Minutes

Present: Terry Bradshaw (CALS), Thomas Chittenden (Faculty Senate President), Terri Donovan (RSENIR), Teresa Cahill-Griffin (CNHS), Tony Julianelle (CEMS), Jane Knodell (CAS), Guillermo Rodriguez (CAS), Andrey Ukhov (GSB), Cory Teuscher (LCOM), Haley Woodside-Jiron (CESS)

Absent: Paul Philbin (LIB), Pending (SGA), Pending (LCOM), Pending (GSS)

Guests: Ryan Hargraves, Patricia Prelock

The meeting was called to order by chair Jane Knodell at 2:30pm via Microsoft Teams.

1. Approval of October Minutes. The minutes of October 2020 were approved as written.

2. Chair Update.
   - Financial flows between the UVM general fund and the UVM Foundation. Andrey is working on a presentation that he will present to the FPPC at the December meeting.
   - Funding for residential learning communities, take a look at how the first year with the new funding model went. We will ask Richard to update the committee at the December meeting on this topic.
   - Actuals versus budget for FY20 to help understand the universities budget, once it is available the FPPC would like a presentation and discussion.


   Enrollment Strategies for the Fall 2021

<table>
<thead>
<tr>
<th></th>
<th>In-State</th>
<th>Out-of-State</th>
<th>Defers</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>FALL 2017</td>
<td>602</td>
<td>2040</td>
<td>117</td>
<td>2,642</td>
</tr>
<tr>
<td>FALL 2018</td>
<td>561</td>
<td>1970</td>
<td>123</td>
<td>2,531</td>
</tr>
<tr>
<td>FALL 2019</td>
<td>548</td>
<td>2088</td>
<td>126</td>
<td>2,636</td>
</tr>
<tr>
<td>FALL 2020</td>
<td>578</td>
<td>1909</td>
<td>270</td>
<td>2,487</td>
</tr>
</tbody>
</table>
### Recruitment Challenges:

- Test optional admissions policy
- No in-person visits to campus
- National context
- Increased competition in marketplace
- Value proposition / price point
- No historical context to determine “interest”
- COVID uncertainties / restrictions

### Recruitment Strategies:

#### Pipelines to Prospective Students

- CCV Pathways and Catamount Commitment
- Community College in MA & NJ
- Leverage National Clearinghouse Data
- Regional ambassador work in Midwest, West Coast and lower Northeast

#### Communicating with Prospective Students

- Connect students with current students and their academic advisors
- Ensure engagement with Student Financial Services
- Use social media and digital platforms for community engagement
- Leveraging our COVID story and the health and well-being in VT
- Support for First Gen and Other Underrepresented groups
  - Redirect Financial Aid
  - CAMPAIGN for scholarships for underrepresented students
  - Summer Programming-InspirED and Partnership Schools

#### Opportunities for Faculty Engagement

- Keep us apprised of any appropriate departmental events
- Consider parents as potential audience
- Send us current / former student stories who are making and impact, thriving in COVID context
- Share anecdotes of success
- Be willing to consider special outreach if requested
- **Faculty and students are the best ambassadors of UVM and highlight the best of UVM.**

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<table>
<thead>
<tr>
<th>Total Defers Fall 2019</th>
<th>Total Defers Fall 2020</th>
<th>Increase 2019 - 2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>In-State 35</td>
<td>60</td>
<td>25</td>
</tr>
<tr>
<td>Out-of-State 91</td>
<td>210</td>
<td>119</td>
</tr>
<tr>
<td>Total: 126</td>
<td>270</td>
<td>144</td>
</tr>
</tbody>
</table>
4. **New Business.** Please send any new items to Jane.

The FPPC meeting was adjourned at 3:36pm. The next meeting of the FPPC will take place on December 7, 2020 via Microsoft Teams.