

FINLANDIA

UNIVERSITY

Institutional Planning Council

December 5, 2017 • 8:00 a.m.

Old Main Conference Room

MINUTES

Present: Fredi de Yampert, Michael Babcock, Erin Barnett, Scott Blake, Cindy Cowell, Rebecca Daly, Alyson DeLandsheer, Tracy Henderson, Philip Johnson, David Maki, Kevin Manninen, Jason Oyadomari, Angela Price, Soren Schmidt, Jason Sullivan, Karin Van Dyke, Curtis Wittenberg, Claudia Youakim

Recorder: Alyson DeLandsheer

- I) Meeting called to order at 8:01 by Philip
- II) Action Items
 - 1) Approval of Agenda
 - Motion to approve agenda – Fredi de Yampert
 - Seconded – Karin Van Dyke
 - Motion approved
 - 2) Approval of November 7, 2017 minutes
 - Motion to approve minutes – Tracy Henderson
 - Seconded – Erin Barnett
 - Motion approved
- III) Miscellaneous
 - 1) 2PM Cup of Coffee for 100th Anniversary of Finland
 - 2) 12/6/17, 12-2pm, Jutila Holiday Party
 - 3) 12/6/17, 11:30am, FAHC 100 Years of Finland
 - 4) Enrollment Management
- IV) Top of Mind for the Morning
 - 1) No thoughts shared about AGBIS
 - 2) Articles worth sharing
 - Tax changes in Washington
 - Graduate school taxes
 - Faculty, staff and student affected who want to go into grad school
 - Tuition remission taxes
- V) IPC – Focus for AY2017/18 – Plan 2021/AGBIS-related initiatives
 - 1) Campus Conversations/Communication

- Thoughts on posting minutes from Campus Conversations onto Workplace
- Rebecca Daly - wishes there were more interactions on Workplace
 - Ann contacting Michael Babcock about how to log onto Workplace
 - Michael Babcock – Workplace was originally created to let Rick and Ann from AGBIS be a part of FinnU
 - (a) Have departments start using it more if they want to
 - (b) Claudia Youakim - thought it was supposed to be able to post anonymously
 - (i) Michael Babcock could create an anonymous form
 - (c) Training on how to use Workplace at 12/11/17 Campus Conversation (Pam Brown)
 - Kevin Manninen – could create more personalized groups, like “International Relations”
 - Karin Van Dyke – problems with redundancy (email and Workplace), looks like Facebook but it is not Facebook.
 - Claudia Youakim – communication concern: people do not look at Campus News, “Hidden Figures” was more of a “word of mouth” than Campus News. Faculty emailing her about information on event even after Campus News was sent out.
 - Karin Van Dyke – Campus News is a “one stop shop” and should take responsibility and look at the information.
 - Claudia Youakim – Campus News is a lot of information on Athletics
 - (a) Information needs to be more in your face (posters, TV’s on campus, Snapchat, etc.)
 - (b) Michael Babcock could create a form to get information to Marketing/Communication to relay information onto campus in a timely manner (regularize the process and information)

2) October/November Tactical Priorities

- Finlandia
 - Transfer Tuition Initiative
 - (a) Marketing (Michael Babcock): press release, UP media outlets, still waiting on regional, reaching out to past transfers, advertising to attract students.
 - (i) Drip Campaign
 1. Emails automated to transfer students who provide their emails.
 2. First message is about pricing, other messages go into details on schools and programs available.
 - a. “Why do I want to go to Finlandia?”
 - (ii) Geofencing: 1/8 mile radius of the school/college will be sent Finlandia ads.
 - (b) Recruiting (Erin Barnett): working with re-admits, Fredi de Yampert working with community colleges to ~~come to our university~~
 - (i) Bay College, GCC, Ojibwa & Nicolet
 1. Fredi visited these colleges to collaborate with and to make Articulation Agreement
- International Student Recruitment
 - (a) Belhai University – ISAD

(i) Erin Barnett: recruiting fair we'll be attending (also outside of ISAD). Looking at online pilot project for Finland and Tanzania. Marketing campaigns with specific languages (Michael Babcock). Multilingual landing page. Housing will be an issue. Shuttles, dining needs, etc. F1 Visa for degree seeking student, J1 for non-degree seeking students in the works (we have F1, we are needing J1).
Online only students do not need visas.

(b) Taipei, Taiwan

(c) Other

– Spring Enrollment – Erin Barnett

(a) 22 dual enrolled (doubled from last spring)

(b) Gwinn, MI is now more dual enrolled than in the past.

(c) 300 enrolled for Spring 2018 as of 12/4/17

– Fall Enrollment

(a) Up compared to last year

(i) 12 deposit (4 deposits this time last year)

(b) Fast-track

• Finlandia On-line

– Certificates

(a) Fredi de Yampert has a phone call with Ann & Lumerit Thursday AM

(i) Asked any questions anyone wants answered to be sent to her via email

– Low Residency

VI) Other Business

1) Campus Conversation next week, 12/11/17

2) 3:10PM Finnish Worship Service at the Chapel of St. Matthew

3) Soup & meet at 5PM

4) Student Auctions at 6PM

5) Christmas Finals Open House – Mannerheim Central, Thursday 12/7/17, 10-3PM

6) Tutoring Staff on Sunday night

7) 12/14/17, 3PM, Faculty/Staff Christmas Party in FAHC

8) Staff Shift – Tracy Henderson is now Assistant Registrar with Jason Sullivan

VII) Adjournment – 9:04 a.m.