

Board of Trustees of Northeastern Illinois University

**Academic/Student Affairs and Enrollment Management Committee Meeting Minutes**  
October 17, 2019

A meeting of the Academic/Student Affairs and Enrollment Management Committee of the Board of Trustees of Northeastern Illinois University was convened on Thursday, October 17, 2019 in the El Centro Community Room located at 3390 N. Avondale Avenue, Chicago, IL. In the absence of Committee Chair, Trustee Ann Kalayil, Jim Palos, Chair of the Board, called the meeting to order at 8:40 a.m.

**The following Trustee Committee Members were in attendance:** Marvin Garcia, Ann Kalayil, and Fatima Siddiqua

**Other Trustees in attendance:** Sherry Eagle, Jim Palos, Jonathan Stein, and George Vukotich

**Also present:** Dr. Gloria Gibson, President; Melissa Reardon Henry, Vice President for Legal Affairs and General Counsel; Karl Voigt, Assistant Secretary to the Board; Vice Presidents; staff; and University community members.

**Opportunity for Public Comment in Accordance with Public Act 91-0715**

Chair Palos announced the Opportunity for Public Comment. There were no requests to speak.

Chair Palos asked that the committee address its charter revision once Trustee Kalayil arrives.

Trustee Stein joined the meeting.

Chair Palos asked the group presenting on the HSI status proceed with their remarks. The following members of the Council on the Status of Latinxs (CSL) were present: Dr. Gabriel Cortez, Director of the ENLACE Leadership Institute; Dr. Isaura Pulido, Chair of the Educational Inquiry and Curriculum Studies Department/HSI Affairs; Dr. Patricia Aguado, Assistant Professor of Social Work; Sara Galvan, undergraduate student, and Juan Morales, graduate student.

Trustee Kalayil joined the meeting.

Dr. Pulido introduced her colleagues and provided an overview of the Council on the Status of Latinxs (CSL) and its scope of work. Trustees learned about the history of Latinx students and programs at Northeastern, along with an overview of how Hispanic Serving Institutions (HSIs) across the nation have evolved. Trustees were invited to the closing ceremony of Latino Heritage Month at El Centro honoring Mr. José López, Chicago teacher and activist. Drs. Aguado and Cortez, along with students Sara Galvan and Juan Morales each presented different parts of the report. Dr. Cortez provided a brief overview of the Seal of Excelencia and the University's interest in obtaining this designation from the *Excelencia* in Education organization. Trustees received a description of the various grant programs supporting HIS initiatives and provided amounts that the University receives in support of its Latinx programming. Dr. Pulido stated that the council does still have work to do, but that the current University leadership is facilitating its intentionality. Trustee Garcia thanked the group for their presentation and expressed his gratitude for the work that each of the council representatives provides in pursuit of student success. He looks forward to the continued promotion of the HSI

mission across the University, and to similar status reports at future meetings. Trustees' questions were answered by both the presenters and the President.

Trustee Kalayil asked for an enrollment and retention update. Dr. John Fraire, Interim Associate Vice President for Enrollment Management updated Trustees on the work that has been accomplished over the last year that has helped level-off past declining enrollments. Most of the basics are now in place with regards to staff training and software programs that the University has not previously had; Cappex, Green Light; College Bound Selection Service; and Naviance. Also in place is a new online 'build-your-own' student viewbook option for students to populate with their own academic interests. Coordinated efforts that include NEIU Days at various community colleges; use of electronic platforms such as Visit Days for registration and for campus events follow up; integrated marketing campaigns that target transfer students who are seeking housing; welcome packets, admit letters, financial aid awards and verification follow up letters going out months ahead of previous years; all should have a positive impact on yield in future semesters. Better communication is helping to improve student transition into the appropriate University Success programs, and a centralized recruitment operation is ensuring consistent messaging and recruitment outcomes. Dr. Fraire remarked that these implemented strategies put the University in a much better competitive recruitment position within the marketplace.

Dr. Frank Gaytan presented a retention update. The two most closely watched retention figures are for first-time/full-time freshman African-American students and Hispanic students. In 2017, the retention figure in the first-time/full-time freshman class was 24.5% for African-American students, and 53.6% for Hispanic students. HSI-funded initiatives such as the Golden Tour, which focuses on teaching and recruitment efforts within key area high schools, registration events like Eagle Fest, Peer Mentors hired to support incoming students adapt to college life, and the training and employment of First Year Experience faculty to envelope students in their first academic successes; all of these efforts have resulted in increased retention figures of 49% for the total African-American student population, and 59.3% for the total Hispanic student population in 2018. The University also experienced an overall climb in new student yield from 13% in 2017 to 16% in 2018. Dr. Gaytan reported that the increases in retention of African American and Hispanic students have helped decrease the equity gap when compared to white students, the student group with highest retention. The increased African-American and Hispanic student retention has also had a positive impact on overall student retention, which climbed from 49% in 2017 to 58% in 2018.

Trustees Eagle and Vukotich joined the meeting

Dr. Blase Masini presented a set of University metrics based on the last conversation with Trustees and in consultation with President Gibson. The dashboards represent a grouping of key measures for Trustees to quickly review: Fall-to-Fall retention for all student groups; student credit hours; continuing and new student headcounts; and undergraduate with declared major/pre-major. Trustees accepted the various metrics and discussed how best to receive the information. Dr. Masini and President Gibson recommended a monthly distribution to Trustees. The University and Dr. Masini will work to determine the best technological vehicle for delivery to Trustees.

Trustee Kalayil announced the committee would take up the charter revision at its next regularly scheduled meeting. The next committee meeting is scheduled for January 16, 2020 at 8:30 a.m. in the Student Union Golden Eagles Room.

There was no further business.

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**Adjourn**

At 10:15 a.m., Trustee Kalayil adjourned the meeting

Ann Kalayil, Committee Chair  
Karl Voigt, Assistant Board Secretary  
Approved November 14, 2019