

**Scholarship Hall Strategic Planning Committee Meeting Minutes
December 14, 2018**

Present: Kyle Berkley, Diana Carlin, Christian Espinosa, Robert Girard, Stephen Hass, Katie Keenan, Amy Robbins, Jessica Small, Sara Vancil, Aramis Watson, Phillip Wrigley

Absent: Ashley Grande, Alex Hyler, Levi Wakeman, Randee Wisdom

I. Updates on items from previous meeting

- Aramis is working on getting financial data. It will be posted on share point.

II. Meeting topic – Data Introduction/Overview

- Aramis reviewed the EBI data Benchmark/Skyfactor assessments. These are conducted across the country and are done with residence halls in mind. They are conducted in the spring when students are living in the halls. It is done again in February before spring break.
- These assessments provide a good understanding of demographics. She said it is qualitative and a good representative of scholarship hall residents. Committee members can email Amy about pieces of information that would be helpful.

III. Next meeting topics/discussion items

- **December 21st** – this meeting time can be used to meet with your data partner. The housing conference room will be open for pairs to meet. Let Amy know if you want to reserve it. Or you may meet via email or Skype.
- **January 19 – retreat/long meeting** – time/location to be determined

IV. Preparation for upcoming meetings

- Between December 14th and January 7th please connect with your data partner to come up with three themes from your year under each category: Experience, Food/Dining, Staffing. Please post your themes in a word document on share point by January 7th.
 - Data groups are:
 - i. 2010-2011: Christian Espinosa, Diana B. Carlin
 - ii. 2012-2013: Kyle Berkley, Robert Girard
 - iii. 2013-2014: Ashley Grande, Stephen Hass
 - iv. 2015-2016: Levi Wakeman, Alex Hyler
 - v. 2016-2017: Randee Wisdom, Jessica Small
 - vi. 2017-2018: Sara Vancil, Phillip Wrigley
- Aramis will send out a doodle poll for meeting times/dates for the spring semester.

V. Other

- Aramis suggested listing campus partners (like TRIO) on the SWOT Analysis Worksheet for targeted outreach.
- Christian asked if exit surveys were ever considered. He suggested an exit survey when a student leaves the hall. Aramis suggested he list that on his SWOT worksheet.
- There was discussion about Admission tours of the scholarship halls and the overview of how tours occur was explained.
- Diana suggested freshmen honors program students who need service hours could help give tours. No money would be involved as it is service hours not employment.
- Retention vs recruitment was discussed. Christian said the hall videos will be given more attention when they are uploaded. They will be accurate in a fun way.
- Feedback received this semester indicates residents are comfortable with the co-ed hall. Having more than one co-ed hall was discussed.

In trying to reframe misconceptions from external audiences by working on language to use in marketing -expectations vs. reality- Phillip shared a list of what scholarship halls provide:

- 1) affordable housing
- 2) food security & nutrition
- 3) training in life skills, such as cooking & cleaning
- 4) leadership development opportunities - many different positions for all sorts of interests
- 5) experience with democratic governance
- 6) a small community within the larger university
- 7) informal mentorship of underclassmen by upperclassmen
- 8) fun and friendships just steps away
- 9) support for students to graduate on time
- 10) options - all male, all female, mixed gender, different room arrangements, different food arrangements
- 11) diversity - live and learn with people from all walks of life
- 12) a home away from home - more than just a bed, an engaging community
- 13) an academically committed and supportive community