

Oct 23, 2025 10:00 AM | SEM Committee Meeting

Attendees: Craig Mead, Ray Ball, Barb Brown, Austin Osborne, Jackie Cason, Kim Morton

[Combined Report on Student Success Metrics](#)

Agenda Items

Report out on action items from last meeting

- Identification of unit within Student Affairs to begin process of piloting Navigate
 - No Additional Progress
 - Financial Aid does not see the value added
 - Navigate interest exists with Athletics
 - Jared previously from advising has moved over to Athletics
 - Location is being built out by OSS staff

- Recommend a more comprehensive Advertising plan that also includes greater specificity for programs and draws in community as well
 - Need to expand these efforts across all the colleges
 - Don't advertise to the high achieving students within the high schools.
 - No dedicated budget to buy names and pay for marketing to high achieving students in ES or Honors College.
 - What about TikTok? In terms of advertising, advancement along with Brilliant Media did not have high engagement on the Tic Tok platform.
 - Some additional marketing is set to occur through EAB cultivate contract.

- Invitations have been sent to proposed new additional members from Advancement, COH, SOE, and COE
 - SOE and Advancement now have representatives on the committee

- Update on Microgrants
 - Microgrant subcommittee met on Sept. 22. Process developed for this year, will be actioned later this year, around the time of the November late payment deadline.
 - Peter Clemens in financial aid will be working on a longer term project around questions of unmet need
 - IR pulled reports for students who received microgrants last year, and checked with bursars office on status of financial holds. There appears to be a continuous need for a number of the students we're seeking to help.
 - Some lessons learned that are informing the program for next year.
 - Desire to continue the program for another few years

- Discussion of Communications Mapping Project Process
- Ray Weber collected the messages that most of the colleges send out
- Admissions and FYE communications have been collected as well as Advising
- Nothing goes out to new students from IT services
- Some programs sending out information, but many relying on Advisors
- Advancement and Marketing (incoming students) - Credit hour pushes for students enrolled part time (through brilliant media)
- Programs can assess their student contact lists through Navigate. Joe Bruner can assist with setup and development of reports if desired.

Notes

- Questions around CPoS, interdisciplinary programs
- Continued shared concern around reaching our high achieving students
- Interest in supporting name buys to reach high achieving students

Action items

- Austin to check on guidance around [TikTok](#) and report back to the SEM group
- Ray Ball will create draft of communications map for review at next meeting
- Alumni Association or Alumni Staff
 - Recruit an additional member for the SEM committee. Austin to connect with Zac Clark on what alumni or alumni staff could be invited to provide additional insight and perspective into the benefits and opportunities available by attending UAA. With the goal to help shape our recruitment messaging and efforts.

Next Meeting

- Dec 12th noon - 1pm

Old Business

September 2025 Action Items

- Identification of unit within Student Affairs to begin process of piloting Navigate
- Recommend a more comprehensive Advertising plan that also includes greater specificity for programs and draws in community as well
- ~~Send Invitations to proposed new additional members from Advancement, COH, and COE~~