

CFC Meeting Agenda

Monday, Oct. 7, 2019, 4 p.m., Kansas Room

Present:	Michael McGuire	Bradley Siebert
Seid Adem	Linsey Moddelmog	Josh Smith
Sarah Cook	Gretchen Montgomery	Cherry Steffen
Kristin Grimmer	Julie Noonan	Nan Sun
Rik Hine	Michael O'Brien	Loree Weir
Alexandra Klaes	Holly O'Neill	Roy Wohl
Rebecca Meador	Vince Rossi	Kerry Wynn

I. Call to Order at 4:08pm

II. *Approval of CFC Minutes, Monday, Sept. 9, 2019 - Unanimously approved

III. Division Reports

A. *Humanities Division March 29-April 3, 2019 electronic - Accepted

B. *NSD Minutes; Sept. 13 - Accepted

IV. Committee Reports - None

V. Old Business - None

VI. New Business

A. *New program: B.Ed. Government and Political Science - Unanimously approved

VII. Discussion

A. "Enrollment Trends, Demographics, and the Future Presentation"

Dean Stephenson shared a presentation regarding the current trends in enrollment.

Following the presentation, the floor was opened to ideas or concerns from the committee regarding these trends and how to possibly improve enrollment. The discussion included:

* Discussion on marketing materials. There seems to be a lack of advertising material, as even children of Washburn employees are not getting recruitment information. Is there a budget for marketing for the various departments?

* The lack of advertising was also brought up for the forensic programs. With the KBI building on campus, that seems to be a recruitment tool in and of itself. Furthermore, the forensic anthropology undergraduate program is one of only a few in the country. There needs to be more information regarding these programs.

* The idea of hiring Washburn students to help recruit. It was stated that Washburn students would be able to more personally express what they got out of the university and would be more effective recruiters.

* Statements regarding the misconception of Washburn being a private university. It is believed that Washburn costs more than it does because it is often not thought of as a public university.

* The need to be more transparent about the amount of financial aid a student can get at Washburn and the various sources of financial aid available.

* The need to reach out earlier and try to become more engaged with local elementary schools so those students grow up wanting to be a part of the Washburn community.

* Is there a possibility for a CEP scholarship? This could be used as part of the effort to retain more CEP students.

B. General Education Enrollments – This topic will be moved to a future meeting.

VIII. Updates - None

IX. Announcements - None

X. Adjournment at 5:01pm