



STAFF ASSEMBLY

General Membership Meeting

February 6, 2024 Kelly Center, Cox C

APPROVED MINUTES

Welcome & Call to Order - Robyn Reid, Chair

There were 32 individuals in attendance, including one guest.

Guests

- Admissions Update – Heath Einstein, Dean of Admissions
 - Report on Admission (see attached report)
 - The Search Process – how we go about finding students
 - Inquiry conversion – first step is inquiry – interested in TCU, campus tour, met in High School; joined mailing list through website – hot leads; higher inquiry score, the higher they'll apply and be admitted
 - Core group of zip codes
 - Score high schools and how the students from them perform in our funnel – impacts us how we'll market and travel
 - Personality of TCU supportive environment, lots of school spirit,
 - Use conditional logic in marketing for personalized letters; Gen Z want boutique message
 - TCU Recent Past
 - Students are going to larger public schools; smaller/regional schools are struggling in many cases
 - Lower enrollment for lower income students; the higher the income the higher the likelihood a student is to enroll
 - TCU puts a lot of money on the table for our lower income Texas residents
 - Culture war – idea that college isn't worth it
 - Headwinds
 - Recent Supreme Court ruling – erased race conscious admission
 - Chatgpt
 - The Student Search Cliff – decline in enrollment due to birth rates
 - TCU is very popular, so we need to preserve space for those who apply later
 - Retention rate is 94% - we're attracting higher quality students and the work of everyone on campus staying connected with students (first to second year)
 - graduation rate is 85.5%



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February Roundtable Discussion

- How do we recruit a diverse group of people to serve in Staff Assembly or other leadership positions on campus?

Officer and Committee Reports

- Chair - Robyn Reid
 - On two search committee
 - Vice Chancellor Enrollment
 - Vice Chancellor Marketing
 - Met with Daniel Pullin regarding the BoT Day of Dialogue
 - 4 themes – Athletics; research; community engagement; and growth of campus (Master plan)
 - University wide strategic planning process, need to grow with correct infrastructure – if intent is to grow university (3%) we need to also grow staff
- Chair-elect - TBD
 - Will hold election next meeting – if you're interested in running for either position, please let Robyn know ASAP
- Past Chair - Evie Richardson
 - UBAC – no report
- Secretary - Cheryl Cobb
 - Approved minutes were sent to All Staff, please remember to reach out to your constituents
 - Please use QR code at table to check in
- Treasurer - Marva Wood
 - Hasn't spent any money since last meeting
- Historian - Wendy Bell – not present; no report
- Parliamentarian - Rose Davis
 - No report
- Committees
 - Assistant Secretary/Elections - TBD
 - No report
 - College Resources - Heather Confessore
 - No report
 - Committees - Susan Mayhew
 - No report
 - Community Service - Courtney Hendrix
 - We ended up donating 125 coats; jackets and hoodies; 156 pairs of gloves; 68 hats; 114 pairs of socks, 140 cans of ravioli and over 300 granola bars with the recent coat drive to Morningside Elementary's Coat Drive
 - Will meet in February to start working on move out – need lots of volunteers



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- Constituency - Robin Scruton
 - Atta Frogs
 - Kim Starkey – Brite Divinity
 - Entire Brite Admissions Team
 - Monica Bradley
 - Deb Welch
 - Teffani Voxx
 - Taco Tuesday – spring break a month away
 - March 12th at Harrison in lobby from 9:00 am – 10:00 am
 - Tacos going to Medical school
- Marketing & Communication - Mallory Odom
 - Newsletter will go out with the minutes
 - Any updates on your committee, etc. send to Mallory
 - Follow us on Facebook and Instagram
- Professional Development - Carrie Franklin
 - Professional development – with HR orientation revamp with those who have been on campus 5+ years
 - If you have any ideas, reach out to Carrie
- Policy & Advocacy - Matt Millns – not present
 - Policy & Advocacy is gearing up this spring to meet with leaders from governance groups including UCAC to help bring attention to any matters of concern.
 - We've received staff inquiries on the tuition benefit, the possibility of loan forgiveness, the rapidly-changing Prescription Drug market (Mark Cuban), compliance training, E-Vehicle charging stations, and spirit shirt days.
 - We'll have a detailed report next month on any developments
- University Compensation Advisory Committee - Charles Dewar - not present, no report
- University Budget Advisory Committee - Evie Richardson - no report

Adjourn – at 4:45 pm Robyn Reid, Chair

NO MEETING IN JANUARY

Next Meeting: March 5, 2024 at 3:30pm – Kelly Center, Cox C

150 Years of Success – Keep Going – *Lead On*
