

Strategic Planning Committee One – *The Men of Wabash*
December 18, 2007
Baxter 214

Present: Susan Albrecht, Jon Baer, Crystal Benedicks, David Blix, Eileen Bowen, Doug Calisch, James Cherry, David Clapp, Gilberto Gomez, Damon Howell, Frank Howland, Greg Huebner, Jason Hutchison, Larry Hutchison, Betsy Knott, Kyle Long, *David Maharry*, Peter Mikek, Julie Olsen, James Phillips, *Lon Porter*, Mike Raters, Jeana Rogers, Julie Rosenberg, Terra Seidel, Cory Stevens, Beth Swift, Ann Taylor, Will Turner, Paul Vasquez, *Rick Warner*, Brad Weaver

Request for more information from the survey category *Other – Please list quality or characteristic below*; 14% of faculty and staff surveyed listed this category as important.

How well do young men from diverse socio-economic backgrounds or racially diverse backgrounds succeed at Wabash? The registrar reported no difference with freshman to sophomore retention; she added that she thought students of color graduate at a lower rate than white students.

Are we addressing ways to attract students who are interested in programs where we are lacking (business, engineering, lacrosse)? We are losing students to DePauw's business program. We need to market our business interest in a way to make it attractive. Students aren't very interested in a 3-2 program with Wash U or Columbia. The program might be more successful if we partner it with Purdue.

Discussed the importance of faculty involvement in recruitment. Faculty need to get involved earlier with prospective students. We need to have a program model (similar to athletics) in place for the faculty.

There may be grants available for faculty to have learning centers (similar to OLAB or math camp) on campus during summer months or breaks for prospective students. The athletic department has a program model in place for sports camps.

Discussed the academic preparedness of prospective students; we have the cream of the SAT pool and those below. Faculty have seen "lots" of admitted students who are very frustrated and cannot handle the work; these students are not likely to stay. Would it be possible to have a (study skills) program in place to help them before their freshman year?

Discussion on *helicopter parents* being a much bigger problem than in the past. Some students talk to their parents 6-8 times a day.

Discussion on financial aid and scholarships; parents and students are much more aware of their debt. We would need \$20 million of endowment in order to increase grants \$1 million. A 22 yr. old junior on campus has acquired \$50,000 in debt; he has another year of classes before he graduates.

Meeting adjourned at 11:15am

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Present: John Aden, Larry Bennett, Doug Brinkerhoff, Patrick Burton, Deborah Butler, Scott Crawford, Joe Day, LaToshia Everson, David Hadley, Lu Hamilton, *Cheryl Hughes*, Peter Hulen, Larry Hutchison, Dennis Krause, Tim Lake, John Lamborn, Rhonda Maynor, Steve Morillo, Vernon Mummert, Jeff Oleck, Michael Owens, Tom Perkins, Mac Petty, Libby Pinkerton, Mike Reidy, Dan Rogers, Marty Schap, Neil Schmitzer-Torbert, Sally Thompson, Chip Timmons, Jamie Watson, *Linda Weaver*, Eric Wetzl

Faculty are concerned with the academic preparedness of our students. How has our student profile changed over the last 10-15 years? Academics, SAT scores, and geographical areas have stayed about the same.

Faculty are concerned with admissions focusing on recruiting young men from Indiana. Why is it important to recruit students from within the state? These young men have the values we think are important to succeed at Wabash. Prospects from Indiana also bring state grants with them. It takes more resources to recruit students from out of state. We recognize the value of recruiting men from all over the country; we must also understand budget limitations.

It is important for students to understand how they can benefit from a liberal arts education even though we live in a world relying on technology.

Do we have a plan to address our competition and the reasons they are beating us? We have no plan; we have a thesis after having worked together for 3 months. We know our competitors in state and out of state. There are many reasons why we lose students – our baseball field, financial aid, academic program, etc. For example, we lose students to DePauw because they are perceived to have a better business program (Management Fellows). We lose many students who claim an interest in engineering because a 3-2 program with Wash U or Columbia does not hold their interest. With so many Indiana students, why aren't we working to partner with Purdue? Students may be able to continue their residential experience here.

The College needs to develop a program with support staff to help retain our diverse students. Some students of color are less academically prepared.

There have been changes in trends; we need to look into how the fraternity system functions and why we have so many little houses for students to live in.

Male enrollment is low; everybody wants these same students. We need to look at how men learn. We need to market Wabash as a place for men to go to college. We could come up with new materials – brochures, web site. We could include specific questions on the application and find a way to measure their responses. We could survey our students and get referrals. We need to educate the high school counselors, high school teachers, high school coaches to get them to understand the value of a liberal arts education. We could look outside the 4 year high school student pool to those with GED, home schooled, boarding schools.

It seems that our recruiting numbers in Ft. Wayne have gone down in the last ten years or so. Maybe its because St. Francis started their football program 8 or 9 years ago. We expect to lose good students in the Indy are to Marion College because of their new football program.

We need to continue to develop name recognition. Parents are under a lot of social pressure to get their son admitted to IU, Notre Dame, or Harvard.

Meeting adjourned at 12:30pm.

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