Convocation Spring 2019
ENROLLMENT MANAGEMENT

ON A MISSION TO SHAPE YOUR FUTURE

TEXAS A&M UNIVERSITY SAN ANTONIO

TAMUSA.EDU
Enrollment Management Departments

Office of the Registrar

Registrar
(Rachel Montejano)

- Associate Registrar
  (Cynthia Di Leon)
- Student Analyst
  (Estar Woodbury)

- Graduation Coordinator
  (Delores Scrutchfield)
- Assistant Registrar
  (Sarah Castillo)

- Transcript Specialist
  (Edlin Roddan)
- Records Specialist II
  (Rebekah Portlock)

Welcome Center

Morgan Grover
Director, Enrollment Management

- Petra Dinga
  Deputy Director
  Student Assistance

- Tamara Brown
  Student Assistant

- Susan Garcia
  Student Assistant

- Elizabeth Cardoza
  Student Assistant

- Marissa Burke
  Enrollment Specialist

- Randy Garcia
  Enrollment Specialist

- Kathe DeLeon
  Enrollment Specialist

- Janet Nixon
  Enrollment Specialist

- Mary Mitchell
  Federal Work Study

- Kaye Wilderman
  Student Assistant

- Ivan Guneske
  Federal Work Study

-onenstudies.tamus.edu/registrar

tamonusa.edu/welcomecenter
Campus-Wide Enrollment Management Efforts

ENROLLMENT MARKETING AND COMMUNICATIONS

- New marketing material including view book, multiple transfer focused materials
- Digital marketing campaign targeting enrollment
- Enhanced communication plan including outreach to more than 35,000 high school seniors for fall 2019 and 50,000 high school sophomore/juniors starting fall 2020 and continuing students
- Welcome Center reaching out to new and continuing students
ENHANCING THE STUDENT EXPERIENCE

- Online transcripts for current students
- Schedule Builder
- Updated campus tours
- Unique focus on freshman and transfer recruitment
- Regional recruiter – primary focus on Houston and regional recruitment events
- Student populations: Foster youth, Top 10% and Honors, Early College High School, DreamUSA
- Enhanced Financial Aid and Scholarship Plan
COMMUNITY ENGAGEMENT

- Alamo Colleges electronic transcript sharing
- Transfer agreements and pre-articulation reports
- K-12 school district partnerships; counselor communications; regional counselor conferences
- Community college partnerships and collaborations
Be a Faculty/Staff Ambassador

- Feedback and information sharing
- Be an ambassador in the community
- Partner with EM to enhance student experience
Brandy McLelland
Vice President of Enrollment Management
brandy.mclelland@tamusa.edu

Melinda Thomas
Director of Admissions
melinda.thomas@tamusa.edu

Rachel Montejano
Registrar
rachel.montejano@tamusa.edu

Director of Financial Aid
Currently Vacant

Margie Vasquez
Director of Enrollment Management
margarita.vasquez@tamusa.edu
Acting with Purpose, Making an Impact

Commissioner Paul Elizondo

Senator Frank Madla
Looking Back on a Year of Celebration
Harnessing the Power of the A&M System
Building the University of the Future
Student Profile - Fall 2018

FRESHMEN

77.82%
Hispanic (+10.08%)

63.43%
Bexar County residents (-0.30%)

60.83%
First Generation (-10.91%)

Jaguar March

TRANSFER

73.60%
Hispanic (-5.25%)

80.50%
Bexar County residents (-2.05%)

58.86%
First Generation (-16.12%)

Arise Transfer Dinner
Guided by Our Strategic Plan

**GOAL 1:**
Become a national model for student and academic success embracing all students, particularly first generation and underrepresented communities, while achieving graduation and retention rates above the national average.

**GOAL 2:**
Continue to build academic excellence.

**GOAL 3:**
To achieve enrollment growth through strategic enrollment management, student-focused academic experiences, co-curricular programs and student-support services.

**GOAL 4:**
Engage in partnerships that advance student growth as well as create opportunities for faculty and staff engagement, scholarship and research.
## Proposed New Admissions Standards

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<th>Class Rank/GPA</th>
<th>SAT Composite Score (Old/New)</th>
<th>ACT Composite Score</th>
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<tbody>
<tr>
<td>Top 25%</td>
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<tr>
<td>GPA &gt;= 3.25</td>
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<td>No minimum</td>
<td>1020/1100 or higher</td>
<td>22 or higher</td>
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<td>900/980</td>
<td>19</td>
</tr>
<tr>
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<td>940/1020</td>
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<tr>
<td>2.00</td>
<td>980/1060</td>
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Timeline for Proposed Admissions Standards

Jan. 2019
- Submit proposed standards to A&M System

Mar. 2019
- Board of Regents meeting

May 2019
- Update internal processes & documents

Aug. 2019
- Applications for Fall 2020 include new standards

Aug. 2020
- First cohort admitted under new standards
Innovative Academic Programs & Partnerships
State-of-the-Art Facilities for New Academic Programs

Science and Technology Building Phase II

Construction: Feb. 27, 2018 – Jan. 11, 2019

Size: 28,000 square feet

Cost: $9 million

Features:
- 3 STEM 64-seat Classrooms
- 2 Engineering Technology Labs
- Additional Faculty Office Space
- Research Space

Second floor: Psychology research laboratories, engineering technology laboratories and psychology faculty offices

Third floor: Psychology research laboratories, physics research laboratory and a shared geology and Water Resource Science and Technology (WATR) laboratory, psychology and WATR faculty offices.
Henry G. Cisneros Institute
Preparing the Leaders of Tomorrow

Made possible by $1 Million Pledge from Dr. Cisneros

• Co-curricular activities
• Community engagement opportunities
• Leadership speakers series
• Research program
2019 Quality Enhancement Plan
Addressing Quantitative Literacy

As described by SACSCOC, a sound Quality Enhancement Plan (QEP)

(1) identifies a key issue(s) emerging from institutional assessment
(2) focuses on learning outcomes and/or the environment supporting student learning and accomplishing the mission of the institution
(3) demonstrates institutional capability for the initiation, implementation, and completion of the QEP
(4) includes broad-based involvement of institutional constituencies in the development and proposed implementation of the QEP
(5) identifies goals and a plan to assess their achievement.
Recognition for Institutional Excellence

AACSB

Carnegie Foundation
Elective Community Engagement Classification
PCOE Plans for the Spring

Funding for equity-minded events

**Sponsorship Funds** up to $2,500 available for faculty, staff, students for both “single” and “multi” semester for:

- *Equity-related campus events*
- *Research that promotes university equity*

**Special One-Time funding** up to $500 available to all faculty, staff, student activities/events; submit online “sponsorship application”

- *Applications can be made anytime.*

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**SAVE THE DATE**

for our Spring 2019 Diversity Forum:

April 8 & 9
The A&M-SA Campus of the Future
AROUND HERE WE DON'T LOOK BACKWARDS FOR VERY LONG...
WE KEEP MOVING FORWARD, OPENING UP NEW DOORS AND DOING NEW THINGS BECAUSE WE'RE CURIOUS...
AND CURiosity KEEPS LEADING US DOWN NEW PATHS
Building the San Antonio of Tomorrow
Opportunity Zones
Proposed Near-Term Growth
Proposed Recreation & Athletic Center

- Basic Rec Center
  - Gym/Arena/Exercise/Fitness/Weight Room/Rec Lockers
  - Rec Services Admin
  - Student Activities Lounge Suite/Gaming
  - Cafeteria (seats 150)
- Athletics
  - Offices/team locker rooms/trainer rooms
- Newman Center
- Bookstore
- E-Sports Room
- Banking Facility
- Optional: Indoor/outdoor track/biking/running trails
Athletics: Proposed Timeline

Jan. - Mar. 2019
• Work with Legislature to secure funding bill
• Inform students on Athletic Student Fee referendum
• Hold student referendum

Aug. 2019
• Board of Regents approval

Sept. - Oct. 2019
• Publicly announce initiation of a sports program
• Begin search for Director of Athletics
• Prepare application for NAIA and Red River Conference
• Begin arrangement for facilities

Nov. 2019 - Feb. 2020
• Begin search for coaches and staff

Mar. - Aug. 2020
• Approved membership in NAIA and Red River Conference
  Recruit student athletes

2020-21
• BEGIN COMPETING
Mission Village Site Today
Espada Property - TJX Gift

[Map showing the property and its relation to other areas]
Celebrating a Major Milestone

Please visit tamusa.edu/10year for updates on our year-long celebration.
The best way to predict the future is to create it.

Peter Drucker