



# **STAFF CONFERENCE**

**Tuesday, November 16, 2021**



# TODAY'S AGENDA

- 1. ACKNOWLEDGE APPROVAL OF MINUTES**
- 2. UPDATES FROM VP ENROLLMENT MGMT & MKTG**
- 3. COMMITTEE UPDATES**
- 4. Q&A**
- 5. ADJOURNMENT**



# APPROVAL OF MINUTES

The minutes for the previous Staff Assembly and Staff Conference meetings were not voted on during the 11/02/2021 Staff Assembly meeting. We plan to vote on these during the 12/07/2021 meeting.

Our S.A. Historian, Chris has worked diligently on updating the minutes repository, so recent minutes can all be found here:  
<https://www.winthrop.edu/staff/minutes.aspx>



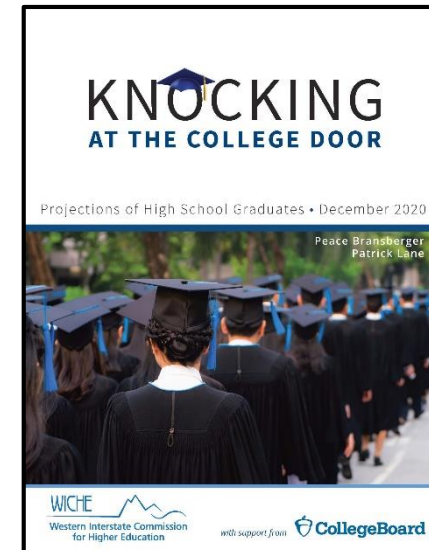
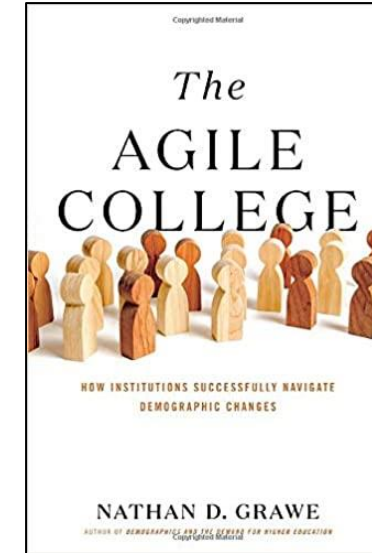
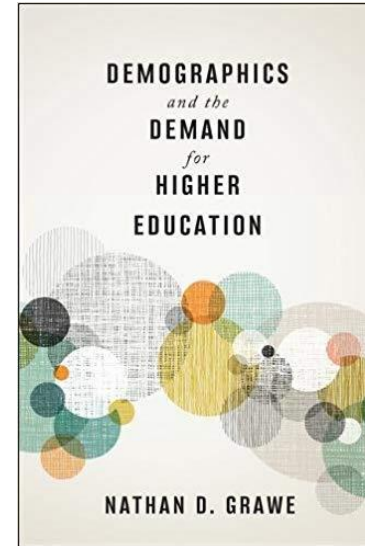
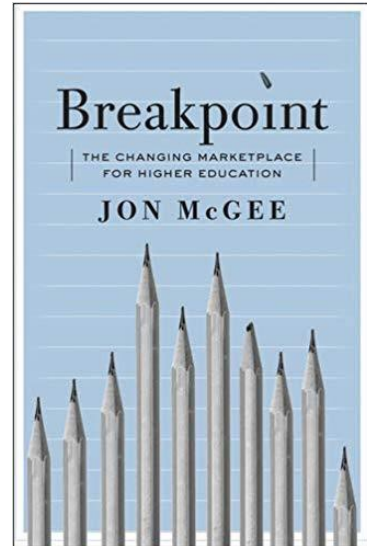
# Enrollment Management and Marketing



# Enrollment Management and Marketing



# The Changing Landscape of Higher Education





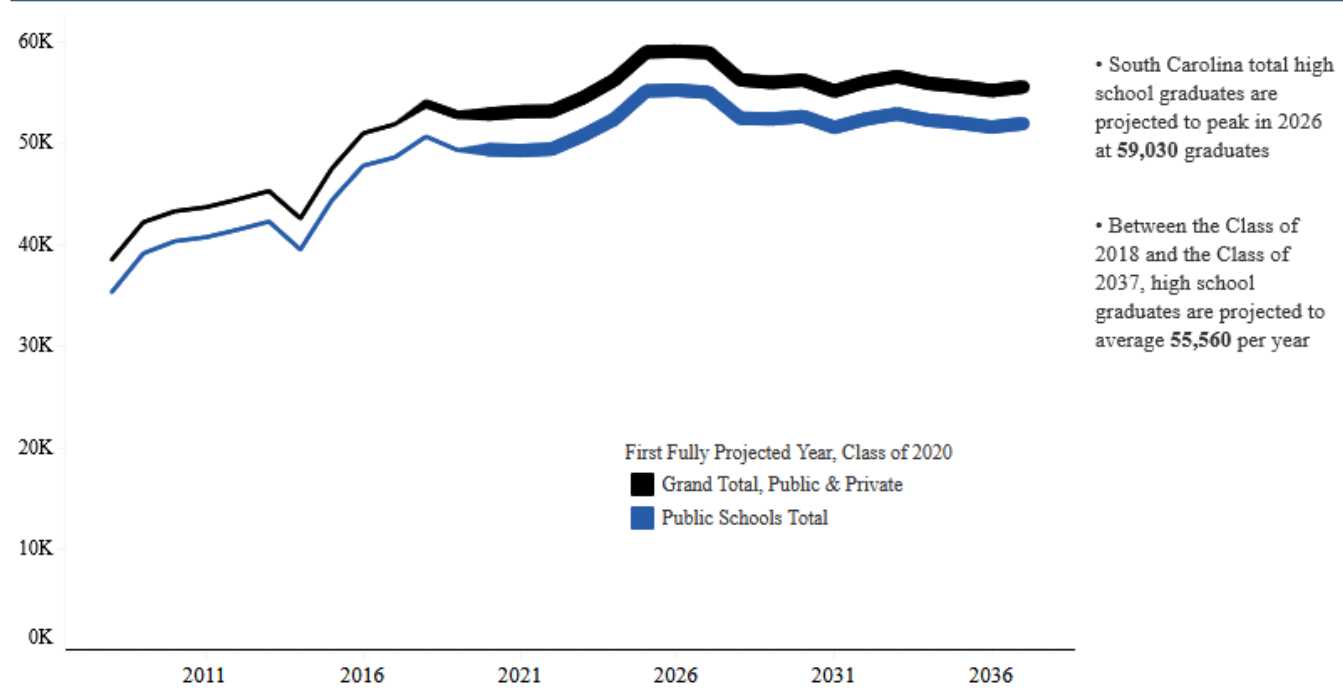
### High School Graduates Profile for

South Carolina



Projected values are displayed as either thicker or darker in the profile charts. See the notes for more details.

#### Total & Public High School Graduates, Class of 2008 to 2037



Source: Western Interstate Commission for Higher Education, Knocking at the College Door, Projections of High School Graduates, 2020. Notes: Projections begin with class of 2018 for Public and Private together. 2020 for Public only.



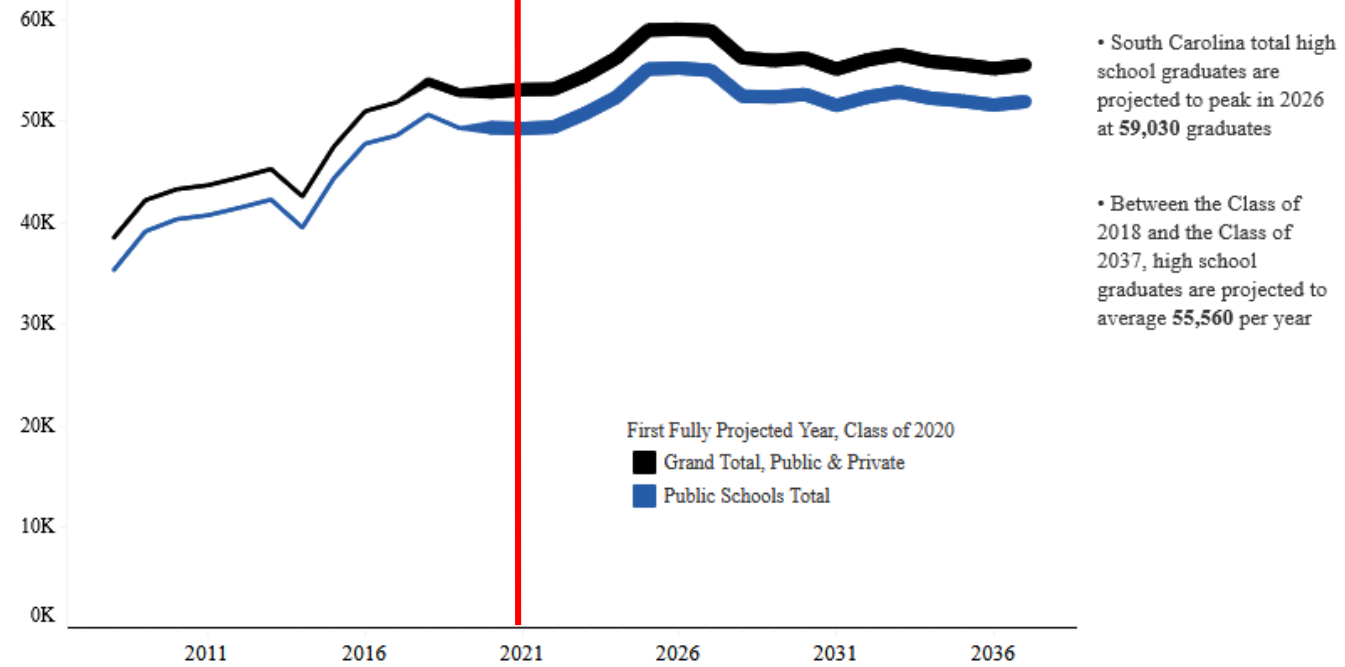
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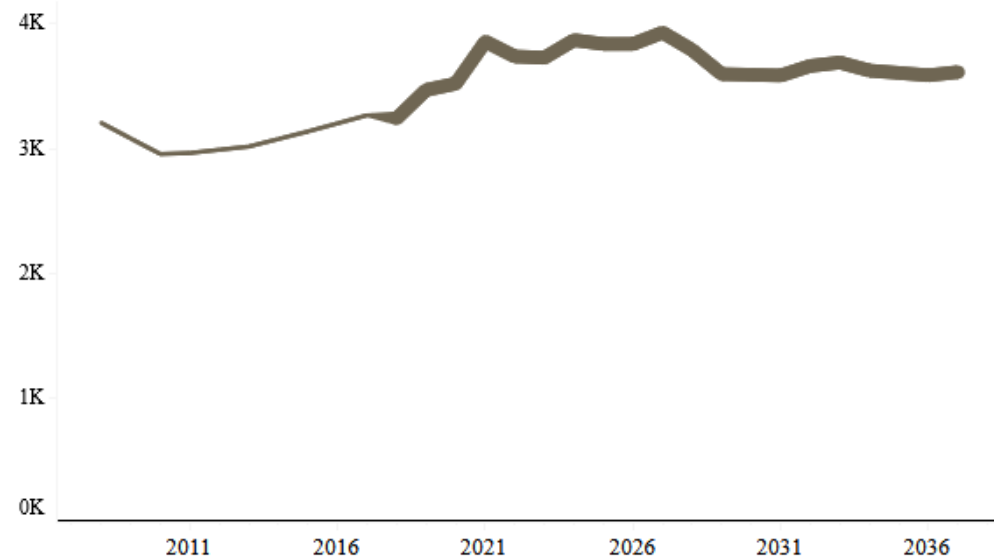


Source: Western Interstate Commission for Higher Education, Knocking at the College Door, Projections of High School Graduates, 2020. Notes: Projections begin with class of 2018 for Public and Private together. 2020 for Public only.





### Private High School Graduates, Class of 2008 to 2037



- Between the Class of 2017 and the Class of 2037, private high school graduates are projected to average 7% of all graduates.

#### Compared to the Class of 2017 (the last reported year):

- The Class of 2025 is projected to have **570 more** private high school graduates.

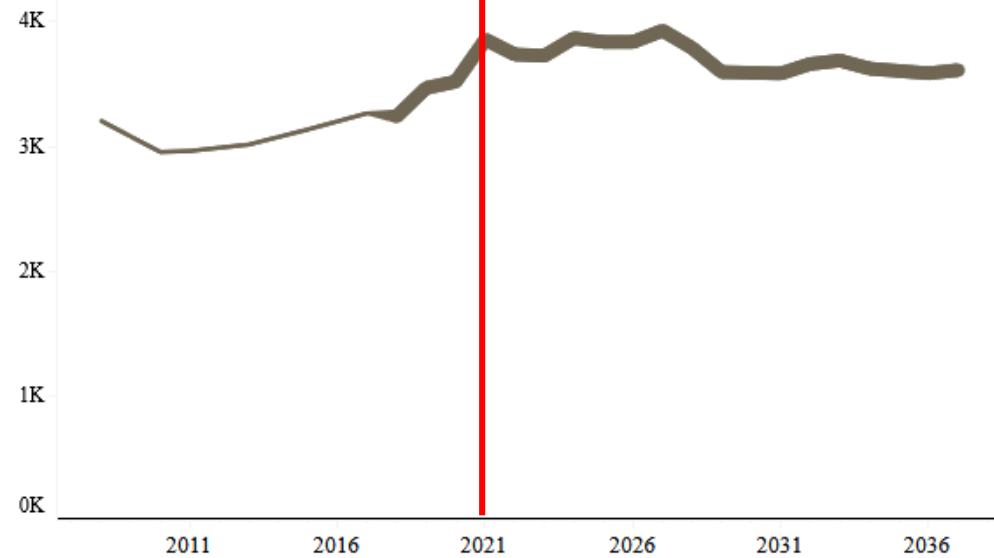
- The Class of 2037 is projected to have **350 more** private high school graduates.

Source: Western Interstate Commission for Higher Education, *Knocking at the College Door, Projections of High School Graduates, 2020*. Notes: Projections begin with class of 2018 (thicker line).



We are here

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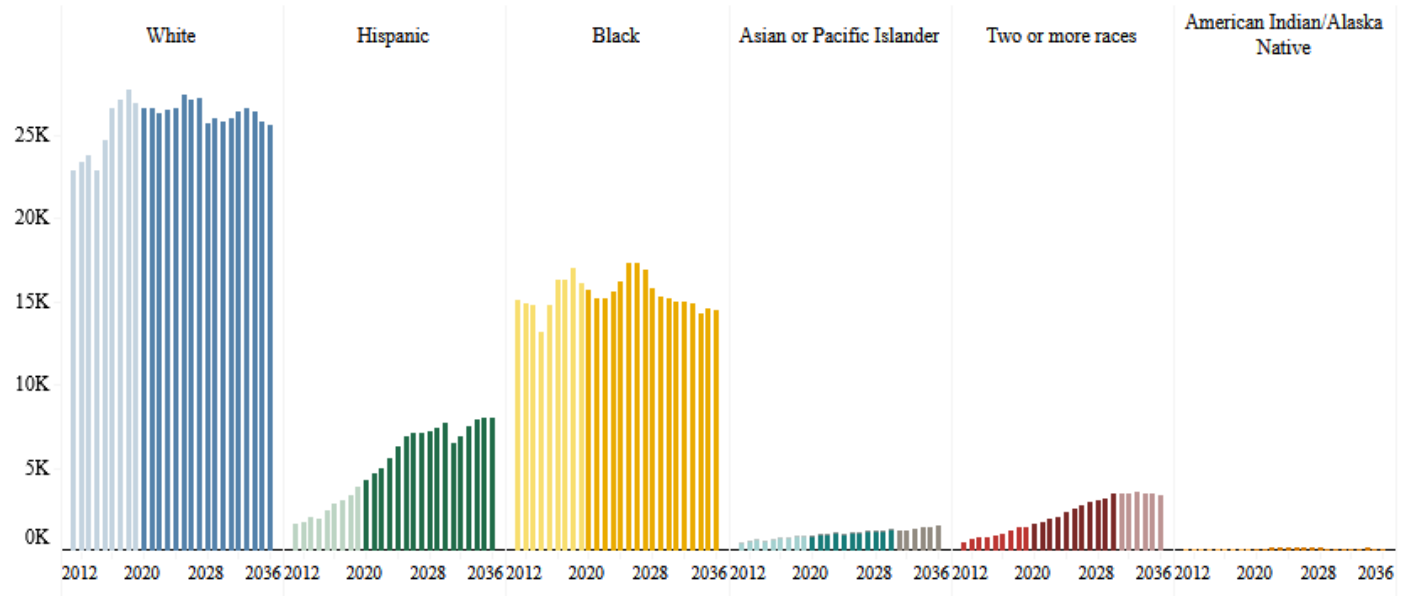
Source: Western Interstate Commission for Higher Education, *Knocking at the College Door, Projections of High School Graduates, 2020*. Notes: Projections begin with class of 2018 (thicker line).



## Public High School Graduate Trends, Class of 2011 to 2036

• Between the Class of 2019 and 2036, the share of non-white public graduates is projected to increase from 45% to 52%

### Public High School Graduates by Race/Ethnicity



First Fully Projected Year, Class of 2020

Click on a population below to highlight trends in the chart above

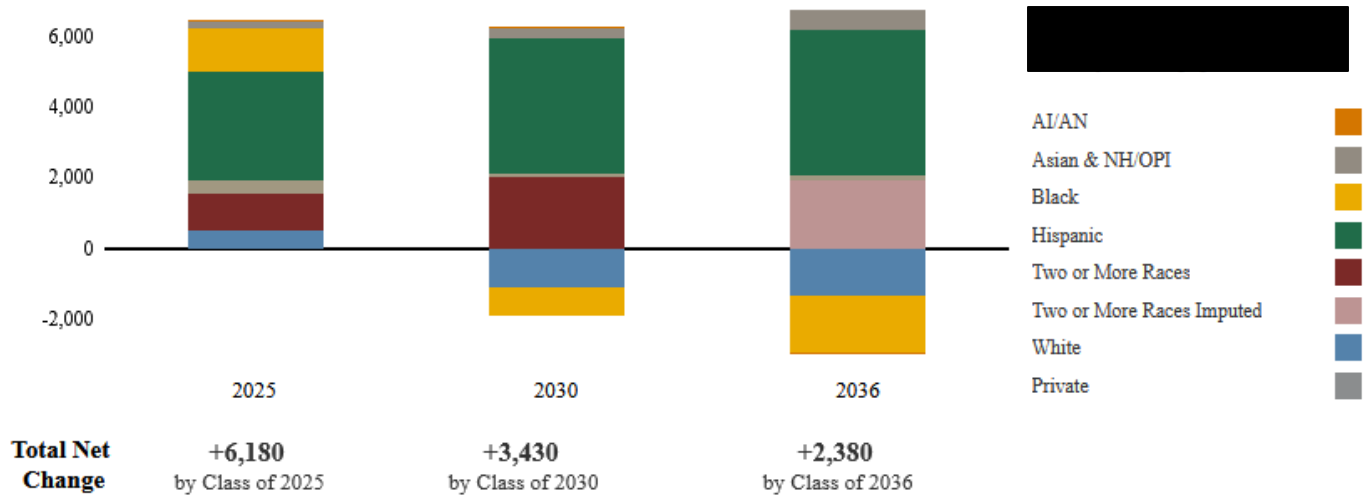


Source: Western Interstate Commission for Higher Education, *Knocking at the College Door, Projections of High School Graduates, 2020*. Notes: Projections begin with class of 2020 (thicker line).



Projected Changes in High School Graduates Compared to the Class of 2019

Cumulative Change in the Number of Graduates

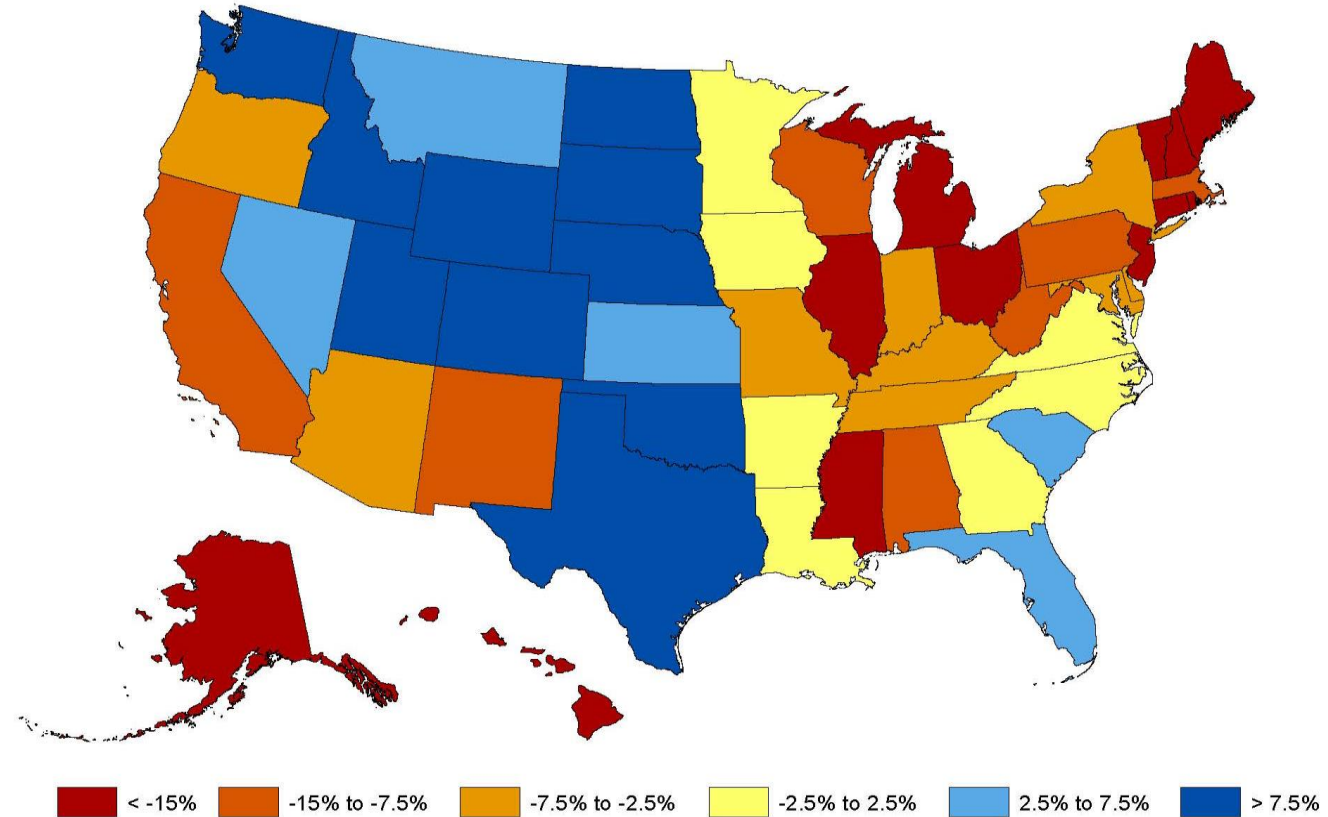


Source: Western Interstate Commission for Higher Education, *Knocking at the College Door, Projections of High School Graduates, 2020*.



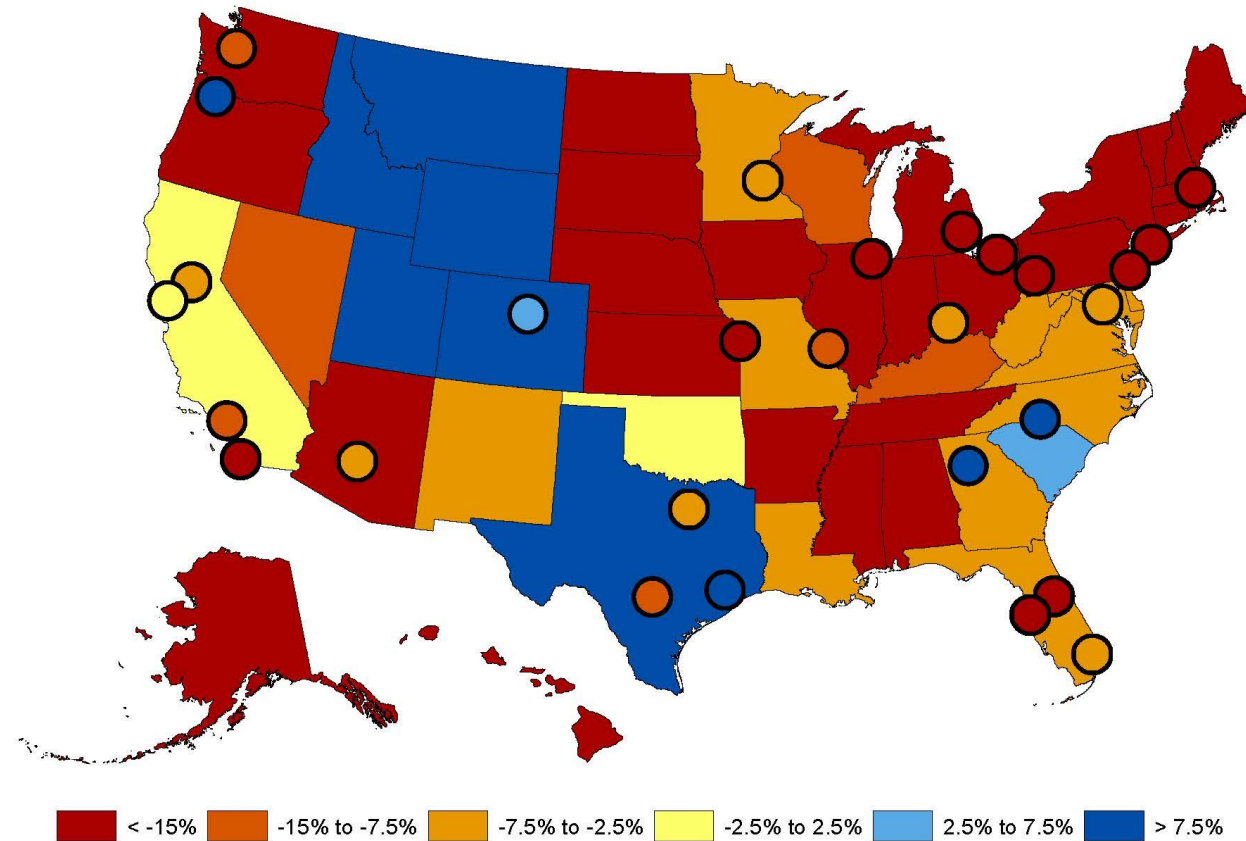


# Forecasted changes in high school graduates 2012-2032



Source: Grawe, Nathan. "Demographics and the Demand for Higher Education", HEDI index figure 1.5

# Forecasted changes in college-going students 2012-2032



Source: Grawe, Nathan. "Demographics and the Demand for Higher Education", HEDI index figure 4.3



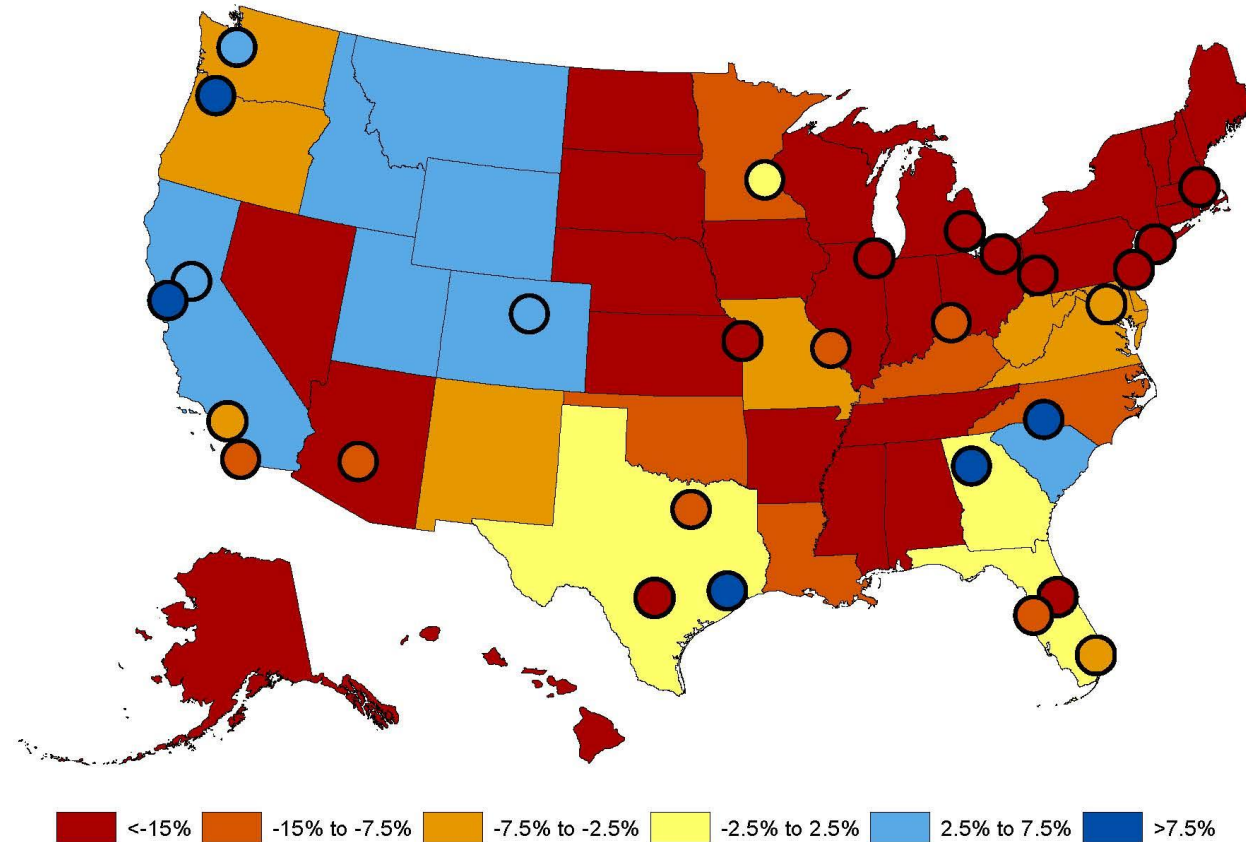


# Three marketplace trends

- Disruptions in demography, economy and culture
- “Overall demand for postsecondary education will remain very high, but college enrollment will become increasingly less predictable and stable.” p. 85
- “Families will remain highly price sensitive and demand will rise for more financial assistance.” p. 88
- “Students, families, and the public at large will express rising outcome expectations and demand accountability in increasingly strong terms.” p. 95



# Forecasted demand for students entering a regional four-year institution 2012-2032



Source: Grawe, Nathan. "Demographics and the Demand for Higher Education", HEDI index figure 6.3

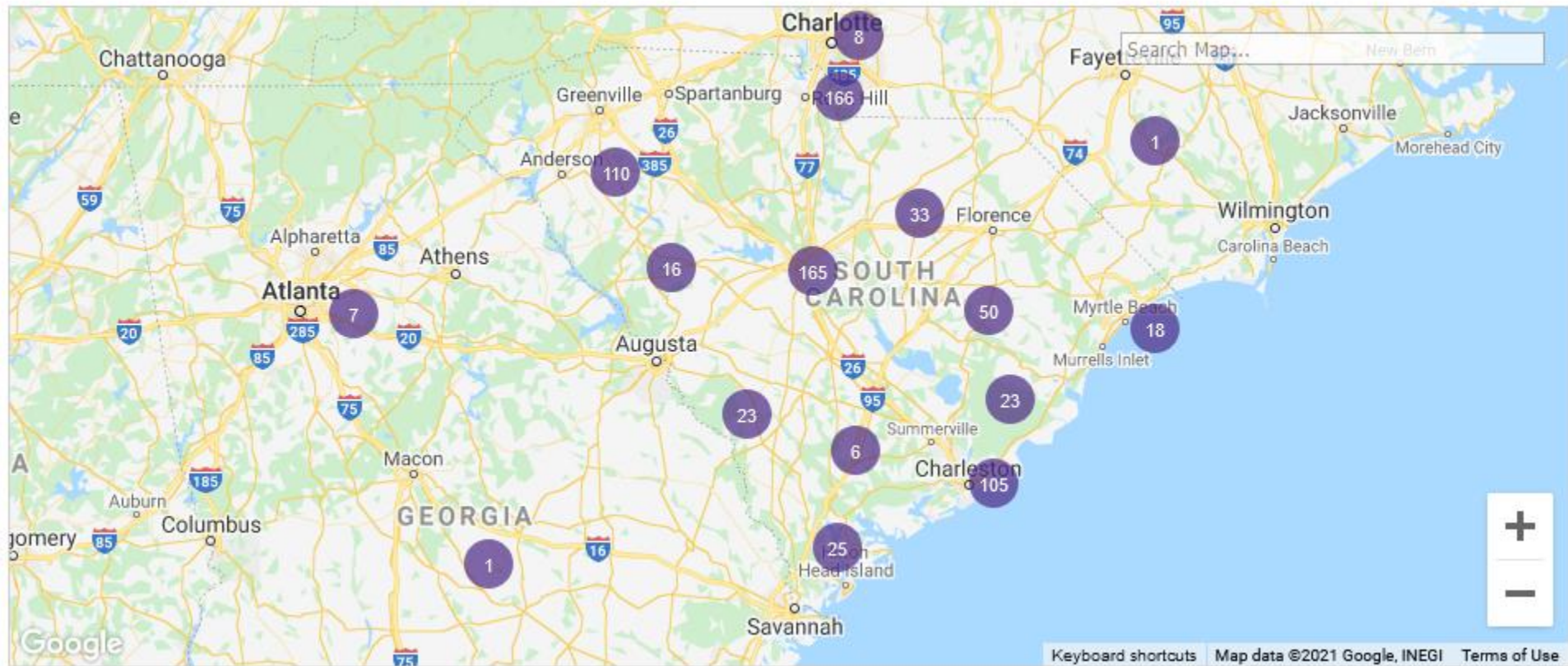
# Applied Freshmen Fall 2021



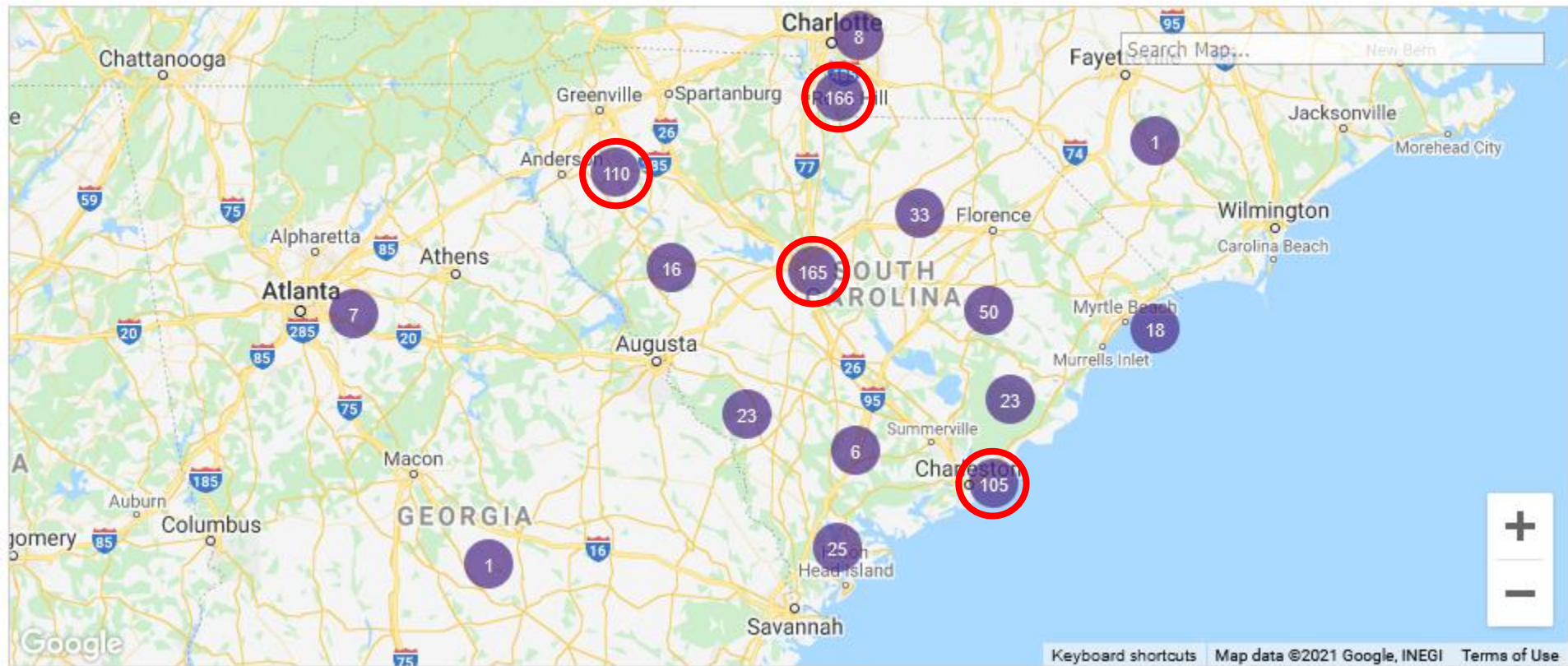
# Admitted Freshmen Fall 2021



# Enrolled Freshmen Fall 2021

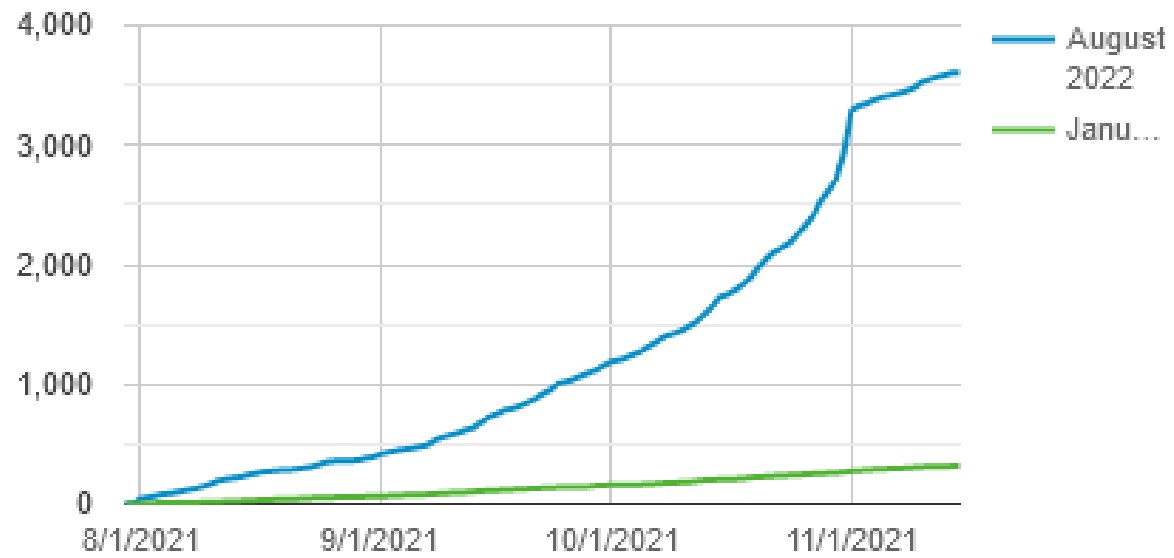


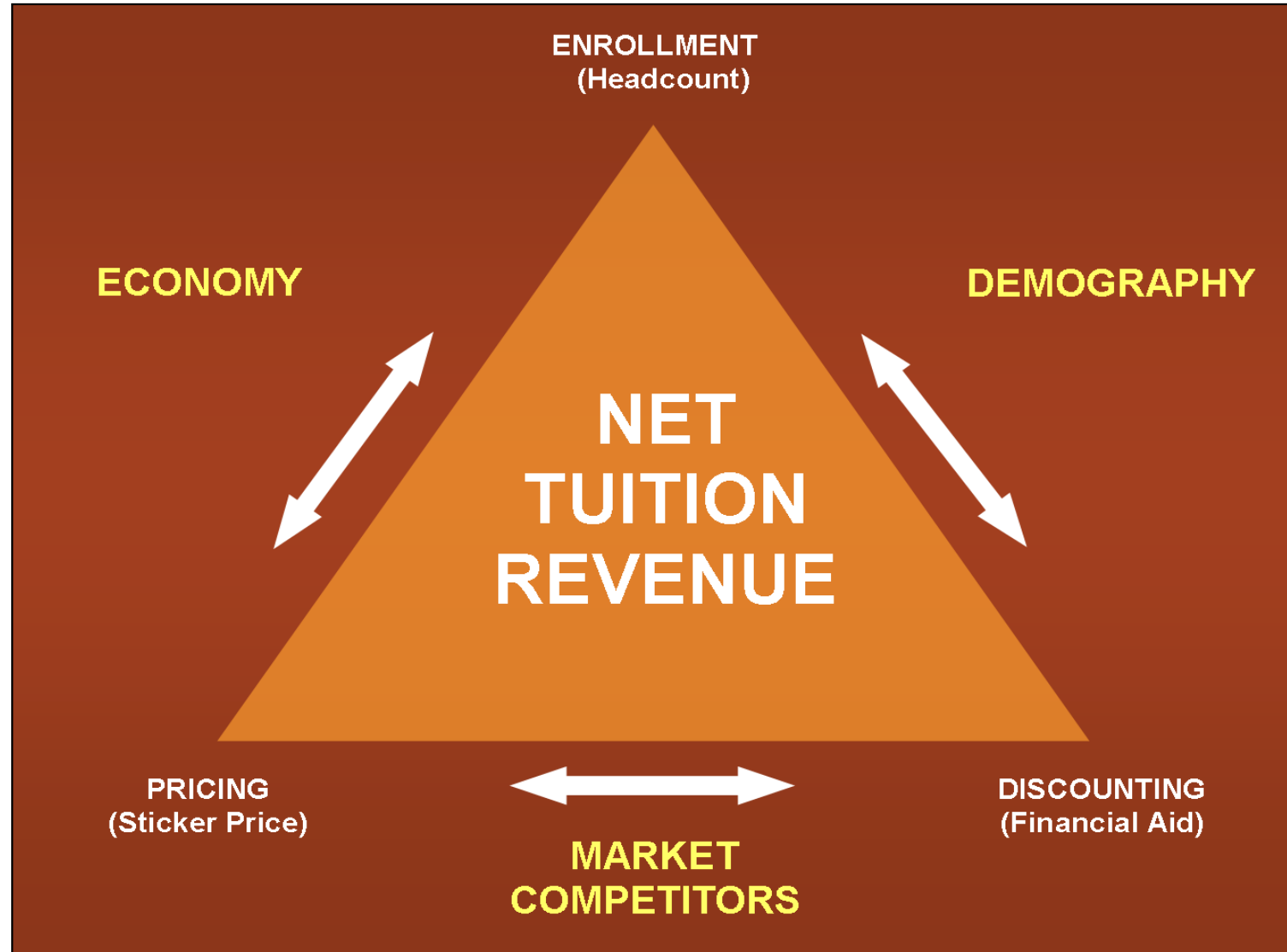
# Enrolled Freshmen Fall 2021





### 2022 Apps Submitted









# Considerations & Conversations

- “What are our primary sources of distinction and comparative advantage today versus our key competitors? Are those advantages unique to us or are they easily replicable? Are they sustainable?” p. 121
- “What is the market footprint of our distinction? Among what types of students are we considered distinctive? Can we successfully and reliably meet our enrollment goals enrolling these kinds of students?” p. 121
- “Do we have a strong and sustainable market position among the students we seek to enroll? How much of our demand is real and how much is illusory or not serious?” p. 129
- “Are we prepared academically, socially, and culturally to meet the needs of students who are new to our campus and to our campus culture? What must we change? Are these changes aligned with our mission and core competencies?” p. 129



Thank You



# COMMITTEE UPDATES

- Staff Recognition
- Media & Communications
- Professional Development
- Campus & Community Involvement
- Staff Feedback

# WELCOME TO NEW STAFF

**Sheila Anderson**, *custodial worker, Facilities Management*

**Michelle Brodict**, *registered nurse, Health Services*

**Sean Coughlin**, *set-up specialist, Facilities Management*

**James Covington**, *HVAC-R worker, Facilities Management*

**Kristin Culbreath**, *mentoring and induction specialist, College of Education*

**Amanda Foshag**, *program assistant, Financial Aid*

**Lauren Gamble**, *family nurse practitioner, Health Services*

**Anne Hill**, *assistant manager, Student Financial Services*

**Joseph Miller**, *vice president, Enrollment Management & Marketing*

**Andria Tolbert**, *benefits administrator, Human Resources*

**Stefan Wunderlich**, *lab manager, Biology*

**Lauren Yoder**, *admissions counselor/community outreach coordinator,  
Admissions*



# Staff Member of the Month October 2021

Thanks for all you do!

Staff Member of the Month  
**Nominee**

Recognition Committee  
Staff Assembly



# thanks

Reserved Parking  
Spot On Campus

1 Month Free at the  
West Center

1 Free Meal at  
Thomson Café

Spotlight in  
Staff Stuff Newsletter



# Swag.

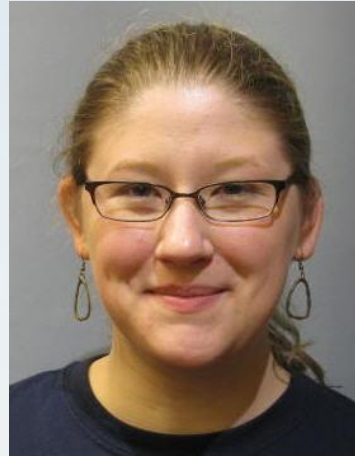
York Electricity Co-Op  
Comporium  
Development Office  
Alumni Association  
WU Athletics  
Morton & Getty's

Department of English  
Winthrop Foundation  
Arrowpoint  
Small Business Development Center  
Office of Admissions  
Office of the President  
Founders  
State Farm

Residence Life  
Department of Design  
Winthrop Bookstore  
Department of Music  
College of Business  
Publix

Center for Educator Recruitment, Retention, and Advancement  
Office of New Student & Family Programs

# Nominees | October 2021



Ashley  
Burnside



Jerry  
Krzemien



Kevin  
Quick



Jill  
Stuckey



Kara  
Traverse





**Jill Stuckey**  
University Communication  
& Marketing

Staff Member of the Month  
October 2021



**November 2021**  
**Staff Member of the Month**  
**Nominations**

**due**

**Tuesday, November 30**  
**at 5 p.m.**



# MEDIA & COMMUNICATION

The next Staff Stuff newsletter will be out the first week of December.

We are doing our second annual holiday recipe exchange!

Staff should send a favorite festive recipe to [cauthenk@winthrop.edu](mailto:cauthenk@winthrop.edu) or post to the Staff Conference Facebook page by November 24 to be included.



# PROFESSIONAL DEVELOPMENT

- The committee just hosted two events: a session on Recording Meeting Minutes (thanks to Debbie Garrick!); and a session on Mindfulness (thanks to faculty member Joni Boyd!)
- We will continue to review submitted session ideas for future offerings. If anyone has topics they're interested in us covering, please email Nicole Chisari at [chisarin@winthrop.edu](mailto:chisarin@winthrop.edu).



# CAMPUS AND COMMUNITY INVOLVEMENT

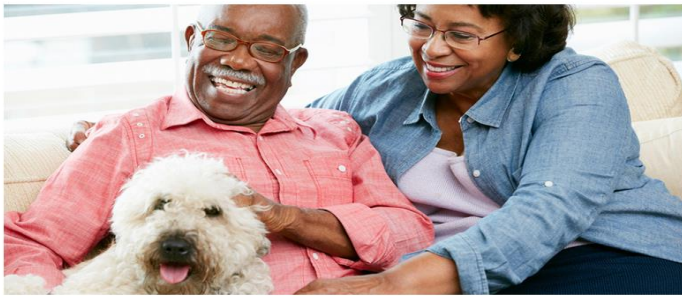
The CCI Committee collected 187 lbs. of snacks and supplies for Human Nutrition's Food Hub located in Dalton Hall, third floor. Donations came from faculty, staff and students who placed items in bins around the campus.

Later this month, the committee will put out bins to collect pet food during November and December to give to the York County Council on Aging for its Meals on Wheels program.



# **November 15 to December 10**

Staff Conference Campus and Community Involvement Committee



Pet food collected will benefit the  
**York County Council on Aging**

Staff Conference  
HELP 54

Staff Rep

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IS

IN

**Have questions for your Staff Assembly Reps or about Staff Conference in general? Drop by and chat! Reps from Staff Assembly will make the rounds this fall and be available to chat with staff members. Upcoming dates and locations are:**

DATE	TABLE LOCATION	BUILDINGS	TIME
	Tillman Lobby	McBryde, Tillman	2:00 – 3:00pm
9/23	Digs Lobby	Courtyard, Digs, West	11:00am –
10/12	Sims Lobby	Dalton, Facilities, Operations	11:00am –
10/28	Kinard Lobby	Bancroft, Crawford, Kinard,	2:00 – 3:00pm
11/9	Thurmond Lobby	Barnes, Byrnes, Carroll, Joynes, Lee Wicker, Macfeat, Phelps, Thompson, Thurmond	2:00 – 3:00pm
11/18			



# STAFF Q & A

**Have a question you would like answered?  
Use our Staff Feedback form to submit your question.**

**[Submit a Question!](#)**







## STAFF Q & A

**Q1:** Employees in Thurmond have been trying to get an answer as to when vending will be restored to the building. There are three drink machines and one snack machine all of which have not been stocked for quite some time. The roof above them was not safe once work began on repairing the roof to the building a couple of years ago. They were off limits due to this for about a year. Once they became accessible again it seemed that they were not being restocked.



# STAFF Q & A

## **A1 (From James Grigg's presentation in October):**

Currently, the university is without a contracted snack machine vendor. Facilities has been filling a handful machines in high traffic areas as there isn't manpower to stock every machine on campus. At this time Thurmond is not on the list to be restocked until that vendor has been contracted. We are hopeful will be completed shortly into the new year. As it concerns the drink machines, that is currently being looked into as Facilities is currently only assisting with the snack machines.

Please call or email Facilities Management to inquire further about vending machines at a given location.



# STAFF Q & A

**Q2:** USC Columbia is allowing telecommuting. They have found a way to work within the state's guidelines. When is Winthrop going to allow VPs and managers the ability to allow telecommuting to those positions and people who can handle it? We continue to lose employees to better pay and work environments and need telecommuting, even if only a couple days a week, in our toolbox.

Other colleges have found the grey area to work within, when is Winthrop going to allow it?

**A2:** Staff Feedback has provided your question and the telecommuting policy for USC to HR for a response. Once received, we will share with the staff community.



## STAFF Q & A

**Q3:** Has there been any consideration of using solar panels on any of the campus buildings? If not, why not? Seems like this could be a long-term money saver for Winthrop.

**A3:** (pending response from Facilities Management)



# STAFF COMMITTEES

- Staff Recognition
  - Michael Szeman, [szemanm@Winthrop.edu](mailto:szemanm@Winthrop.edu)
  - Kara Traverse, [traversek@Winthrop.edu](mailto:traversek@Winthrop.edu)
- Media & Communications
  - Kara Cauthen, [cauthenk@Winthrop.edu](mailto:cauthenk@Winthrop.edu)
- Professional Development
  - Nicole Chisari, [chisarin@Winthrop.edu](mailto:chisarin@Winthrop.edu)
- Campus & Community Involvement
  - Chris Johnson, [johnsonc@Winthrop.edu](mailto:johnsonc@Winthrop.edu)
  - Judy Longshaw, [longshawj@Winthrop.edu](mailto:longshawj@Winthrop.edu)
- Elections & Nominations
  - Amanda Stewart, [stewartaj@Winthrop.edu](mailto:stewartaj@Winthrop.edu)
- Staff Feedback
  - (currently undecided but email Leah Simmonds, [simmondsl@Winthrop.edu](mailto:simmondsl@Winthrop.edu))



# Questions? Comments? Announcements?

Have a question that we should address in our next Staff Conference meeting? Submit it in our [online form](#) or email it to John Kroft at [staffassembly@winthrop.edu](mailto:staffassembly@winthrop.edu).



# Next Staff Conference

Tuesday, January 18, 2021 (tentatively)



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*Staff Conference*