



# Consolidation Planning Study and Implementation Task Force

## **Student Access Committee Meeting**

Thursday, August 16, 2018

3:00 PM – 5:00 PM

USF Tampa - Patel Center for Global Sustainability, Room 140

*Committee Members:* Anddrikk Frazier, Chair; Alison Barlow, Byron Shinn

*Staff Liaison:* Caryn Nesmith

### **A G E N D A**

- |      |  |                  |
|------|--|------------------|
| I.   | Call to Order                              | Anddrikk Frazier |
| II.  | New Business – Action Items                |                  |
|      | a. Approval of August 7 Hearing Notes      | Anddrikk Frazier |
| III. | New Business - Information Items           |                  |
|      | a. Introduction and Context                | Anddrikk Frazier |
|      | b. Discussion                              | Chris Slatter    |
|      | a. Overview of draft recommendations       |                  |
|      | b. Prioritization of draft recommendations |                  |
|      | c. Finalize top five recommendations       |                  |
|      | d. Next Steps                              |                  |
| IV.  | Adjournment                                | Anddrikk Frazier |

Student Access recommendations will be presented to the Consolidation Task Force at a meeting on August 22, 2018 from 5 pm – 6pm at the Marshal Student Center Room 3707.

**Student Access Committee**  
**August 7, 2018**  
**Notes**

Present: Anddrikk Frazier, Chair; Alison Barlow, Byron Shinn

**I. Call to Order**

Mr. Shinn called the meeting to order at 2:07 p.m.

**II. New Business – Action Items**

There was a motion to accept the minutes from the July 17 meeting. Motion passed.

**III. New Business - Information Items**

**a. Introduction and Context**

Mr. Shinn provided an overview of the purpose of the meeting, agenda, public comment process and opportunities for input and feedback online. He also provided a summary of the first and second hearings held at USFSP and USFSM and noted this was the third and final hearing.

President Genshaft welcomed the subcommittee, staff, students and community members. She said the highest priority remains to provide a world class education to our students and this happens through all student experiences and interactions.

President Genshaft said USF was thrilled to receive a \$2.5 million grant from the Helios Foundation for the Black Leadership Network. She also mentioned that in addition to the recent designation as a preeminent research university, USF was just awarded a chapter of the prestigious Phi Beta Kappa National Honor Society – the oldest national honor society in America.

**b. Testimony**

**i. The Financial Aid Process**

Glen Besterfield, Dean of Admissions at USF, and Billie Jo Hamilton, Associate Vice President of Enrollment Planning and Management at USF, gave an overview of the financial aid process.

The office of admissions administers merit-based scholarships based on ACT/SAT and weighted GPA. Currently, the Tampa campus makes the largest scholarship awards. Going forward, USF will change them subtly so that they are the same across the system. Dean Besterfield also noted there is a very limited amount of transfer specific scholarships.

There was discussion about cost of attendance differences at each campus. In state tuition on Tampa campus is \$6400, while it is slightly less at USFSP and USFSM, but housing is more expensive at USFSP. The cost of attendance factors into the amount of dollars of financial aid a student will receive.

The unified scholarship grid will go into effect in one year; anyone who is currently in a scholarship program will continue with that program. The unified grid will increase the profile of all students on the three campuses.

Ms. Hamilton described the Financial Aid process. In the last year of the Obama administration, they moved up the deadlines for FAFSA to align with admissions deadlines. Students can fill out the FAFSA beginning October 1.

There is federal aid, state aid, and then institutional-based funds. There are three cycles of awarding financial aid. For new freshmen, it begins December 1; USF is intentionally the earliest among public universities in Florida. If a student fills out a FAFSA, they begin receiving award offers starting December 1 and after they have been admitted.

Transfer students begin with financial aid awards in the middle of April, and continuing students begin second week of June (after grading).

The US Department of Education selects certain students for a process called verification. This disproportionately affects Pell-eligible students. This is an additional challenge to help these students navigate the process. Ms. Hamilton said that it doesn't stop just with FAFSA; verification can be difficult in terms of determining eligibility for aid.

Ms. Hamilton described a multitude of initiatives for helping students file the FAFSA, including specific initiatives at each campus.

Chair Frazier asked how USF stacks up in regard to merit-scholarships when compared to private institutions and specifically HBCUs. Ms. Hamilton responded that larger scholarships are not necessarily better, that the student and his/her parents need to look at total cost (subtract financial aid from direct cost to get the balance) and determine whether it is a renewable scholarship and what the renewable criteria is.

Mr. Besterfield said that it would be hard for out of state schools to compete. He ended with the recommendation that USF enhance messaging about the admissions process and available scholarships.

## **ii. Minority scholarship programs and recommendations**

Sharon Hamisak from the USF Foundation provided an overview of minority scholarships. USF Foundation's Diversity Initiatives and Scholarships Office handles the fundraising and management of private scholarships. They worked with the USF Diversity and Inclusion Office as well as the scholarship office. Their mission is to enhance student access and success.

Ms. Hamisak discussed the Latino Scholarship Program for undergraduate, incoming freshmen (4-year students) and junior-level transfer from surrounding counties (2-year students). Preferences for Spanish speakers who are first generation university students. There are 143 students and the awards are about \$2000 per year.) The program provides a mentor. Of the recipients for this current cohort of 143, four are from Sarasota and six from St. Petersburg. Trustee Shinn described a situation where a company wanted to donate funds for a Latino scholarship and wasn't able to because of Foundation rules. Shinn asked how we could channel such organizations into a way to

Black Leadership Network is an undergraduate program (one scholarship is available for graduate students) founded in 2016. Strong consideration is given to first generation students. There are currently 24 students who will be funded of \$36,000. It was founded by community leaders, and includes a mentoring program.

Ms. Hamisak described how her office markets the programs to incoming freshmen and transfer students. She said that previous efforts haven't marketed to USFSP and USFSM but will begin to do so and advertising on some websites and social media.

Ms. Hamisak concluded with the following recommendations:

- Continue reaching out to local guidance counselors as well as community college contacts.
- Include St. Petersburg and Sarasota-Manatee incoming students in postcard promotion.
- Enhance social media awareness campaign to target students from St. Petersburg and Sarasota-Manatee.

### **iii. Admissions data on transfer students and recommendations for partnerships with state colleges.**

Mr. Besterfield from Tampa, and the directors of admissions from USFSP Serge Desir, and from USFSM Andy Telatovich, gave an overview of admissions data and recommendations related to transfer students.

Dean Besterfield said that the admissions team has made a lot of progress in moving toward single admissions, combining recruitment efforts and getting the staff to know the different campuses. There are currently different criteria for transfer students based on campus, level, and program. This will change with the consolidation.

He said that transfer students include those from the Florida College System, other SUS institutions, and then private, out-of-state and international. He said that the conversion rate from those who apply to those who are admitted is 30% for FTIC and 60% for transfers, while yield (from those who are admitted to those who enroll) is about the same.

Mr. Desir said that 60% of USFSP transfer applications come from St. Petersburg College. For a lot of people, USFSP is still a commuter institution. SPC is the main feeder but also offers four-year programs, as does State College of Florida, where 80% of USFSM transfers originate.

Recommendations included increasing recruiting resources for transfer students, continued development of the FUSE programs and reassessing the FTIC and transfer scholarships.

Mr. Desir says USFSP identified 200 students for FUSE. He said he thought next summer and AY 2019/2020 would see a boost of transfers under FUSE.

At USFSM, the first FUSE students will be enrolling this year and there are about 50.

There was concern that it is difficult for some FUSE students to be accepted into limited access programs (e.g. Business, Engineering).

Recommendations:

- Single unified admission criteria for transfers.
- Increase recruiting resources for transfer students.
- Continued development of the FUSE program across the FCS.
- Re-assess FTIC and transfer scholarships in 2018-2019.

#### **iv. Managing the USF brand while encouraging student access**

Joe Hice, USF Chief Marketing Officer, provided an overview of the USF Branding efforts. He said that USF needs to tell a story that resonates with students and parents, and that differentiates USF from other public universities in Florida and private universities. Mr. Hice noted that though we have many recent and new accolades, our reputation has not caught up.

Brand awareness and reputation scores remain low. USF lacks a consistent message across the three campuses. The new brand is “United, We Shape the Future” and the rally cry is “Be Bullish.” President Genshaft will introduce the new brand in her Fall address and the full campaign will be rolled out at Homecoming.

#### **c. Public Comment**

#### **d. Open Discussion**

The committee members summarized key takeaways: 1) We need a more consistent message to the community in terms of USF’s offerings and the application process. Also, one size does not fit all and available pathways must be communicated. 2) We need to connect with students at an early age and provide them with resources to prepare for the process.

### **IV. Adjournment**

The next meeting for the Student Access Committee will be a working meeting on August 16 from 3-5 pm at USF Tampa Patel Center for Global Sustainability, Room 140

Chair Frazier adjourned the meeting at 4:08 p.m.



**Student Access Committee Meeting Worksheet  
August 16, 2018**

**Top Five Recommendations:**

	<b>Focus Area</b>	<b>Recommendation</b>	<b>Description (1-2 sentences)</b>
1			
2			
3			
4			
5			

**Additional Recommendations:**

	<b>Focus Area</b>	<b>Recommendation</b>	<b>Description (1-2 sentences)</b>
6			
7			
8			
9			
10			
11			

	<b>Focus Area</b>	<b>Recommendation</b>	<b>Description (1-2 sentences)</b>
12			
13			
14			
15			





**Student Access Committee Meeting Facilitation Guide  
August 16, 2018**

- Date & Time: Thursday, August 16 from 3:00pm – 5:00pm
- Location: PCGS 140
- Intended meeting outcomes:
  - Review and discuss draft recommendations
  - Synthesize and prioritize recommendations
  - Finalize top five recommendations for submission

**A G E N D A**

	<b>Time</b>	<b>Topic</b>	<b>Activities</b>
I.	3:00 – 3:15	Welcome & Introduction	<ul style="list-style-type: none"> <li>▪ Introduce meeting objectives and intended outcomes</li> </ul>
II.	3:15 – 3:45	Discussion of draft recommendations	<ul style="list-style-type: none"> <li>▪ Committee members discuss draft recommendations</li> </ul>
III.	3:45 – 4:15	Prioritization of recommendations	<ul style="list-style-type: none"> <li>▪ Committee members synthesize and begin to prioritize top five recommendations</li> </ul>
IV.	4:15 – 4:55	Finalize top five recommendations	<ul style="list-style-type: none"> <li>▪ Committee members finalize top five recommendations and align on context and any potential risks</li> </ul>
V.	4:55 – 5:00	Next steps	<ul style="list-style-type: none"> <li>▪ Discuss immediate next steps</li> </ul>

**Discussion Questions:**

1. How does this recommendation promote student access?
2. What will be the impact of this recommendation on student access?
3. How do we want to frame and position this recommendation for the USF Board of Trustees?
4. Is there an opportunity to combine any of these draft recommendations for greater impact?
5. Are there any potential risks to the implementation of this recommendation?

**Student Access Committee Focus Areas:**

- a. Equitable distribution of programs and resources to establish pathways to admission for all students who require bridge programming and financial aid;
- b. Other subject matters pertaining to student access as determined by the Chair of the Task Force that would support the work of the Task Force.

**Task Force Milestones:**

1. **By August 22, 2018**, the Student Access Subcommittee must submit their recommendations to the Task Force.
2. **By February 12, 2019**, Implementation Committee and Task Force must submit consolidation recommendations to the USF Board of Trustees.
3. **By March 5, 2019**, the USF Board of Trustees, after reviewing the Task Force's recommendations, must adopt and submit an implementation plan that, at a minimum:
  - a. Establishes a timeline for consolidating accreditation by June 30, 2020 so that there is no lapse in institutional accreditation for any campus.
  - b. Minimizes disruption for a student attending any USF campus so that consolidation of accreditation doesn't impede a student's ability to graduate in four years.
  - c. Requires that no later than July 1, 2020, USF, including all campuses and other component units of the university, operates under a single institutional accreditation.
  - d. Requires that on each regularly scheduled submission date, subsequent to July 1, 2020, USF shall report consolidated data for all campuses and students to IPEDS and the Board of Governors.

## **Draft List of Recommendations:**

### **A. ACCESS & RECRUITING**

**Recommendation 1:** Enhance information dissemination regarding financial aid.

**Recommendation 2:** Start early (before high school) informing and motivating students about higher ed options.

**Recommendation 3:** Expand campus visits to start early on in a student's educational journey.

**Recommendation 4:** Expand admissions pathways with local high schools for guaranteed admissions.

**Recommendation 5:** Explore multiple summer bridge programs including focus on STEM, career specific programs and internships.

**Recommendation 6:** Continue development of the FUSE program across the FCS and increase recruiting and outreach to transfer students.

**Recommendation 7:** Create special FUSE programs focused on specific demographics, i.e. Latinos.

**Recommendation 8:** Strengthen hiring practices to include bilingual and bicultural staff.

### **B. SCHOLARSHIPS & FINANCIAL AID**

**Recommendation 9:** Expand "last dollar" scholarship offerings.

**Recommendation 10:** Re-assess FTIC and transfer scholarships in 2018-2019.

**Recommendation 11:** Continue to identify creative sources of financial assistance that will attract students from underserved populations.

**Recommendation 12:** Regarding minority scholarships:

- Continue reaching out to guidance counselors and community colleges
- Enhance System wide promotion and growing awareness at the regional institutions
- Enhance branding efforts to communicate USF as the go-to Preeminent Research University for prospective students in the region.

### **C. ACADEMIC PROGRAMS & DELIVERY**

**Recommendation 13:** Ensure flexibility in course programming (both online and in-person).

**Recommendation 14:** Explore use of technology to provide flexibility in course programming, and to improve access to information and college readiness.

**Recommendation 15:** Consider online technology to create virtual classrooms across campuses.

**Recommendation 16:** Offer classes that teach English as a second language.

## **D. COMMUNITY ENGAGEMENT**

**Recommendation 17:** Leverage community partners.

**Recommendation 18:** Foster education ecosystems (i.e. data sharing with local schools, school districts and community colleges on factors beginning in pre-K that impact student performance that can inform interventions).

**Recommendation 19:** Continue and strengthen strategic partnerships with: a) schools, school districts and community colleges, b) local high schools to increase awareness on admission deadline dates, admissions criteria and financial aid information, and b) local College Access Networks – who use best practices.

**Recommendation 20:** Develop outreach offices at USF St. Petersburg and USF Sarasota-Manatee.

**Recommendation 21:** Develop specific “college” nights for underserved populations and their families.

**Recommendation 22:** Support and increase awareness around Florida College Access Network’s Seminars.

UNIVERSITY OF SOUTH FLORIDA

# Consolidation Planning Study and Implementation Task Force



# Student Access Subcommittee

**Committee:** Anddrikk Frazier, Chair; Alison Barlow; Byron Shinn

## First Hearing on June 13, 2018 at USF St. Petersburg

**Attendance:** Approximately 50 people

### **Topics :**

- Overview of Student Access/Success, Financial Aid, Admissions, FUSE
- Barriers to university access and recommendations to overcome them

### **Speakers:**

- USF VP of Student Affairs/Success; USF Dean and USFSP/USFSM Directors of Admissions (& Financial Aid); USF VP for Enrollment Planning (Financial Aid);
- Representatives from HCC, SPC, Florida College Access Network; Manatee High School; and Pinellas County Schools

# Student Access Subcommittee Hearing 1

## Takeaways

Barriers to access include:

- Financial
- Academic preparedness
- Access to information
- Life responsibilities

# Student Access Subcommittee Hearing 1 Recommendations

- Enhance information dissemination regarding financial aid
- Ensure flexibility in course programming (both online and in-person)
- Leverage community partners
- Explore use of technology to provide flexibility in course programming, and to improve access to information and college readiness.
- Start early (before high school) informing and motivating students about higher ed options.



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## Second Hearing on July 17, 2018 at USF Sarasota Manatee

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### Topics:

- Financial Aid's single scholarship grid; USF Foundation minority scholarships; Admissions data related to transfer students; USF communications branding efforts

### Speakers:

- USF Dean and USFSP/USFSM Directors of Admissions (& Financial Aid); USF Chief Diversity Officer
- Florida College Access Network and Unidos Now  
*Consolidation Planning Study and Implementation Task Force*

# Student Access Subcommittee Hearing 2

## Takeaways

- Consolidation may affect admissions rates(though with minimal effect on black/Hispanic percentages) in AY 19/20, but will be mitigated through emphasis on alternative terms of entry and partnerships with local state colleges.
- Measuring diversity is challenging; if outreach continues to focus on diverse populations, diversity will organically increase.
- FAFSA completion rates have a positive impact on college enrollment and are an early indicator of college success.

# Student Access Subcommittee Hearing 2

## Takeaways

- Increased delivery of online courses can help with access across all three USF campuses.
- Additional support and early engagement leads to greater success, especially for first generation university students.

*“When students receive information early—where their community and schools build a college-going culture to support them—they are much more likely to thrive academically.”*

- Laurie Megessin, Executive Director, Florida College Access

# Student Access Subcommittee Hearing 2

## Potential Recommendations

- Continue and strengthen strategic partnerships with:
  - Schools, school districts and community colleges.
  - Local high schools to increase awareness on admission deadline dates, admissions criteria and financial aid information.
  - Local College Access Networks – who use best practices.
- Expand admissions pathways with local high schools for guaranteed admissions.
- Develop outreach offices at USF St. Petersburg and USF Sarasota-Manatee.

# Student Access Subcommittee Hearing 2

## Potential Recommendations

- Explore multiple summer bridge programs including focus on STEM, career specific programs and internships.
- Continue to identify creative sources of financial assistance that will attract students from underserved populations.
- Foster education ecosystems (i.e. data sharing with local schools, school districts and community colleges on factors beginning in pre-K that impact student performance that can inform interventions).
- Consider online technology to create virtual classrooms across campuses.
- Strengthen hiring practices to include bilingual and bicultural staff.

# Student Access Subcommittee Hearing 2

## Potential Recommendations

- Create special FUSE programs focused on specific demographics, i.e. Latinos.
- Develop specific “college” nights for underserved populations and their families.
- Expand campus visits to start early on in a student’s educational journey.
- Expand “last dollar” scholarship offerings.
- Support and increase awareness around Florida College Access Network’s Seminars.
- Offer classes that teach English as a second language.

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## Third Hearing on July 17, 2018 at USF Tampa

**Attendance:** Approximately 30 people

### Topics:

- Financial Aid's single scholarship grid; USF Foundation minority scholarships; Admissions data related to transfer students; USF branding and marketing

### Speakers:

- USF AVP for Enrollment Planning and Management; USFT Dean and USFSP/USFSM Directors of Admissions (& Financial Aid); USF Chief Marketing Officer; USF Foundation Asst Dir of Scholarships

# Student Access Subcommittee Hearing 3

## Takeaways

- Students do not always have a clear understanding of USF's offerings and the application process.
- One size does not fit all and available pathways must be communicated.
- Students need resources to prepare for the university application process.
- FUSE programs will boost transfer student enrollment and support student access post-consolidation
- Foundation minority scholarships are a great financial resource but currently are not widely promoted at regional institutions.



# Student Access Subcommittee Hearing 3

## Potential Recommendations

- Continue development of the FUSE program across the FCS and increase recruiting and outreach to transfer students.
- Re-assess FTIC and transfer scholarships in 2018-2019.
- Regarding minority scholarships:
  - Continue reaching out to guidance counselors and community colleges
  - Enhance System wide promotion and growing awareness at the regional institutions
  - Enhance branding efforts to communicate USF as the go-to Preeminent Research University for prospective students in the region.

## Slide 13

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**FA4** Can you tie this one back into FUSE? Or at least put all the FUSE recommendations together (might flow better?)

Farrington, Amy, 8/9/2018

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## Takeaways

Barriers to access include:

- Financial
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# Student Access Subcommittee Hearing 1 Recommendations

- Enhance information dissemination regarding financial aid
- Ensure flexibility in course programming (both online and in-person)
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- Explore use of technology to provide flexibility in course programming, and to improve access to information and college readiness.
- Start early (before high school) informing and motivating students about higher ed options.

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*Consolidation Planning Study and Implementation Task Force*

# Student Access Subcommittee Hearing 2

## Takeaways

- Consolidation may affect admissions rates(though with minimal effect on black/Hispanic percentages) in AY 19/20, but will be mitigated through emphasis on alternative terms of entry and partnerships with local state colleges.
- Measuring diversity is challenging; if outreach continues to focus on diverse populations, diversity will organically increase.
- FAFSA completion rates have a positive impact on college enrollment and are an early indicator of college success.



# Student Access Subcommittee Hearing 2

## Takeaways

- Increased delivery of online courses can help with access across all three USF campuses.
- Additional support and early engagement leads to greater success, especially for first generation university students.

*“When students receive information early—where their community and schools build a college-going culture to support them—they are much more likely to thrive academically.”*

- Laurie Megessin, Executive Director, Florida College Access

# Student Access Subcommittee Hearing 2

## Potential Recommendations

- Continue and strengthen strategic partnerships with:
  - Schools, school districts and community colleges.
  - Local high schools to increase awareness on admission deadline dates, admissions criteria and financial aid information.
  - Local College Access Networks – who use best practices.
- Expand admissions pathways with local high schools for guaranteed admissions.
- Develop outreach offices at USF St. Petersburg and USF Sarasota-Manatee.

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- Explore multiple summer bridge programs including focus on STEM, career specific programs and internships.
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- Re-assess FTIC and transfer scholarships in 2018-2019.
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- Financial Aid's single scholarship grid; USF Foundation minority scholarships; Admissions data related to transfer students; USF branding and marketing

### Speakers:

- USF AVP for Enrollment Planning and Management; USFT Dean and USFSP/USFSM Directors of Admissions (& Financial Aid); USF Chief Marketing Officer; USF Foundation Asst Dir of Scholarships

# Student Access Subcommittee Hearing 3

## Takeaways

- Students do not always have a clear understanding of USF's offerings and the application process.
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**FA4** Can you tie this one back into FUSE? Or at least put all the FUSE recommendations together (might flow better?)

Farrington, Amy, 8/9/2018

UNIVERSITY OF SOUTH FLORIDA

# Consolidation Planning Study and Implementation Task Force



# Student Access Subcommittee

**Committee:** Anddrikk Frazier, Chair; Alison Barlow; Byron Shinn

## First Hearing on June 13, 2018 at USF St. Petersburg

**Attendance:** Approximately 50 people

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## Takeaways

Barriers to access include:

- Financial
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# Student Access Subcommittee Hearing 1 Recommendations

- Enhance information dissemination regarding financial aid
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UNIVERSITY OF SOUTH FLORIDA

Consolidation  
Planning Study and  
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UNIVERSITY OF SOUTH FLORIDA

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Farrington, Amy, 8/9/2018



UNIVERSITY OF SOUTH FLORIDA

# Consolidation Planning Study and Implementation Task Force



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### Speakers:

- USF Dean and USFSP/USFSM Directors of Admissions (& Financial Aid); USF Chief Diversity Officer
- Florida College Access Network and Unidos Now  
*Consolidation Planning Study and Implementation Task Force*

# Student Access Subcommittee Hearing 2

## Takeaways

- Consolidation may affect admissions rates(though with minimal effect on black/Hispanic percentages) in AY 19/20, but will be mitigated through emphasis on alternative terms of entry and partnerships with local state colleges.
- Measuring diversity is challenging; if outreach continues to focus on diverse populations, diversity will organically increase.
- FAFSA completion rates have a positive impact on college enrollment and are an early indicator of college success.

# Student Access Subcommittee Hearing 2

## Takeaways

- Increased delivery of online courses can help with access across all three USF campuses.
- Additional support and early engagement leads to greater success, especially for first generation university students.

*“When students receive information early—where their community and schools build a college-going culture to support them—they are much more likely to thrive academically.”*

- Laurie Megessin, Executive Director, Florida College Access

# Student Access Subcommittee Hearing 2

## Potential Recommendations

- Continue and strengthen strategic partnerships with:
  - Schools, school districts and community colleges.
  - Local high schools to increase awareness on admission deadline dates, admissions criteria and financial aid information.
  - Local College Access Networks – who use best practices.
- Expand admissions pathways with local high schools for guaranteed admissions.
- Develop outreach offices at USF St. Petersburg and USF Sarasota-Manatee.

# Student Access Subcommittee Hearing 2

## Potential Recommendations

- Explore multiple summer bridge programs including focus on STEM, career specific programs and internships.
- Continue to identify creative sources of financial assistance that will attract students from underserved populations.
- Foster education ecosystems (i.e. data sharing with local schools, school districts and community colleges on factors beginning in pre-K that impact student performance that can inform interventions).
- Consider online technology to create virtual classrooms across campuses.
- Strengthen hiring practices to include bilingual and bicultural staff.

# Student Access Subcommittee Hearing 2

## Potential Recommendations

- Create special FUSE programs focused on specific demographics, i.e. Latinos.
- Develop specific “college” nights for underserved populations and their families.
- Expand campus visits to start early on in a student’s educational journey.
- Expand “last dollar” scholarship offerings.
- Support and increase awareness around Florida College Access Network’s Seminars.
- Offer classes that teach English as a second language.

# Student Access Subcommittee

**Committee:** Anddrikk Frazier, Chair; Alison Barlow; Byron Shinn

## Third Hearing on July 17, 2018 at USF Tampa

**Attendance:** Approximately 30 people

### Topics:

- Financial Aid's single scholarship grid; USF Foundation minority scholarships; Admissions data related to transfer students; USF branding and marketing

### Speakers:

- USF AVP for Enrollment Planning and Management; USFT Dean and USFSP/USFSM Directors of Admissions (& Financial Aid); USF Chief Marketing Officer; USF Foundation Asst Dir of Scholarships

# Student Access Subcommittee Hearing 3

## Takeaways

- Students do not always have a clear understanding of USF's offerings and the application process.
- One size does not fit all and available pathways must be communicated.
- Students need resources to prepare for the university application process.
- FUSE programs will boost transfer student enrollment and support student access post-consolidation
- Foundation minority scholarships are a great financial resource but currently are not widely promoted at regional institutions.



# Student Access Subcommittee Hearing 3

## Potential Recommendations

- Continue development of the FUSE program across the FCS and increase recruiting and outreach to transfer students.
- Re-assess FTIC and transfer scholarships in 2018-2019.
- Regarding minority scholarships:
  - Continue reaching out to guidance counselors and community colleges
  - Enhance System wide promotion and growing awareness at the regional institutions
  - Enhance branding efforts to communicate USF as the go-to Preeminent Research University for prospective students in the region.

## Slide 13

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**FA4** Can you tie this one back into FUSE? Or at least put all the FUSE recommendations together (might flow better?)

Farrington, Amy, 8/9/2018

UNIVERSITY OF SOUTH FLORIDA

# Consolidation Planning Study and Implementation Task Force



# Student Access Subcommittee

**Committee:** Anddrikk Frazier, Chair; Alison Barlow; Byron Shinn

## First Hearing on June 13, 2018 at USF St. Petersburg

**Attendance:** Approximately 50 people

### **Topics :**

- Overview of Student Access/Success, Financial Aid, Admissions, FUSE
- Barriers to university access and recommendations to overcome them

### **Speakers:**

- USF VP of Student Affairs/Success; USF Dean and USFSP/USFSM Directors of Admissions (& Financial Aid); USF VP for Enrollment Planning (Financial Aid);
- Representatives from HCC, SPC, Florida College Access Network; Manatee High School; and Pinellas County Schools

# Student Access Subcommittee Hearing 1

## Takeaways

Barriers to access include:

- Financial
- Academic preparedness
- Access to information
- Life responsibilities

# Student Access Subcommittee Hearing 1 Recommendations

- Enhance information dissemination regarding financial aid
- Ensure flexibility in course programming (both online and in-person)
- Leverage community partners
- Explore use of technology to provide flexibility in course programming, and to improve access to information and college readiness.
- Start early (before high school) informing and motivating students about higher ed options.

# Student Access Subcommittee

**Committee:** Anddrikk Frazier, Chair; Alison Barlow; Byron Shinn

## Second Hearing on July 17, 2018 at USF Sarasota Manatee

**Attendance:** Approximately 50 people

### Topics:

- Financial Aid's single scholarship grid; USF Foundation minority scholarships; Admissions data related to transfer students; USF communications branding efforts

### Speakers:

- USF Dean and USFSP/USFSM Directors of Admissions (& Financial Aid); USF Chief Diversity Officer
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- Strengthen hiring practices to include bilingual and bicultural staff.

# Student Access Subcommittee Hearing 2

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# Student Access Subcommittee

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