

Steering Committee Meeting

October 17th, 2019

Attendees:

- Kali Heifetz
- Janet Parker
- Susan Poser
- Kevin Schultz
- Neil McCrillis
- Bill Colvin
- Jim Sheehan
- Ashley Carneal
- Kat Lang

New Business:

- SL Steering Committee Member update.
- Introductions, Kat Lang will be replacing Bill Colvin going forward on the Steering Committee. KH thanked BC for his role with partnership and committee.

Previous Business:

- Vote on previous SC minutes. All in favor to approve.

Fall 2019 UG Cohort:

- Collaborative effort on data and information presented in data reports between UIC Global and UIC.
- FA19 Enrollment: FA19 was up 2%. More students than anticipated, melt was not as large as anticipated. Focus on 3 countries for discussion. Large number from China for both PSE and accelerator. India at 137 was flat from previous year. Pakistan decreased. Total of 365 undergraduates.
- Focus on percentage change YOY. Distribution by college shows decrease in COE. One reason was effort to diversify among colleges/majors, to increase CADA, CUPPA. Trying to diversify nationality and major.
- SP asked for comparison to previous years. Reference back to previous slide. For follow up, graph that shows comparison by college for YOY going back to first year.

Net 12 Diversity Scholarship FA19:

- Net 12 FA19 was 7.65% total. Group reviewed data specifically on China. 19% reflected on graph reflects 9 students, all in accelerator program. China awards scholarships based on academic merit.

- Committee will not see India and Pakistan on chart but will see growth in Ukraine, etc.
- SP asked why are we seeing an increase in China if focusing on diversification? NM explained UIC not over-represented in Chinese enrollments. SP requested number of students to correlate to all percentages represented on chart. Number of enrollments for each country to equate to the percentage sum. KH will follow up.
- JP requested to also add the average award. KS asked NM when will we hit the average when China will no longer be over-represented. NM explained anything above 1.3 above in terms of ratio of population. North Africa, SE Asia, LATAM all regions to target, aiming to increase representation. Previous discussions had not excluded China but had highlighted those regions as wanting to target.
- SP referred back to slide FA19 by Nationality, need to know the actual numbers and amount of scholarship for each country. This will give the committee the ability to determine what it takes to get students from each country and make strategic decisions. Need that type of information to make strategic decisions. KH asked if anyone had any additions to SL members, BC agreed on detailed additions.
- MH added that admissions has been strategic in making efforts for LATAM. We learned that LATAM market is heavily geared toward direct admission. What we are seeing, Brazil especially, is that there's a trend toward direct to UIC through Common App rather than through partnership. MH will follow up with UIC Admissions.

Fall 2019 Graduate Cohort:

- FA19 Graduate Enrollment had over 2,000 applications. Over 500 submitted, 252 admitted, yielded 35 students. Breakdown and review on slide information shows these categories by college. There have been meetings with DGSs regarding expectations, yield rates, etc. KH asked NM to comment on this.
- NM asked COE and CBA what has been the pattern of yield and benchmarks. NM explained that it looks like 15-20 percent of students who applied over semesters have enrolled. Comparison to yield of enrolled to apps submitted for Global is lower. KH asked if this varies by semester, NM said yes.
- SP asked about over 50% below for yield and if this reflects judgement of applications submitted. NM brought up conversation about this in the Graduate subcommittee. From this meeting, the result is that if we could create a better sense or expectation of a "median" profile of admitted student, this is expected to provide more clarity for recruitment and applications that are more likely to be admitted. Co-chairs of this committee are looking to create this.
- KH brought up that there were 17 of the 33 degrees offered that reflect yields, there will be more recruitment targeting, such as MS Applied Economics, this is a bit tricky due to summer start only.
- NM brought up that deadline has been shifted to April 1st for FA20 so this will be in line with UIC's existing deadline. Students will have their decisions before April 30 deadline so should address issue of students making decisions on other offers while waiting on decision for UIC.

- KS asked MH for update on where he is in terms of reaching out to colleges/depts to make the median profiles (avg GPA, GRE scores). MH explained to the committee that we need to work on getting more specific information from some of the Engineering departments.
- Internally the focus will be on marketing with lead targets that are higher than the minimum. Looking at students in country that have a few decimal points higher than minimums for GPA, etc.
- Variance by department, considerations if they are at capacity, etc. KL asked what the average turnaround time was for applications. MH offered anecdotally; CBA average was 10 days.
- Some departments struggled with turnaround, Engineering specifically. This was discussed in DGS meetings. There were some issues with where apps were in Slate, ping system will be used in future for reminders.
- MH will pull actual turnaround information and provide for the committee. NM also pointed out the timing of June/July when this was happening was not optimal. With the new admissions deadline for UIC Global graduate, this will not be an issue in the future.
- KL requested, as we are looking at turnaround time, can we also add data of where students went if they didn't go to UIC. JP added may be more useful after a full cycle. MH pointed out that they do track this within Shorelight admissions.

UIC Global Subcommittee update:

- MESC- no changes
- SSOIC- Fran Michalski from TIE is on the committee, Tan Harrison from Career Services and Samantha P. from UIC Global housing
- AQAC- Kevin Schultz as co-chair, Jim Muench has taken over for Ludwig Nitsche.
- Grad Subcommittee- Jaime Haine as co-chair and Kevin Schultz.
- NM asked for SC to approve membership. SM brought up recommendation of Joey Volpe or representative from Undergraduate Affairs. NM will initiate steps to reach out regarding this.
- SC agreed this has now been reviewed, follow up on UG Affairs representative for AQA.

Marketing update:

- “Meet Angie” campaign of UIC Global marketing to target women in Engineering. Hired 2 female student ambassadors in COE. Outreach being made to conditional offer letter students, providing tours, creating testimonials, etc. UIC Global marketing is working on email campaigns featuring females in engineering, these are then sent to female leads.
- KH showed feature of “Angie” in the new guidebook for this year. UIC Global marketing coordinator is working with other colleges as well on any interest in similar targets/campaigns.

Retention and Progression Committee:

- Have met 4 times, needed to clean up some of the information, SM explained some of the details about that. NM and SP will talk about when will present on this.
- NM added Diversity Scholarship, updated committee on how it is managed through Financial Aid office once a student has progressed or completed UIC Global.

Nationality Breakdown Analysis:

- Fall YOY, China increased from 2018, India remained steady, there was a decline in Pakistan. Expected to continue to decline. Vietnam went down a bit, UAE is down. MH added part of that is sponsor decision to focus more on UK universities versus US. We are going to be working with Kuwait sponsors for Fall 2020. One of our members of academic team at Global will be going to Qatar for a recruitment tour.
- BC updated committee on Kuwait. The cultural office has always been a challenge. Both SACM, Kuwait cultural offices do not support pathway programs. We have now been able to get SACM on board with International Direct, but it is taking longer with KCL which has been more case by case. Volume has been low due to that.
- Shorelight had a good meeting with KCL a few weeks ago where they approved International Direct. **The aim is that this will now be streamlined and restrictions removed.** Shorelight expects to get confirmation of restriction removal in the next few days, following verbal confirmation. This should increase enrollments by 6 times compared to what have seen.
- JP asked if this is significant because the sponsor pays 100 percent of tuition, KH confirmed. KCL has put a new rule in place that students must have a 5.0 English score and GPA expectation before being awarded the scholarship. They did show some interest in customized pathway programs.
- Reviewed slide with information on Spring YOY: India was down. Summer YOY: Saw new countries, Venezuela as an example, increase for China.

Net 12 Diversity Scholarship Analysis:

- Display of percentage total of discount by nationality for whole Net 12 discount of matriculated students. Of the students that received scholarships, Indian students were 45% of the scholarships allotted of those that matriculated. JP recommended revisiting the way the tables are labelled for clarity.
- JP asked about story this tells, what do we want to take from this. KH emphasized trying to show a decline in India which had been a previous concern for the committee.
- SP emphasized wants to be able to analyze the impact of a scholarship on diversifying so we know how best to apply and use the money.
- JP wants to see what the revenue impact is. Emphasis should be on being strategic to make plans about how to utilize the money.

UIG Global Enrollment by semester analysis:

- Sourced from daily Registrar's reports and OIR. Total number of students for each category of program.

Standing item:

