Minutes
Wednesday, October 16, 2019
8:15-9:45am Old Main Boardroom


Observers: C. Henderson, R. Miller

Guests: Kasey Urquidez, Vice President, Enrollment Management

Call to Order
Co-Chair Helm called the meeting to order at 8:16 am

Approval of the Minutes of October 2, 2019
The October 2, 2019 minutes were approved.

Updates
Letter in Support of the Black Student Union
The committee resumed discussion of the tabled motion to send a letter of support of the Black Student Union and reviewed voting procedures for voting and non-voting committee members regarding public statements from SPBAC. The tabled motion from October 2 that public SPBAC statements not be sent unless a quorum of members approved was further discussed and killed.

President Robert Robbins
Robbins updated the committee on the strategic plan and provided information about admissions and recruitment in Texas and Northern California. Robbins also informed the committee on the Campus Conversations. Committee members discussed the structure and responsibilities of the VP of Global and Environmental Futures position. Robbins gave an overview of issues related to Biosphere 2 and the Institute for the Environment.

Liesl Folks, Senior Vice President for Academic Affairs and Provost
Folks provided information to the committee about a new infrastructure to support student retention and gave an update on cross-campus alignment with the strategic plan. Folks is asking Deans for a mapping of college strategic priorities and their intersection with university-wide strategic goals. Folks is working to streamline processes and is concerned with the number of committees that review curriculum with a goal of a 30-day window from program approval by deans to submission to ABOR. Additionally, Folks is working to grow graduate programs and fill holes in graduate offerings. International enrollment is lagging peer institutions. Committee members asked follow-up questions
regarding the curriculum review committees and asked about the status of the search for a dean of former UA South.

Lisa Rulney, Senior Vice President and Chief Financial Officer, Business Affairs
Rulney shared information regarding the UAPD advisory board. Over 100 applications have been received for the board. Rulney announced the UA Bookstore will accept payroll deductions for technology purchases up to $2,000. She also shared detailed on Parking & Transportation’s program for UA Cares that allows cereal or milk donations to replace parking violations. Donations will be given to the Campus Pantry. Rulney announced ENR2 has received an award from the American Society of Heating, Refrigeration, and Cooling Engineers. Rulney requested recommendations for the co-chair position for Pillar 5.

Discussion
Kasey Urquidez, Vice President, Enrollment Management
Urquidez presented to the committee about recruitment and enrollment management with an overall snapshot of enrollment including:

- Year to year enrollment increased by about 700 students
- 2019 first year students were 30% first-generation
- Pre-Business is the top major for incoming students
- Transfer students increased by about 200; 30% of UA transfer population is from Pima Community College; 50% of transfer students are first-generation

Urquidez updated the committee on the 2025 and 2035 enrollment goals including the current status of academic quality goals. Urquidez is working to revise goals and will share information as goals are approved. A fulltime admissions outreach position working with local high schools will be announced and visits to high schools in both Tucson and Phoenix will be conducted. Urquidez shared the goal of doubling the number of Maricopa Community College transfer students and informed the committee that transfers increased 9%.

Urquidez provided details about Admitted Student Day and the survey of admitted students. Results indicated affordability replaced availability of a desired program as the No. 1 reason students chose UA. Urquidez addressed demographic changes including the projection that traditional student numbers are not expected to increase. Committee members asked Urquidez questions regarding the role of financial aid in recruitment and discussed concerns surrounding revenue streams.

The committee discussed with Urquidez ways SPBAC can support enrollment and admissions and asked questions regarding the restructuring of gen ed classes.

Adjournment
The meeting was adjourned at 9:53 a.m.