

Fall 2023 MACRAO Business Meeting Minutes

Virtual – via Zoom

Thursday, October 26, 2023

WELCOME and call to order by Keegan Foss, President

Treasurer's Report – Dena Wagner-Fossen, Secretary/Treasurer

- Checking balance as of 10/26/2023 is \$18,174.92
- No real expenses since spring meeting
- CD is still on 3-month term and on the maturity date of 10/30/2023 the value will be \$10,729.86
- Cassie from UM moved to approve report. Carla from MCC seconded. Motion carried.

Old Business– Dena Wagner-Fossen, Secretary/Treasurer

- \$50 annual institution dues invoicing has been delayed due to cyber-incident in Great Falls and short staffing in the office.
- Cassie will up be updating MACRAO website to make it clearer, but institution dues can be paid electronically there.
- <http://www.macraomontana.org/conference-registration.html> Add \$50 membership dues to cart & pay electronically.
- Reminder this is an annual institutional membership. Departments do not need to individually pay on larger campuses.

Approve Minutes from Spring 2023

- Tony from MSU moved to approve minutes. Cassie from UM seconded. Motion carried
- Cassie will get them posted on MACRAO website.

New Business/Discussion Topics

- Moving meetings to Zoom unless it is a large meeting, then will use WebEx due to Zoom limitations on attendee numbers.
- Spring 2024 meeting discussion
 - Date/Location
 - Discussed sending survey to further explore end of May/early June meeting instead of April date
 - Location will be determined after date determined
 - AACRAO and Ellucian Live are both April 7-10, 2024
 - Discussion topics/Activity ideas/Guest speaker suggestions
 - New Professionals Day/Breakout
 - Silent auction /giveaways from campuses/door prizes
 - AACRAO webinars to watch/discuss as a group
 - Interactive games
 - Native American training
 - Cybersecurity awareness
 - Discuss roll out of new FAFSA since later implementation
 - Apply MT application
 - Round table/breakouts for further discussion on topics
 - New initiative implementations on campuses – review of past year/what is coming next
 - 'Lightening presentations' – 4 minutes to present a topic
 - <https://www.pechakucha.com/> 20 slides - 20 seconds per slide. Set up the slides on a timer have to finish in 6 minutes
 - PLA/portfolio assessment

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- Credential stacking
- Allow time for conversations among membership, etc.

Open Discussion Topics from membership

Apply Montana Discussion by Ed from MSUB

- See attached Scott Lemmon's e-mail to MACRAO MUS Admissions listserv dated 10-16-2023
- OCHE is directing the MUS campuses to no longer use their own undergraduate admissions applications effective July 1, 2024
- Has everyone on the campuses that needs to be involved been notified – enrollment/registrars/deans/etc.?
- How can campuses and their various departments provide feedback?
- What is the impact to smaller schools – especially community colleges
 - MCC & Dawson currently do not use Axiom and must manually build applications into their SIS – any increased volume will need support as they are already overwhelmed - either technical or staff, currently not sustainable during College Application Week and affects communication with those students that really want to attend their institution
 - Need to follow-up with FVCC, who is not a Banner school,
 - What about Tribal Colleges? - SKC says they have their own application, not Apply MT, Juan will ask the other tribal colleges what they use & if they see any impacts to their application numbers
 - Will this change affect private schools in MT? Will students be confused while all MT schools aren't using Apply MT application, etc.?
- At the MPSEOC counselor update on Tuesday, October 24, 2023 – Angela McClain mentioned at end of day, that all MUS schools would be moving to Apply MT application.
- Everyone agreed that MACRAO next step is to see if/how campuses can provide feedback. Based upon that, then MACRAO will decide on next steps from membership.
- Ange from OCHE was in the meeting, took notes & will provide them to Scott & Joe at OCHE.

Thank you by Tony from MSU

- Thank you to leadership for this fall meeting and for their work to engage the membership in a robust meeting in the spring.
- Encourages membership to stay engaged with MACRAO – attend monthly updates, face-to-face meetings, etc.

Next Steps

- MACRAO leadership will be sending out survey early November looking for feedback in dates/topics for Spring 2024 meeting

Motion from Juan from SKC to adjourn meeting. Cassie from UM seconded. Motion carried.

Respectfully submitted by Dena Wagner-Fossen, Secretary/Treasurer

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From: MACRAO MUS Admissions on behalf of Lemmon, Scott

To: MACRAO-MUS-ADMISSIONS@LISTSERV.GFCMSU.EDU

Subject: Follow up from ELT Meeting

Date: Monday, October 16, 2023 2:09:43 PM

Good afternoon,

Thanks to all of you who attended our last enrollment meeting, I know we had some in depth discussions on the future of resident student

access and I wanted to follow up regarding some of the concerns that many of you shared during our last meeting as well as what

some of you have shared with your campus leadership.

The central application being utilized for all undergraduate students in Montana is pivotal for us to be able to expand our outreach and better communicate the value proposition more broadly, but, as I shared in our meeting, it serves many purposes and will ultimately benefit all campuses as well.

The rationale regarding this strategy is quite broad:

1. A single entry point. The amount of application options for students creates challenges on a variety of levels, most notably confusion among students and HS counselors. By effectively creating one pathway for students to apply to the MUS, all campuses will ultimately benefit from having all applications originate from a single entry point, HS counselors only have to learn, and repeat, one process in helping students apply to multiple campuses, instead of having to potentially help students through multiple processes in a limited amount of time.
2. A single data point. We are working to gather additional data access from OPI to better serve students interested in PSE and are enthusiastic about the possibilities to provide you all with more information on students who are interested in your campus earlier in the process. Having one application allows us to better allocate this increased access to data from OPI and in delivering it to you in various forms.
3. Optimizing our investment. What many of you might already know is that OCHE has made a sizable investment in the central application and MUS Portal. We are striving for greater optimization of this investment through more widespread adoption/use of this application that frankly, we aren't seeing across the MUS for many of our campuses currently in optional form.
4. State-level strategies (Pre-populated apps, Direct Admission, Living Profile) having an impact. In order to get to the next phase(s) of resident student access that you will all benefit from, we need to continue to build out more of the state level strategies that we have discussed in previous meetings together. We will have more information to share in upcoming meetings as we continue our planning to be national leaders in resident student access.
5. Consistency of approach. It is imperative that all of us continue to strive to move in the same direction with increasing resident student access. Currently, there are many improvements that can be made in working together to provide more value and a consistent message across the MUS in how we receive applications as well as communicate with our prospective student population statewide. In adopting the central application as the only application in the MUS, we are taking a great (and impactful) first step to building out these larger strategies that again, will benefit all campuses.

We also know that there are some concerns from your end and we want to ensure that you are being heard but also are aware of the larger

picture and vision moving forward. As I have said previously, please do not hesitate to reach out if you have questions or would like to hold individual meetings regarding concerns you may have across your campus and/or functional areas. These changes, as have many changes in the past, will undoubtedly be inconvenient at times but will also benefit a larger mission for Montana in the long run.

Thank

you for your patience and ongoing dialogue as we work to implement a bold and aggressive strategy statewide.

Again, please don't hesitate to reach out if I can help in any way. While we cannot guarantee answers to every question in the short term,

we are committed to working with you all very closely to ensure that this transition goes as smoothly as humanly possible.

Thank you,

Scott

Scott Lemmon

Director of Admissions and Enrollment Strategy

Office of the Commissioner of Higher Education

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