UIC Global Steering Committee Minutes

February 12th^{th,} 2020

Members Attending:

- Susan Poser (SP) (Co-Chair)
- Neal McCrillis (NM)
- Janet Parker (JP)
- Ashley Carneal (AC)
- Katherine Lang (KL) (Co-Chair)

Non-Members Attending:

- Kali Heifetz (KH)
- Kevin Schultz (KS)
- Marshall Houserman (MH)
- Sandra Moklak (SM)
- Kevin Browne (KB)

1) **Vote on previous minutes**: Copies of the minutes were distributed. All members voted to accept the minutes.

2) **Steering Committee Membership**: There will be an update with new Shorelight members by the next meeting.

3) **Communication Recruitment Protocols in the Market:**
   - NM indicated one issue has to do with student who applied to Business Master's program. The student reported that they had been contacted by an agent in India and encouraged to apply to another Shorelight partner although the student wanted to continue with their UIC application. This is one of several issues that were discussed in the Graduate Subcommittee.
   - KH noted that student never enrolled through UIC Global. MH did some research on the case. He found that once a student opens the lead email, an enrollment counselor follows up with phone call. That counselor is working with various partnerships, UIC Global being one of them. They should always introduce themselves as working with UIC Global as one of several universities.
   - Another issue had to do with non-Global recruitment websites, specifically, the Cambridge Language Testing website. NM forwarded the concern that anyone can post information not approved by UIC. MH stated he had put up the information concerned but he needed to be clearer that it is from UIC Global-Shorelight rather than UIC.

- NM indicated it would be better if the UIC Director of Admissions is consulted in advance. SP stated that all marketing should be shared with the Director of Admissions.
- KL asked for clarification. Is it a problem of not communicating or that changes were made? SP stated that UIC Global should consult UIC Admissions in advance of all recruitment in market. KH and KL suggested that they need to contact Shorelight marketing to make sure they communicate with UIC.
- Another issue that had been raised in the MESC subcommittee relates to transfer students. Some colleges are concerned that transfers will be accepted but will be unable to enter their chosen degree program because they have not completed the correct prerequisites successfully. SP stated very important to maintain academic standards. KB Some of the college representatives on MESC are drafting a recommendation for the subcommittee to consider sending to the Steering Committee.

4) **UIC Global Enrollment, Progression and GPA Analysis:**
- NM reviewed the first thorough analysis of UIC Global's enrollment, progression and GPAs from the Spring 2017 cohort through the Fall 2018 cohort. This material has also been presented to the Deans and CAAD.
- Enrollment: International students have increased from 3% to more than 7% of the undergraduate population since UIC Global was launched. International graduate student enrollment has declined slightly at UIC and nationally which makes the new UIC Global Graduate Direct program an important part of restoring enrollment at UIC.
- Progression: The largest part of the UIC Global cohorts are now the International Direct students who are doing extremely well with an average of 91% completing their UIC Global program and enrolling at UIC in the subsequent semester. The average rate for Academic Accelerator students is 61% but has been increasing and reached nearly 70% for recent cohorts. The average rate for Extended Academic Accelerator is 50% but has also increased to nearly 70% for recent cohorts.
- GPA: The average GPA of progressed UIC Global undergraduate students is 3.17 which is higher than other international students (3.05) and all undergraduates (2.97).
- A working group will continue to provide annual analyses such as this and is working to add an analysis of ESL/PSE students which will have to be done manually because those students were not in Banner until Fall 2019.

5) **Admissions Updates:**
- The first cohort of Graduate Direct students progressed in Fall. We expect to see future Fall numbers increase significantly as the application pool is already larger than it was at the end of the application cycle last year. There was a discussion about why summer overall numbers declined which was because students often do not enroll during summer.

- **Spring 2020 Final Enrollment by Program**: KH reviewed the difference between ESL and PSE programs, brought up placement revisions and the more conservative placement approach now being followed.

- **Spring 2020 Graduate Direct Final Breakdown**: KH summarized trends in acceptance, rejection and yield rates. NM asked if the program is showing an upward trend compared to Fall 2019 when the yield was fairly low. SP indicated that it makes most sense to compare (once we have applicable data) fall to fall, spring to spring.

- **Fall 2020 Graduate Admissions Update**: KH reviewed recruitment numbers, explained "limited status," and updated everyone on the graduate webinars that have been done with colleges. KL asked what is UIC's goal for yield rate. NM asked the Graduate Subcommittee to recommend a target based on current UIC yields. MH added that he is working on that and have asked for input from all departments. NM explained they have analyzed yield rates campus over past the three years so there's a baseline.

6) **Retention Progression Graduation (RPG) Working Group**
    - KH gave a brief overview of the working group. NM and KH created a presentation based on data that was put together from the working group. This analysis was presented earlier in the meeting but also has been presented to the Dean's Council, Council of Associate and Assistant Deans and UIC Global team. The next steps are to integrate ESL/PSE cohorts and provide annual updates as a key indicator of the partnership's success and challenges.

    - SP noted that after the Deans Council it would be good to explore a definition of retention that matches or can be compared to those used by UIC. SP and JP discussed how to track and compare to domestic or traditional population.

7) **Shorelight Net 12 Diversity Scholarship:**
    - As recommended by the Steering Committee, UIC now has a process to review Diversity Scholarship recipients. Financial Aid will review the GPA of all progressed students annually to determine if they have met the scholarship requirements of a 3.0 GPA. This procedure was used after Fall 2019 and worked well. Under the procedures, the UIC Global Academic Chair may award a one-semester grace period to students who have at least a 2.5 GPA.

8) **Scholarship Distribution Fall to Fall Comparison**:
    - KH provided an overview of the total population and NET 12 percentages. NM provided background on the Steering Committee's previous discussion, concerns and work to target and specify for Net 12 goals and parameters including diversity targets. KH will be meeting with JP to review the total amount of discount among progressed students. JP stated that the allocation of prospective Net 12 scholarships to PSE students who do not progress at the same rate as other students, causes the percentage to be higher than 12% among progressed students.

    - KS asked about whether the Steering Committee has details on whether scholarship distribution (amount, variation) incentivizes students to come and/or be retained. KH

presented a few examples but more specific data that evaluates these trends could be made available. KH reviewed some examples regarding SE and N. Asia trends regarding recruitment and scholarships. KH asked the Steering Committee to consider options for allocating scholarships, particularly as the partnership is now under the cap.

- MH gave overview of certain target regions and their responses to the scholarship. The G2 guidance document on admission criteria restricts potentially greater recruitment in Korea. KL emphasized the need to balance access and opportunity. Shorelight efforts in Taiwan are focused on Graduate Direct. KL asked if MH needs anything from the Steering Committee. MH stated he will follow up with summary but would appreciate knowing which countries should be targeted? SP also added MH should also look at whether scholarships impact yield and retention.

Spring to Spring Scholarship Distribution:
- MH reviewed the increased visa rejection rate, particularly in Pakistan, and how it had reduced enrollment. KH and MH added information regarding MENA recruitment trends, the scholarships, and other changes in the market.

- NM stated that the Steering Committee needs to know number of waivers in each cohort and what is happening with these students, including progression. How does this impact the University's retention and graduation? SP stated that the Steering Committee needs to decide who gets waivers as opposed to Shorelight on its own. She wants the specifics by program. How does the level of scholarship affect yield rates?

- KH indicated that UIC Global will be visiting departments to review Graduate Direct.

Additional Update: COVID-19:
- KH and KL updated the Steering Committee on Shorelight's steps to develop contingency plans in response to the Coronavirus. They are monitoring this very closely and seeking to leverage their online technology and platform in a worst case scenario. KB provided a general overview of how the American Collegiate Live project at UMass Boston could be used.