

UCC Meeting September 18, 2018

Attendees: Ellen Crowell, Judy Geczi, Gary Barker, Steve Sanchez, Justin Daffron, Laura Franklin, Bill Rehg, Ness Sandoval, Amber Johnson, Ryan McCulla, Emily Lutenski, Bonnie Wilson, Michael Swartwout, Joseph Nichols, Jenny Agnew, Lauren Arnold, Devita Stallings, Ginge Kettenbach, Peggy Dotson, Louise Neiman, Laura Rettig

1. Announcements Updates from the Committee
 - Hanstedt talk: approx. 125 people in attendance. Feedback data captured three ways: Sli.do real-time posts (about 70 posted comments and questions during lecture); paper feedback forms (57 completed); and a Qualtrics survey (distributed to all who signed in before the lecture on 9/14, and also to SLU Madrid). We will analyze this data and present findings at an upcoming UCC meeting.
 - Mentoring for Mission: Ness Sandoval reports that this group will meet on 9/22; Ness will provide an update at next week's meeting.
 - Jesuit community met on 9/15 and discussed how UCC might meet with community this semester to discuss Core efforts in conjunction with Mission Examen.
2. How will we use the data / artifacts/ surveys we collect from these Fall 2018 engagement efforts?
 - How do we pull data that will both inform and engage stakeholders in the Core Invention process?
 - Qualtrics survey: targeted or running/ongoing? Should it be a running survey? Ask for responses after every event? Quarterly? Per semester?
 - Anonymity lets people express themselves freely. Negative is it could create/add to negative culture tension.
 - Put a link on our UCC and allow people to post questions.
 - Downside: people may think they are talking into empty space. Who will read this? Will this be given any consideration?
 - **UCC needs to find mechanism to collate and respond to feedback in a timely fashion—this will be a topic of discussion at next week's meeting.**

3. Prep for Friday's (9/22) Workshop
 - Workshop #1 will be held in the BSC room 252 & 253; UUCC table facilitators need to be there by 2:15 p.m. There is a full list of 50 guests and there is a waiting list.
 - Table facilitators for the workshop are: Jenny, Emily, Amber, Lauren, Judy, Justin, Devita, Peggy, Laura and Gary. Facilitators will record key ideas, excitement, debate, tensions, conversations about our Core SLOs (learning outcomes), etc.
 - Rovers for the workshop (taking photos / videos for artifact collection and posting to twitter) are: Kim, Ness, Ginge, Mike, Katlin.
 - Marcom and UNews are both invited to cover the event. Marcom is confirmed.
 - The workshop on 10/5 is almost full and the workshop on 10/26 is half full. If needed, we can do more workshops.
 - After each workshop, there will be a debriefing at the next UUCC meeting. Core Liaisons who attended each workshop will be invited to discuss ideas / questions / concerns with UUCC.
4. Guest: Jean Marie Cox – VP Enrollment and Dean of Admissions.

Jean Marie: Excited to be at UUCC to discuss how her unit can work with the UUCC to be a good campus partner / offer information and feedback useful to work of Core Invention.

 - Observes that when enrollment advisors out in the field talk with parents and prospective students, they get lots of SURPRISE from these constituencies that SLU does not currently have a common undergraduate core.
 - Notes that other schools (especially Jesuit schools) use their common core as a selling point for recruitment and retention. Especially for students who want to double major and undecided students. Recruitment advisors currently lack a cohesive way of describing the gen ed experience at SLU—a missed opportunity.
 - Additionally, our lack of a common core is a big reason why students are leaving SLU or choosing not to transfer here.
 - Exiting (non-retained) student surveys suggest that core curricular challenges are a significant factor in student attrition at SLU
 - Jay Goff (VP for Recruitment and Retention) has recently stated that a common UG core at SLU has the potential to raise our retention rate by 1-2% and our 6-year graduation rate to over 80%, both of which would mean significant changes (up) to our national rankings.

UJCC questions for Jean Marie Cox:

- UJCC: When you talk about an exit survey in which students choosing to leave SLU mention problems with “the core,” what are they actually talking about?
A: Not sure. We can pull that data from these exit surveys for the UJCC.
- Justin Daffron: To what extent is a lack of transfer correspondence between SLU and other colleges / universities deterring students from coming to SLU?
- UJCC: AP credit transfer is a big question for any new Core. How important is it to prospective students that their AP credit can transfer in?
- UJCC: We also need to consider 1818 credit, and how the 1818 program will have to change in response to any new SLU common core.
A: Yes, students want their AP credit to transfer in. This is a problem but not a huge problem. Students use “Transferology,” a web tool, to look at how courses might transfer in.
- Louise Neiman: When is first contact made with prospective students? How should the UJCC think about your unit’s timeline / deadlines?
A: Recruitment begins as early as possible. We hit K-12, summer camps, etc. ROBUST communication begins sophomore year and continues through junior / senior year (Aug 1-Dec 1 being the biggest push). Most applications are received between 8/1 and 12/1. Majority of potential students visit SLU in their junior year of high school.
- UJCC: Would it be helpful for our committee to create language NOW about Common Core development—start providing talking points about SLU’s Core?
A: Yes. This could go out to field advisors immediately so that they have things to tell parents / prospective students about SLU’s efforts to reimagine the UG experience. Anytime we can communicate PROGRESS it is good for recruitment. No downside to starting this marketing right now.
- UJCC: If we wanted to pilot Core elements with a small group of students in 2021, how would we do this? How could your unit help identify students for such a program? How many students should participate?

A: Once details are worked out with Registrar on what courses will be piloted, our unit will be happy to work with UCC to market pilot courses to prospective / admitted students. Might be easier to do this by program, but not impossible to get a more diverse student body into pilot.

- Justin Daffron: What is the message other Universities are sending potential students? What does their admissions process look like?
- UCC: To whom are we marketing the Core? How would Enrollment / Retention market a common core to parents and students?

A: We will partner with the UCC to message the new Common Core in all our marketing to prospective students. We want to be an active and proactive partner on this.

Adjourn