

**Higher Education Student Affairs (M.Ed.) Program**  
**Advisory Board Meeting**  
December 4, 2020 at 2pm via Zoom

**Attendance:** April Perry, Yancey Gulley, Emily Freeze, Riley Jelenick, Shauna Sage, BaShaun Smith, Jane Adams-Dunford, Julie Conway, Linda Carmody, Alex Fields, Beth McDonough, Lane Perry, Wes Milner, Dana Patterson

**Member Introductions**

- Welcome new members: LC (GSED), Alex (RL), Emily (HESA Student), **Wes(Adjunct Instructor)**

**Program Announcements since the April 2020 meeting:**

- May: Year 3 of GA Supervisor Meeting/Training
- June: Did not solicit for fundraiser in 2020 (\$1,100 raised in 2019; \$500ish left in account; used less due to less travel / pro devo avail).
  - **April Perry: Explained why still have remaining balance.**
- Summer: 11 Interns mostly virtual (4 completed in Fall due to Covid)
  - **April Perry: Explains situation of losing distance internships.**
  - **Riley Jelenick: Gave grad student account of experiencing losing internship but finding alternatives to still get experience.**
- Summer: New Initiative “Community Conversations” (hosted 4 total; will do minimum of 1/semester moving forward)
  - HESA Cats Alum Chats Initiative
  - **April Perry: Explained inspiration for creating initiative for zoom chats and the success of the initiative. Positive response from participants and plans to keep chats. 1 meeting per semester in the future. Explains they were voluntary.**
  - **Yancey Gulley: Gave account of those students who did not attend due to emotional stresses. Added how faculty sent out resources after significant incidents throughout the semester to support students.**
  - **April Perry: Explained origin of HESA Cats Alum Chats Initiative. Alumni sought an opportunity to connect alumni. Explained not created or run by April or yancey, but support.**
- Fall: 8/13 May 2020 HESA graduates are employed in higher ed (info in newsletter). 4 still looking; 1 has decided not to search for now.
  - April: Explains reasoning for 1 alumni decided not to pursue a job. Listed students who are still looking jobs.
- Fall: HESA GA – Emily Freeze
  - April: Introduced new graduate assistant.
- Fall: Student Enrollment Update 35→33 = 12 in Year 1 (2 withdrew since start of term); 14 in Year 2 (1 moved to PT); 7 Part-Time (32 at point in time last year)
  - **April: Explained student numbers and lose of 2 students due to COVID and other circumstances. Explained the lower to 14 new students due to new part-time student in first year cohort. Explained shift of 1 second year**

**student to part-time status. Compared numbers to last year enrollment, still within enrollment expectations.**

- Fall: Social Justice Resources added on HESA website
  - April: Added new resources to main website. Recommended viewing.
- October: Annual Alumni Survey was distributed in October (good results/feedback!)
- December: Poster Symposium EDRS 602 and Assessment Presentations EDHE 650 were this week... both streamed on FB.
  - April: Explained source of live streaming for cohort student presentations.
- Newsletter out today
  - April: Explained newsletter delay on website.

### **Recruitment Update:**

- Graduate School Virtual Open House Events (two per semester – Sept & Nov)
  - April: Recounted virtual open house turnouts were successful, but not rendering more than normal interest.
- HESA Ambassador program (3rd year) – Riley, Emily, Jessica, Thom, and Cassidy
- Classroom/Student Org presentations, UNCG virtual fair, one-on-one meetings, calls, and emails with prospective students (virtual and F2F).
  - April: Recounts virtual visits and UNCG virtual fair. Hitting the recruitment efforts as much if not more than usual.
- 38 people currently on our prospective student spreadsheet (people who have made direct contact with the program since May 2020). (51 point in time 2019; 76 point in time 2018)
  - **April: Recounts numbers of prospective students who have made direct contact as a prospective student. Recalls previous years shows numbers have declined. Explains to new board members the transition over recent years of significant increases in applications.**
  - **Yancey: Gave account of talking to other HESA program representations and seeing national enrollment numbers decreasing. Reached out to 5 program contacts, varying in program-type, and contacts reported low prospective numbers as well. Suggested that COVID was heavy impact and changes in COVID status may lead to more applicants in the new year.**
- 2021 admissions numbers projected to be lower
  - **April: Explained alumni are often recruitment sources, but alumni are not seeing students as much due to COVID, therefore not able to recruit as much. Offers that residential, face-to-face programs have lower numbers.**
- *Feedback/Discussion?*
  - **Riley: Suggested facebook recruiting and online posted**
  - **Yancey: talking to other programs**
  - **Dana Patterson: Rural-Urban exchange program reach out. TRUE program**
  - **Alex Fields: Asked about ACUHO-I or other programs that we can use to promote HESA through.**
  - **Linda: reach out to WHEE LEAD.**
  - **Dana: Asking SL\_SLC to share info about HESA even if is before conference.**
  - **Julie Conway: Spoke on working with community college employees.**

### Admissions Update:

- Help us recruit! March 1<sup>st</sup> is the final admissions deadline.
  - Send our website and/or newsletter to your contacts and colleagues.
  - Fill out the “recommend a student” link on our website.
  - **April: Repeated that newsletter will send out today and includes link to recommend students.**
- Review committee members –
  - Need 1 new person
  - Anyone need App Review (software) training?
  - Commitment for March 2021 (review all applications, rank, and attend 1-2 committee meetings).
- Interviews (video) for admissions (April, Yancey, and Emily)
  - **April: Explained the interview process in the Spring was over zoom chats. Recounted it helped with recruitment and solidifying applicants confirming placement.**
- *Feedback/Discussion?*
  - **Riley volunteered to be included on application review committee.**

### Funding Update:

- We will continue our commitment to fund all full-time students with a paid GAship = 30
  - Hoping grad School funds 16 (usual amount) in 2021-22 (confirmation next week), but could be less due to budget cuts from the Provost
  - 12-14 GAships will need to be funded elsewhere...
    - For 2020-2021: 4=RL; 3=Campus Act; 1=CCPD; 1=WW; 1=GSED; 1=ICA; 1=DSCE; 1=PD
    - DSCE, GSED, and ICA – unable to commit to sponsorship at this time
  - **Yancey: Explains where graduate assistantships receive funding. Asking to continue funding. Says are hoping to continue to get 16 from graduate school although it is not certain. Explains the other 12-14 funded GAships outside of graduate school. Listed three offices that are unconfirmed. Explained the one position currently used in UNC-Asheville. Asked for suggestions for confirmed funding outside of graduate school.**
- *Feedback/Discussion?*
  - **Bashaun: Explained lots of SA offices are expecting a 10% budget cut, and predicts the first thing to go will be the GA funding. Explains the possible time of knowing will be March pending getting a decision from legislature for university budget.**
  - **April: Expressed she appreciated the transparency and understood the situation. Predicted that if there are less GAships, then the enrollment will be smaller. Wants to keep commitment for guaranteed GAships and willing to enroll fewer students. Asked to know my March 1<sup>st</sup> if GAships will be cut.**
  - **Sage: Suggested that April reach out to SA departments because the supplemental packages may shift by then.**

### Curriculum Updates:

- Pilot elective class (three 1-credit-hour seminar courses) going for a fourth time in Spring 2021: Dana, Adriel, Wes
  - **April: Addresses the plan for adjunct course and instructor plans.**
- *Feedback/Discussion?*

#### **Future Items:**

- All first-year FT students (12) doing spring internships
  - April: All first year students have confirmed spring internships.
- First ever HESA Student Manual in creation – completion goal May 2021
  - **April: Explained the new addition of student manual for program students.**
- All HESA participating in ACPA Virtual Convention (partnership with VCSA)
  - **April: Explained Dr. Sam Miller's office is paying for entire cohort to attend ACPA convention.**
- NASPA KC Social Media Takeover (in the new year)
  - April: Explaining the HESA student ambassadors will be recruiting with this event.
- Spring Advisory Board meeting – late April (calendar invite coming)
  - April: Explained Shauna is leaving school and board.

#### **Questions? Other items?**

- **Yancey: Mentioned Holiday party was not an option from COVID, but did a Holiday Drop-In.**
- **Emily: Decided she would like to continue Drop-Ins next semester.**
- **April: new position assistant dept head**
- **Alex: Praised HESA students for joining the Hearing Board and making the effort to be part of the WCU community.**

**Next Meeting:** April 2021

**HESA Board Members  
Fall 2020**

	<b>Committees:</b>			
<b>HESA Faculty:</b>	Recruitment	Admissions	Fundraising	Curriculum
April Perry	X	X	X	X
Yancey Gulley	X	X	X	X
<b>WCU Staff Board Members:</b>				
Shauna Sage (2016-2020)				
BaShaun Smith (2017-2021)				
Jane Adams-Dunford (2015-2022)		X		
Julie Conway (2019-2023)		X		
Kourtney Sandefur (2019-2023)		X		
Linda Carmody (2020-2024)				
Alex Fields (2020-2024)				
<b>Adjunct Board Members:</b>				
Sam Miller				
Carol Burton				
Beth McDonough		X		X
Lane Perry			X	X
Wes Milner				X
Dana Patterson				X
<b>Student Board Members:</b>				
Riley Jelenick (2019-2021)	X			
Emily Freeze (2020-2021)	X	X	X	

**Thank you for your service, Shauna! You will be missed!**