classen**

**report for the Budget and strategic planning committee**

The change in Pell eligible policies will mean that about 800 students will no longer be eligible. Dr. Classen raised similar questions that face the university in regards to recruitment, retention and the budget vs. social justice. Dr. Classen suggested that the current economy is a big part of this but he suggested that if the economy continues to improve, things will change. The question remained if that change will be for the better. He expressed that a major concern is to maintain a quality education while balancing the budget and recruiting the best students. Dr. Classen will send on his report to senate members.

**FUTURE Reports**

Dr. Beger and Dr. Katz deferred their reports due to time constraints.

Dr. Cooper-Gibson stated that staff have concerns about how FMLA time is applied and that this issue is in the fact gathering stage.

**Chair updates**

Dr. Darryl Wheeler will report on the findings and recommendations of the Diversity Task Force.

Dr. Katz reminded the Senate that Friday, April 26th is our last meeting for the year.

A motion was made to adjourn the meeting.

The motion was seconded, and was approved unanimously.

The meeting adjourned at 5 pm.

Respectfully Submitted

Joyce D. Knight

Secretary, University Senate