

HIRAM COLLEGE STUDENT SENATE  
**March 1st, 2022 MINUTES**

**Call to Order**

*We had 5 Executive Board Members present, our Advisor, and 19 Senators present. Those senators present were Ashton, Bernhardt, Blackmore, Bolton, Cambareri, Cook, Ferguson, Flaherty, Galecki, George, Grable, Miller, Murphey, Nutter, Pittman, Streator, Travis, Ware, and Yang.*

*We had three guests: Andrea Welch and two Hiram Students.*

*Senator absent was Blue.*

**Speaker: Dr. Andrea Welch**

Dr. Welch shared some highlights from the past four months of her being in the Vice President of Enrollment Management and Strategic Marketing at Hiram College. She addressed the changes made since her hiring in October. Financial Aid will be changing over into a student financial services office in order to keep service consistency with the same staff members in relation to student services and financial aid offers. This change will be complete by June. The goal is to create more financial aid outreach and understanding. They are working on marketing as well. She gave a brief overview of the Marketing/Brand survey that was sent out at the beginning of this semester. It was open to the entire Hiram community but over half were students. Dr. Welch shared that many of the results were positive, innovative, and diverse. The Strategic Marketing Director, Jenelle Bayus, as well as her team is working on branding Hiram. Dr. Welch announced that Admissions is working through a deposit campaign at the moment student enrollment. Admissions has been working toward setting goals in order to be more strategic with territory management, becoming more competitive with our surrounding schools, increasing transfer/international student enrollment. Dr. Welch also shared that her, and all of her departments are working with a third party group to increase college going behavior in high school student lives.

**Questions from Senators**

- Orientation- There will be one online and two in person dates for Fall Orientation this summer.
- Virtual Tours
  - Senators expressed that these are extremely beneficial to out of state/international students.
- A senator asked about retention of students and not just onboarding.
  - Dr. Welch stated that she and her team are going to begin working on this initiative soon. It is in motion.
- A senator asked about how/if she and her teams plan to market Hiram College as the small liberal arts college that it is.

- She responded with the importance of trying to find a balance between the skills students will gain at the same time as not ostracizing groups or making it too confusing to incoming students.
- She also explained that while right after graduation, graduates may not have the highest paying jobs, but in the long term they acquire jobs like CEOs and managers, etc.
- Cross-functionality between athletics and admissions was also brought up.
  - Dr. Welch talked about how in higher education a divide between the Athletics and the Admissions teams is often the case. She is finding that Hiram is much more open to working together between these two areas. Athletic and admission leadership has already begun meeting on a regular basis with the goal to develop overall recruitment strategy and share best practices.
  - She explained the differences between the recruitment processes between the two departments and the importance of communication between the two.

Dr. Welch suggested that we host a student listening session where students are able to voice any concerns about student on boarding to Marketing and Admissions. Senators expressed support for this idea.

She encouraged any student with questions or concerns to reach out to her at [welchad@hiram.edu](mailto:welchad@hiram.edu) or set up a meeting with her in her office in Teachout Price, First Floor just past admissions.

### **Presidential Announcements**

*President Saunders* announced that Senate is looking for members for our constitutional revision committee in order to meet, go through the constitution, and make amendments to our Senate Constitution to keep it up to date.

### **Advisor Announcements**

*Advisor Okuma* mentioned the following updates that are important to students:

1. Advising will begin after spring break.
  2. She encouraged students to fill out any housing forms necessary.
  3. The HEERF relief funds and those students who did not respond to the email and filled out their preferences for this relief fund will be able to pick up a check from Student Accounts
- She asked for feedback on the pandemic moving into an endemic. Senators expressed that they appreciate being given the choice to wear masks in some spaces. Many of the senators agreed that as long as people continue to be respectful of others' choices, this is a good change. A Senator asked if there will be required testing after Spring Break. *Advisor Okuma* explained that there will not be testing required as students come back, but the school asks that if students travel over the break, they mask for three days on campus and have a rapid test done within three days of their return. Rapid tests are available many places including the Health Center. as well.

### **Executive Board Announcements**

*VP Barnett* shared details about the Election Committee and encouraged senators to join. This Committee is also open to any Hiram Student.

*Senators Miller, Pittman, Galecki, and Cook* were unanimously approved as the four senators to serve on this committee by a vote 19-0-0.

She also encouraged Senators to reach out to any student living in Bowler, East, Centennial, and Whitcomb Halls to rise up to the Senatorial position for their hall. Any interested student would not have to go through the election process, but instead would be appointed.

Senators were made aware of the Mental Health video initiative and talked about having senators talk about some of the resources of each poster coming up.

### **Senators Mention**

*Senator Cook* mentioned social media relations.

APC update and mental health committee.

- Five faculty members and five students will be invited to a meeting dedicated to talking about mental health at Hiram. Chris McCreight will facilitate this meeting. The senators are looking for student volunteers to attend this meeting.

The Space Committee is up and running and if any student is interested in this, they are encouraged to reach out to *Advisor Okuma*.