

## **Student Life & Enrollment Joint Committee Meeting**

**Date:** Thursday, October 16, 2025  
**Time:** 1:00 p.m.  
**Location:** Boyd Conference Room

**Members Present:** Ms. Cathy Deeb, Chair – Student Life; Mr. Josh Grubb; Dr. Sudhakar Jamkhandi; Mr. Randall Price; Ms. Christina Sammarco; Mr. Jack Sheffler; Mr. Ronald Shidemantle.

**Virtual:** Mr. Anthony Tolley, Chair- Enrollment, Mrs. Rebecca Peterson

**Guests:** Mr. Josh Grubb, Dr. Darrin Martin, Ms. Melisa McGuire (University Retention Specialist), Mr. Richard Livingston (Director of Housing & Residence Life),

### **1. Welcome**

- Meeting called to order jointly by Ms. Cathy Deeb and Mr. Anthony Tolley.

### **2. Ellucian CRM Recruit Presentation**

Mr. Ronald Shidemantle and Ms. Christina Sammarco provided an overview of the Ellucian CRM Recruit system implementation and impact. The system optimizes recruitment and strengthens the enrollment pipeline by improving yield rates.

Fiscal Year 2025 yield – 45% of admitted students enrolled (533 of 1,175 offers).

#### **Key CRM Goals:**

- Enhance applicant experience through dynamic forms.
- Increase engagement through automated communication flows.
- Automate admissions decisions for first-time freshmen.
- Provide an intuitive, A+ applicant experience.
- Current and planned communication flows include inquiries, leads, applicants, accepted, and registered students, with targeted flows for Nursing, Engineering, parents, and counselors.

Acknowledgements were given to Mr. Ansel Ponder (Chief Marketing Officer), Mr. Steven Jarvis (Admissions Application Software Specialist), and Mr. Josh Grubb (Chief of Staff) for their contributions.

### **3. Current Enrollment Update**

Mr. Ronald Shidemantle reported strong enrollment growth for Fall 2025.

First-time freshmen: 523 (up 37%)

Transfers:	174 (up 17%)
Graduates:	23 (up 43%)
Total New Students:	497 (up 30%)
Total Headcount (Census)	1,416 (up 7.8%)

#### **4. Housing and Residence Life**

Mr. Richard Livingston (Director of Housing and Residence Life) presented the following:

Current Occupancy: 224 in MEC (capacity 233)  
Quality Inn Overflow: 54 students; 7 in Cottage A  
Cottage B to open in November 2025 (6 beds)  
Cottage C and D are expected to open later this Fall.  
Cottage F – no plans to open Fall semester – deferred to Spring 2026 semester.

The goal is to move 25 students currently staying at the Quality Inn to Cottages A, B, C, and D by the end of the semester.

Short-Term Plan: Continue Quality Inn use with lower long-term rates instead of nightly fees and explore leases with local apartments and the possibility of purchasing homes in the area.

Long-Term Plan: Heritage Village remains central to expansion (planned four-building, 200 bed project). Engineering review is underway for modular or phased housing. The Committee discussed bonding or PPP financing.

Chairman Anthony Tolley emphasized a comprehensive housing plan aligned with strategic growth goals, suggesting phased builds, early housing incentives, and improved communication of housing priority timelines.

#### **5. Retention Strategies**

Ms. Melisa McGuire (University Retention Specialist) reported on the Division of Student Affairs Retention Strategies for 2025-2026 (copy attached). Ms. McGuire highlighted progress on the Strategic Plan 2025-2030.

Key Actions:

- Enhance advising and academic support through a One-Stop model.
- Implement a comprehensive First-Year Experience Program.



- Improve campus life and belonging through housing, dining, and wellness.
- Leverage athletics for engagement and success.

The University Wide Retention Committee, chaired by Ms. McGuire, has begun work with subcommittees (Academics, Athletics and Student Affairs). KPIs and monthly/semester benchmarks are being implemented for data-driven progress tracking.

## **6. Other Business**

The Committee previewed the new Admissions Viewbook (now 8 ½ x 11 format), aligned with peer marketing standards. Concord University's new in-state tuition policy for Virginia residents was discussed. BSU will explore competitive responses.

## **7. Adjournment**

Ms. Cathy Deeb made a motion to adjourn at 2:01p.m. and the motion was seconded by Mr. Anthony Tolley.

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