

## Annual Report of the Enrollment Committee, 2019-20

### 2019/2020 Enrollment Committee Members

Tom Deans, Chair	English
Tracie Borden	Waterbury Campus
Nathan Fuerst	VP for Enrollment Planning & Management (Ex-Officio)
Eva Gorbants	School of Fine Arts Academic Advisory Center
Kristen Govoni	Animal Science
Vern Granger	Office of Admissions
Preston Green	Educational Leadership
Katharine Morris	Undergraduate Student
Gustavo Nanclares	Literatures, Cultures, and Languages
Mansour Ndiaye	CLAS Academic Services
Nella Quasnitschka	Early College Experience
Damon Reynolds	Undergraduate Student
Brian Rockwood	Registrar's Office
Susana Ulloa	ISS Academic Program Center
Jaci VanHeest	Educational Psychology

### Mission (from Senate Bylaws)

*This committee shall propose legislation within the jurisdiction of the Senate and make recommendations on all matters relating to the recruitment, admission, enrollment, and retention of an outstanding and diverse student population.*

The committee met monthly throughout the academic year, with the chair changing in November from Professor Nanclares to Professor Deans. We opted not to bring any motions or action items to the University Senate floor this year but regularly updated the Senate Executive Committee on our discussions.

A theme running throughout the year was listening to our regional campus colleagues. The campus directors and senior admissions officers from Avery Point, Hartford (which we visited in person), Stamford, and Waterbury educated the committee on their respective enrollment strengths and challenges. Each campus has quite different enrollment profiles, although three common threads we discerned were that (1) all have made recent gains in student support (new mental health counseling, FYE courses, etc.); (2) there does not seem to be a long-term, university-wide strategic plan for enrollment at the regionals; and (3) that the academic programs and majors at the regionals could be more attuned to their specific strengths and locales (all campuses are doing this to some degree but need more attention from Storrs to launching new majors and creating distinctive specialties, including those not offered at Storrs). Each campus is operating out of its own institutional history and negotiating its own local circumstances in a somewhat entrepreneurial spirit. This has advantages—each campus is responding to unique regional needs and playing to their distinctive strengths—but also disadvantages—little long-term planning happens as campuses focus on the current admissions cycle.

Our March and April meetings were dominated by how Covid-19 has triggered unprecedented uncertainty in admissions and enrollment. The VP for Enrollment and Director of Admissions kept the committee well informed on how they were responding. We have been impressed with how thoughtfully and nimbly they have shifted their operations online and adapted to the rapidly changing circumstances. We understood that enrollment for next year would simply be less predictable than in past years. We also endorsed that some policy decisions, such as temporarily going test-optional in light of SAT/ACT cancellations, could not be vetted by full Senate because circumstances were evolving so quickly, but that they should be evaluated before considering any permanent changes.

We have one remaining meeting on May 1, 2020, at which we will reflect on what we learned from the regional campuses and discuss test-optional possibilities for the short and long term.

Respectfully submitted by Tom Deans, April 28, 2020