

Strategic Planning – Student Services  
Meeting #6  
10-1-15

2:04 – Call to Order (Murders, Norton, and Stratton not present)

Dr. Julie Mikles-Schluterman

New and updated Agenda

Kevin Soloman

Implementation

Financial impact on the campus budget of making adjustments

Baseline needs

Advanced/Increased performance needs/wants

Industry standard/comparable institution needs

More money is needed

Only funds we can control are tuition and fees costs

In-State tuition higher than UCA, UALR, ASU

Out-Of-State tuition second highest among these

We ARE high in tuition

Fee total is significantly lower than all Arkansas Schools we compare to

Athletic fee is included in ATU tuition instead of fees

Student Services Fees

Tech is \$60

ASU is \$550, UCA is \$527.30, UAFS is \$624, UAM is \$210

No activity fee at ATU

ASU is \$40, HSU is \$120, UCA is \$100.70

Programs, initiatives, services, staff, offices

More money is spent on the campus newspaper than is spent in S.S.

Lowest tuition **and** fees together

Not getting the funding that other universities in the state are getting

What type of institution do we want to be seen as?

We are funded based on graduation – the more the better

Significant changes have occurred over the last four years:

Joint task forces

Collaborative initiatives

Increase in info sharing

Awareness in offerings and services

Expectation of collaboration

Social media impact on student services personnel interacting w/ students

General interactions

Event marketing

General communication

Need based communication

Students of concern

Conduct

Personal privacy

Immediacy of response  
Social media and technology advancement to connect with students

Kendall Tubb

Student Satisfaction

Relationship to student retention

Employee orientation upon coming to Tech

On campus, in community, in surrounding area, etc.

Students often times get “the run around”

\*\*“Ask a question” link on our university’s home page

Services for students

Like a chat

24/7/365

Do not make it anonymous

Email transcription of conversation after the service

What is good customer service for a student?

Polling student satisfaction

Collegiate Link through Campus Lives

Forms with electronic signature

Dr. Julie Mikles-Schluterman

White Paper format

Members, charge, process, proposed initiatives

We can put anything down on paper that we deem fit, but in the end we have to collect the funding somehow

Evaluate the increase in fees