Dear Faculty and Staff at Saint Louis University:

I am pleased to share the fall 2008 issue of the Provost’s Perspective with you. This issue focuses on recruitment and retention of undergraduates at Saint Louis University. Jean Gilman and Marie Dockter, in an article entitled “Undergraduate Recruitment: Lifeblood for Higher Education,” describe the rigors of the recruitment process for domestic and international students. Leanna Fenneberg, Associate Vice President for Student Affairs, follows with an article entitled “SUCCESS is closer than you think,” describing the Student Success Center, a one-stop shop for undergraduate services. Located in the Busch Student Center, the Student Success Center is among the most important efforts to date to retain our students.

In a corollary article, John Jaffry, University Registrar, offers insight on administration of the FERPA Act as it relates to student advising. Marie Dockter also provides an update concerning the acquisition of scholarly activity, practice education tracking, student e-portfolio, and assessment software and describes our participation in the St. Louis Educational Consortium, a service aimed at dual-career couples who move to our region.

I wish all of you Happy Holidays and a healthful and productive New Year!

Best regards,

Joe Weixlmann

Upcoming Provost Office Events

Chairs Luncheon Series 2009

- Tuesday, February 3, 2009
  Pius XII Library, Knight’s Room
  12:00-1:30 pm
  Topic: The Chair’s Role in Development
  Presenter: Tom Keefe, Vice President, Development and University Relations
- Tuesday, March 3, 2009
  Pius XII Library, Knight’s Room
  12:00-1:30 pm
  Topic: The Chair’s Role in Safety and Emergency Preparedness
  Presenter: Connie Tillman, Emergency Preparedness Coordinator, Public Safety

New Faculty Lunch with the Provost

- Wednesday, April 1, 2009
  Allied Health Building, Multipurpose Room
  12:00-1:30 pm
- Thursday, April 2, 2009
  Busch Student Center, 352/353
  12:00-1:30 pm

All correspondence regarding this newsletter should be directed to:

Keegan Gilmore
Secretary, Administrative Assistant
Office of the Provost
Saint Louis University
Ph: 314-977-3078 Email: kgilmore@slu.edu
Institutions in higher education are engaged in a variety of high-priority activities that relate to the core – teaching, research, community and clinical service – but none are as fundamental as recruitment of the student population. At Saint Louis University, emphasis is placed on recruiting a diverse pool of high-ability undergraduates and creating a rich and welcoming environment that encourages learning, engagement, and thoughtful discourse. This article focuses on the first step: attracting students to our campus and city.

**Undergraduate Recruitment of Domestic Students**

The undergraduate recruitment process has been likened to a funnel with a large pool of students aggregated at the top of the funnel and registered students emerging from the bottom. Developing the Recruitment Pool. As the foregoing figure indicates, the process begins early in the fall when Admissions personnel purchase approximately 200,000 names of students from a variety of services and using multiple forms of communication (letter, e-mail, phone) and contact candidates who 1) qualify for admission, and 2) have expressed interest in degree programs that SLU offers. Simultaneously, University Admissions Counselors actively recruit in Saint Louis, Chicago, Cincinnati, Milwaukee, and various other cities throughout the nation by visiting high schools and community colleges, hosting campus events, and meeting with students one-on-one to acquaint them with SLU and its programs.

Throughout the process, Enrollment Management personnel contacts applicants to familiarize them with the University’s programs and to help them through the financial aid process. Campus tours are also conducted by student guides each day and faculty contact students who have expressed interest in specific areas of study. Those calls to talk often result in invitations to visit campus, sit in on classes, or participate in student activities.

Once the screening process is complete, admission and rejection notices are sent to students. Those who are admitted are notified of scholarship awards and are encouraged to contact the Office of Student Financial Services for additional assistance if they need it.

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Admitted to the University. Many more students are admitted than eventually enroll, so the Admissions, Financial Aid, and Housing Offices all remain in contact with admitted students until classes begin or until it is clear that the student does not intend to enroll at SLU. In early summer, students are invited to attend SLU 101 or SLU 301, orientation sessions for incoming freshmen and transfer students respectively. During this two-day orientation, students have a chance to interact with their peers, meet their academic advisors and faculty mentors, enroll in fall courses, stay the night in a residence hall, learn about campus resources, interact with upper-class student leaders, and participate in selected student activities. Office of Financial Services personnel are also available while SLU 101 and SLU 301 are in session to provide any last-minute assistance that they can.

Enrolled! After the students have registered and paid the tuition and fees that are due, the entire process begins again – with a new cohort of candidates for the succeeding academic year.

Undergraduate Recruitment of International Students

In recent years, universities have placed increasing emphasis on recruiting talented international students, thereby enriching the campus environment many times over. Though the recruitment process for this cohort is similar to that for undergraduates, it is complicated by the laws that govern the student’s home of origin, by domestic immigration laws, and by the sheer range of countries where we can successfully recruit students. While the goal is to diversify as much as possible (SLU boasts students from 80+ different countries!), our strategy is to target those areas that are most likely to yield qualified students. One such area is China, the fastest growing economy in the world. Many of the international students who arrive on campus, often just days before the first day of classes, are allowed to register in courses that garner college credit. Many, however, are not fluent enough in English to register in regular classes. This cohort participates in the English as a Second Language Program to ready them for regular coursework in the new academic year. Those who complete their English coursework successfully are only slightly less likely to graduate than their American counterparts, a testament to the ability and will of these remarkable students.

Conclusion

An African proverb holds that it takes a village to raise a child, and that is certainly true of recruitment and care of students. The Provost, ever supportive of those who are devoted to recruitment, comments that recruitment and its corollary, retention, are everyone’s business. The process is an indication of the importance of the university as a community to recruit and retain a high quality and diverse student population. Though the mechanics of the process are important, it is most often the human touch that reaches our students and brings them to our doors.
SUCCESS is Closer Than You Think
Leanna Fenneberg, Student Development

This is the tagline that students have begun to hear on campus related to the establishment of the Student Success Center this August. The Student Success Center, located in BSC 331, offers a one-stop shop for personal and academic success resources by collocating Career Services, Disability Services, Major Exploration Academic Advising, Tutoring Services and Writing Services in a central location. We are among several institutions across the country that are centralizing and linking key support resources for students in this manner.

In addition to providing services as in the past, the centralization of the units creates opportunities for enhanced collaboration and resource integration, as well as increasing student use of services. Examples include an overall appointment increase from Fall 07 to Fall 08 of 18% for Career Services (44% increase for freshmen counseling appointments) and 106% increase in tutoring appointments.

From Welcome Week to graduation, students of all abilities can utilize the Student Success Center to develop effective learning and study skills, reflect on their values as they relate to career and major decision-making, secure meaningful employment and/or admission to graduate or professional school, and effectively achieve their academic, personal and professional goals. The new Student Success Center facility provides students with semi-private space for tutoring/writing assistance, a resource library, computer terminals, and opportunities for employer interviews on site.

Staff in the Student Success Center continues to work with the academic departments to enhance student learning opportunities and welcome inquiries and ideas to further develop this unique Center.

Visit or contact the Student Success Center at Busch Student Center 331, 977-3484.

Submitted by:
Leanna Fenneberg, Ph.D.
Assistant Vice President
Student Development
FERPA Reminder
John Jaffry, Office of the Registrar

From time to time, we try to remind you of our obligations to adhere to the terms of the Family Education Rights and Privacy Act (FERPA), a federal law that protects the privacy of a student’s educational records. It is particularly important that you acquaint new employees to the obligations imposed.

Briefly, the Act defines two types of educational records:

1. Directory Information, including name, home and school address, home and school telephone numbers, e-mail address, date and place of birth, major field of study, participation in officially recognized activities and sports, weight and height of members of athletic teams, dates of attendance, degrees and awards received including Dean’s list, and the most recent previous educational institution attended; and

2. Non-Directory Information is all other data that an educational institution gathers that is directly related to a student that is not otherwise included in the “Directory Information” category. Examples include written documents, student advising files, databases, videos, audio tapes, electronic media, photographs, microfilm, etc. Specific types of information that are specifically proscribed include social security number, ethnicity, gender, transcripts, grade reports, etc.

Release of the two types of records is likewise differentiated. University officials are allowed to use Directory Information at their discretion, unless a student specifically requests that his/her information remain confidential. In these cases, student information will not appear in the SLU phone directory or in PeopleFinder. Non-Directory Information, on the other hand, is always held in confidence and can only be released by the student. The notable exception to this rule is that individuals who have a legitimate educational interest in the student may be granted access on a “need-to-know” basis.

If you would like to learn more about FERPA, please refer to the Department of Education Website at http://www.ed.gov/policy/gen/guid/fpco/ferpa/index.html or the NACADA Website at http://www.nacada.ksu.edu/Resources/FERPA-Overview.htm.

Upcoming CTE Events

Saint Louis University 5th Annual Faculty Forum on Integrating Teaching & Research
“Incorporating Teaching & Research Throughout the Academic Life Cycle”

Saint Louis University
Allied Health Building, Room 1040
January 8, 2009
8:30 am – 2:30 pm
**Additional details and registration available at: http://itr.slu.edu
Sponsored by: Division of Research & Innovation and Reinert Center for Teaching Excellence

The Annual Pre-Tenured Faculty Portfolio Development Retreat
Il Montestero
April 17 & 18, 2009

The Center hosts an annual retreat each spring for pre-tenured faculty to come together to analyze, reflect, and organize evidence of good teaching, research, and service into academic portfolio. Participants leave with a draft of their academic portfolio that illustrates their professional expertise and efforts to improve. For more information, please contact Mary Cook at 977-3944 or mcook25@slu.edu.
Saint Louis University has joined the Saint Louis Educational Recruitment Consortium (STLR HERC), one of eleven nationwide HERCs, that was founded with the express purpose of facilitating recruitment of faculty and staff in higher education. Organized by key personnel at Washington University in Saint Louis, STL HERC is based upon a program developed in Northern California to facilitate job searches for dual-career couples who are moving to the region and to address diversity issues in higher education.

The STLR HERC program hinges upon networking among Consortium members and upon a web-based search engine that aggregates all of the position listings of the seventeen member institutions including Barnes Jewish Hospital, Donald Danforth Plant Science Center, East Central College, Fontbonne University, Harris-Stowe State University, Lewis and Clark Community College, Lindenwood University, Missouri Botanical Gardens, Southern Illinois University at Edwardsville, St. Charles Community College, St. Louis College of Pharmacy, St. Louis Community College, University of Missouri at Columbia, University of Missouri at Saint Louis, Washington University at St. Louis. Content is kept up-to-date with nightly feeds and is organized by sub-region: Saint Louis Metro, Central Illinois, and Central Missouri. Once posted on the regional site, the national HERC site is simultaneously populated with positions that are currently available at Saint Louis University and other partner institutions.

The national HERC has recently made another no-cost service available to member institutions, providing one-stop shopping for placement of on-line position announcements. The advantage to the One-Click service is clear: a position can be posted to multiple sites simultaneously and payment for the listings can be made in one transaction. The One-Click team has built a robust job site inventory, but recognizes that all relevant sites may not be included yet. The team has offered to add on-line journals at no cost, as long as long as we submit the request in advance of the posting. Alternatively, out-of-network journals can be added during the posting process for a $10 fee.

STLR-HERC is readily available to applicants on our PeopleAdmin site: [http://jobs.slu.edu](http://jobs.slu.edu) or at [http://www.stlrherc.org](http://www.stlrherc.org). The national Website can be found at [http://www.hercjobs.org](http://www.hercjobs.org).

If you have questions about this service, please feel free to contact Marie Dockter at mdockte1@slu.edu or at 977-6756.
USING VARK AND LEARNING STYLES

NEIL FLEMING, CREATOR OF VARK

Thursday, January 15 2:30 - 4:30 Knights Room, Pius Library

What is VARK?
(VARK-- Visual, Aural, Read/write and Kinesthetic)  VARK is a questionnaire that provides users with a profile of their learning preferences. These preferences are about the ways that they want to take-in and give-out information.

RSVP to mcook@slu.edu or 977-3944

LIGHT REFRESHMENTS WILL BE SERVED

WORKSHOP SPONSORED BY THE REINERT CENTER FOR TEACHING EXCELLENCE