

EMASS News

Enrollment Management and Student Success



MORGANTM
DIVISION OF ENROLLMENT MANAGEMENT & STUDENT SUCCESS



All indicators up: Enrollment, Graduation, Retention on Rise



Welcome to EMASS News– a newsletter update on the achievements of the Division of Enrollment Management and Student Success. I'm so pleased that our upward momentum is continuing as all metrics in enrollment, retention and graduation show that we continue to make progress toward our 50 by 2025 goal. – *Dr. Kara*

Turner, Vice President for Enrollment Management and Student Success.

STUDENT APPRECIATION WEEK

Jelly bean challenge; prize wheel trivia challenges; scavenger hunt; raffles and prizes – these were among the activities and giveaways that Work Study Students received during Student Appreciation Week, sponsored by the Office of Financial Aid and Office of Student Employment in April. Each student left with a bag of goodies as a thank you for their hard work.

STUDENT EMPLOYMENT APPRECIATION WEEK AWARD RECIPIENTS:

Outstanding Student
Employee of the Year

1st - Michelle Craft, Dept. of
Strategic Communication

2nd- Tamarra Francis, Dept.
of Economics

3rd- Wayneisha Hall, Office
of the Registrar

4th- Robyn Demetrius,
America Challenges Tutorial
Program

5th- Emonie Hall, America
Challenges Tutorial Program

6th- Taliyah Lefeged Darkins,
Office of the Comptroller



NEW ACADEMIC ADVISOR MANUAL RELEASED

The Center for Academic Success and Achievement (CASA) has released a new Academic Advisor Manual, designed to provide Morgan State University's advisors, faculty, and staff with the tools needed to be successful in their role as advisors. The manual includes both general academic advising resources as well as information specific to academic advising at Morgan State. The manual may be downloaded at <https://www.morgan.edu/advisormanual>

FROM THE OFFICE OF THE REGISTRAR

The Office of the Registrar has successfully launched Degree Works, an online advising tool to help advisors monitor students' progress toward degree completion. Degree Works matches students' coursework to degree requirements in an easy-to-read worksheet that shows how the courses count toward degree requirements. Look for the Office of the Registrar team in branded gear and name tags.

Salute to Morgan: Military Accolades

Morgan has long been a “military friendly university,” a place where veterans are taken care of academically, physically and socially. This year, the University was selected for the Military Times Best: Colleges 2018 rankings. The Military Times Best distinction, formerly Best for Vets, recognized Morgan for its commitment to providing quality educational opportunities to America's veterans and military-connected students. In addition to this Military Friendly designation, Morgan was selected as a top school in the 2018 Military Advanced Education and Training (MAE&T) Guide to Colleges & Universities research study. Congratulations to Keisha Campbell, Registrar, and Shirleene Prioleau, head of the Veterans Engagement Services team.



NOTEWORTHY

√ Welcome to Keisha Campbell, our new University Registrar. Campbell previously served as interim university registrar and director of records and registration; and as associate registrar for operational compliance and degree services. She has a masters in negotiation and conflict management from the University of Baltimore.



√ Advising 101 and 201 sessions for faculty were launched in January.

√ Online Transfer Orientation is now available, making transitioning to Morgan easier and faster.

√ The Office of the Registrar launched a major customer service initiative, with a streak of over 200 days of excellent service. A customer service survey showed over 98 percent positive experience from feedback provided by customers.

The real 'Deal' talks about AIMing high for success

Morgan graduate Jae Deal kicks off academic improvement success series

In an effort to improve the academic achievement and performance for some of our struggling students, the Office of Student Success and Retention kicked off its AIM (Academic Improvement Mandate) for Success Series in November with noted Morgan graduate Jae Deal in the Murphy Fine Arts Center. Deal, a gifted musician graduated from Morgan with a degree in Mathematics and now has a very successful career as the orchestrator and programmer for Janet Jackson. He, along with several guests from Jackson's "State of the World Tour," shared their experiences with our students and discussed the importance of working hard and persevering in school.



Meet and mentor at speed-dating style luncheon

Freshman students who signed-up for the Alumni Mentoring Program were invited to attend the Annual Alumni Mentoring Program Meet & Greet Luncheon. Over the past years, more than 350 alumni and students have participated in this event. Students have an opportunity to meet alumni mentors who have volunteered for the program in a "speed dating" style format which results in mentor-mentee matches for students' first year of matriculation at Morgan. Lunch was provided and students received an Alumni Mentoring Program T-shirt; mentors received an briefcase/computer bag.



Financial literacy kick off

The Office of Student Success and Retention sponsored its annual Financial Literacy Kick-off Symposium on October 12 in the Murphy Fine Arts Center, Gilliam Concert Hall. The Financial Literacy Symposium provides an opportunity to learn about consumer credit, investing, and other elements of

personal financial planning. An engaged audience submitted great take-aways on their notecards. PNC Bank, our campus banking partner, provided Subway box lunches.

HOBSONS

EDUCATION ADVANCES AWARDS

HELPING TO ADVANCE EDUCATION: MORGAN WINS PRESTIGIOUS HOBSONS AWARD

Morgan State University was named one of the winners of the Hobsons Education Advances Awards. The awards were announced at the annual Hobsons University user conference in July 2017. Morgan State University in Baltimore, Md., and Northeast Wisconsin Technical College in Green Bay, Wisc., tied for this year's Student Success award, while Montana State University Northern in Havre, Mont., won the Admissions & Enrollment award.

Since implementing the Starfish Enterprise Success Platform, Morgan State University's Office of Student Success and Retention has been able to use student data to build interventions designed to help students reach graduation. Morgan State, a historically black university that enrolls many low-income, first-generation students, has seen the results of having a transparent and efficient method of early risk targeting and intervention and is improving student accountability.

"Having a very clear, discreet degree path has been one of our challenges, and our work with Starfish -- including the early alert system -- has addressed some of those challenges," said Tiffany Mfume, Assistant Vice President for Student Success and Retention at Morgan State. "Technology doesn't replace human engagement; it fosters human engagement. Starfish keeps us on the same page in a way that we've never had before."

The Hobsons Education Advances Awards symbolize the innovation that is possible when an institution combines people, process, and technology to make a difference in the lives of students.

"Hobsons is proud to celebrate the institutions who put their students first," said Kate Cassino, CEO of Hobsons. "These three colleges and universities have excelled by pairing top technologies with caring people and smart strategies to enroll students and help them to achieve academic and professional excellence. We look forward to seeing how they will continue to innovate to further student success."

Award winners will receive a cash prize to further boost student program initiatives. Finalists Guttman Community College, California University of Pennsylvania, and Colorado School of Mines also were recognized for outstanding work in admissions and enrollment and in advancing student success.

Hobsons announced the winner of its College and Career Readiness Award, honoring Naaman Forest High School in Garland, Texas, at last week's K-12 user conference, Naviance Summer Institute, in Orlando, Fla.

Starfish ‘Super Users’

The \$2,500 Starfish prize provides five \$500 technology awards to faculty who have become Starfish "super users."

The \$500 awards can be used toward updating outdated or damaged desktop, laptop, or tablet computers. The following faculty were winners of the Hobsons Education Advances Award for Student Success:

Starfish Kudos Award: Thomas Bakupog, SCMNS, Chemistry

Starfish Flags Award: Antony Kinyua, SCMNS, Physics

Starfish Attendance Award: Gregory Haynes, SCMNS, Chemistry

Starfish Appointments/Notes Award: Suzanne Frasier, SAP, Undergraduate Design

Starfish Overall Advising Award: Pia Jordan, SGJC, Multimedia Journalism

"Dear Dr. Mfume:

I picked up my Starfish award last week from the Foundation Office. I am proud to be a recipient. Thank you!

I have been teaching college since 1998 and using Starfish has been a game-changer by increasing my communications with students and improving their quality and consistency. Kudos to you and your team.

Appreciatively,

Suzanne Frasier, FAIA, ASID, NCIDQ

*Associate Professor | Interim
Chairperson, Department of
Undergraduate Design*

School of Architecture + Planning

THREE WAYS TO PROMOTE FACULTY ADOPTION OF STUDENT SUCCESS TECHNOLOGIES

Dr. Tiffany Mfume, Assistant Vice President for Student Success and Retention suggests strategies that can promote faculty adoption of student success technologies.

Strategy 1: Know Your Faculty

Morgan State launched Starfish with only two automated alerts from other campus systems, neither of which were triggered by academic performance or grades. They left that up to the faculty to report. "We really wanted faculty to use their discernment. We had confidence that if we could get our faculty into the training, they could figure it out."

Strategy 2: Build Connections

"Starfish has really brought us together as a campus, and the students have caught on," says Dr. Mfume. Morgan State students have even coined the term "StarSNITCH" because of the transparency and accountability built into the Starfish tool."

Strategy 3: Show the Impact

Dr. Mfume encourages other universities to include Institutional Research teams as part of the student success committee or task force.

"Data excites me because we all have theories and hypotheses, but we need objective analysis and validation. I don't design our evaluations, I just say to our IR team, 'We need to know if this effective.'"



50 by 25 on track to increase student attainment.

We are well on our way to increasing the University's graduation rate to 50 percent by 2025, thanks in part to a grant from Lumina Foundation to support the University's implementation of the Historically Black Colleges and Universities (HBCU) Student Success Project.

Advising and degree planning are being enhanced; faculty development and course redesign are underway; and Beyond Financial Aid is closing attainment gap for low-income students. A portion of the Lumina funds are being dedicated to funding mini-grants to assist departments and schools in enhancing student success.

The recipients of the first round of mini-grants awarded for projects beginning in summer 2018 are:

ALEKS Math Placement Assessment Project for Summer 2018, Dr. Jean-Pierre; The Communication Accelerator: Continuing the Practice of Reading, Writing and Speaking as a Segue to Sophomore Year, Drs. Angela Verdelle, Baruti Kopano; and Laura Dorsey-Elson, Development of a Peer Advising Program in the School of Social Work, Dr. Paul Archibald.



Lumina
FOUNDATION

MORGAN
50 by 25

Two key initiatives being implemented as part of the Lumina grant are a predictive analytic solution (EAB's Student Success Collaborative) and a Second-Year Experience Program.

Over the course of the three-year grant period, Morgan is concentrating on utilizing student data gathered through the EAB Student Success Collaborative tool and the enhanced experience for second-year students to increase student persistence and completion and to decrease attainment gaps for Pell-eligible students.