

Bellarmine University
Staff Council August Meeting
 Meeting Minutes

October 19, 2022

<i>Present:</i>	Julie Anderson, Tracey Cox, Abigail Walsh, Emily Brock, Fahim Omar, Pamela Smith, Shannon Meiman, Michelle Johnson, Chelsea McKendree, Sara Jane Musk, Hannah Sedlak, Angela Rone, Shelby Bosi-Linton, Daeja Robinson, Dana Hummel
<i>Not Present:</i>	Dalton Washle, Ken French, Natasha Begin, Anderson Reeves
<i>Next meeting:</i>	November 16, 2022 in Fireplace Room

1. Meeting called to order at 11:03 am.
2. Approval of minutes from September 21
 - a. Motioned by Shelby and seconded by Tracey and Julie.
3. BCG Presentation
 - a. Showing more details about findings on a few key issues (marketing and pricing) and then sharing some preliminary recommendations
 - b. Reviewed strategic vision and core principles that were shared at previous Town Hall – how this will play into decision making and implementation
 - c. Lower yield outside of KY/IN areas, high yield locally
 - i. Recommendations
 1. Need to expand how we attract from other metro areas (Indianapolis, Cincinnati, Columbus, St. Louis – several of these also have a high population of Catholic affiliated students)
 2. Add one regional admissions staff to focus on recruiting from these areas
 - d. Pricing
 - i. Tuition is high relative to peer/aspirant institutions relative to student outcomes – we are less successful on student outcomes compared to those with \$40k price (graduation, retention, early career salary)
 - ii. Recommend – Tuition reset of \$15k-20k to increase apps, requires medium term commitment and strong marketing/comms to yield results
4. Staff Council Leadership Structure
 - a. For AY 23-24, Emily will rotate off, Abigail will be past president, Shelby will be president, and we will elect future president to start in January, they will take over presidency for AY 24-25
5. Staff Council Open Position (Admin and Finance)
 - a. Will work on having in place by November meeting
6. New Staff Councilor – Welcome Hannah Sedlak
7. EMC Forum – October 20 11am-12pm (Teams)
 - a. Roll out and introduction of new internal campaign – Invite a Knight

- b. Aim is to empower BU employees to support recruitment efforts, engage with prospective students and have the whole campus community more involved in this work
- c. Will be looking at offering more times moving forward for faculty and staff to have space to discuss recruitment ideas and questions connected to the enrollment memos that go out monthly

8. Staff Council Initiatives

- a. Happy Hour
 - i. October, 4-5pm
 - ii. Centro Atrium
- b. Thanks a Muffin
 - i. December 1 from 10am-12pm
 - ii. Allen, Frazier and Centro locations – we will be asking for volunteers
- c. T-shirts
 - i. Long sleeve t-shirt, asking for design submissions, vote on design