



- The Center continued to network, build alliances, and establish contacts with University departments and groups as well as community organizations. Transgender issues were highlighted in a Fall production of "Hedwig" by the Flint City Theater, and the Organization for University Tolerance (OUT) presented "Brokeback Mountain" with support from Student Government in the Spring.

#### Orientation

- SSEM convened an Orientation Assessment Committee (OAC) in Fall 2005 composed of students, faculty, and staff. The group was charged with conducting a comprehensive review and redesign of freshman orientation. Based on its findings, presented in February 2006, the OAC recommended streamlining the Freshman Orientation Program from two days to one, instituting online placement exams (chemistry, English, and math) for incoming students, restructuring campus tours to accommodate parent requests that families tour the campus together, and implementing an early freshman communication plan to commence immediately following a student's acceptance to the University.
- Working closely with ITS and the Academic Advising and Career Center, the online Freshman Orientation reservation process was expanded into a comprehensive Pre-Orientation Program. The Pre-Orientation Program allowed students to make online reservations, access Student Information Services (SIS), utilize UM-Flint e-mail accounts, log into Blackboard for placement exams, complete the College Student Inventory (CSI), and indicate academic and student life interests prior to setting foot on campus!

#### Student Activities

- Campus Activities Board (CAB) provided innovative programming in 2005-06 that included the Battle of the Bands extravaganza for the City of Flint's sesquicentennial, Cinema Hollywood Movie Nights, and the Palace Takeover where over 100 UM-Flint students enjoyed a Pistons' victory over the arch-rival Pacers. CAB also worked closely with the Office of Educational Opportunity Initiatives (EOI) to secure political activist and world-renowned speaker Jeffery Johnson for the 7th Annual Student Leadership Conference.
- The Student Government Council (SGC) actively promoted civic engagement in the region when it spearheaded the University's Hurricane Katrina relief efforts and raised over \$17,000 for families in the Gulf Coast region. SGC also coordinated a fundraiser to provide comfort and stability for children undergoing chemotherapy at Hurley Medical Center in Flint.

### STUDENT DEVELOPMENT CENTER

#### Academic Enrichment Center (AEC)

- Tutorial Services experienced a phenomenal increase in student utilization over the past academic year. The total student-tutor contacts for Fall 2005 and Winter 2006 increased 54% over the previous year while Winter 2006—when singularly considered—recorded a 110% increase in comparison to Winter 2005!
- The Academic Enrichment Center Coordinator facilitated a successful community tutorial program for area public school parents and students through the Genesee Intermediate School District. Students in grades three through twelve generated ideas for working with their parents to improve study skills.

#### Accessibility Services

- Documentation forms for physical, psychological, and/or learning disabilities were updated to assure consistency when determining needed accommodations in academic settings. Prompt receipt of documentation from physicians, counselors, and/or other professionals allowed students to receive accommodations in a timely manner.
- Accessibility Services continued to improve marketing and outreach efforts to students, faculty, staff, and parents. The Accessibility Services Brochure was revised, the office participated in numerous recruitment events to speak with students and parents, and the Coordinator consulted with academic departments and faculty.

#### Counseling Service

- The Counseling Service continued to build a reputation for affording undergraduate and graduate psychology students an experiential learning environment to foster educational growth. Client contact and research endeavors provided "hands-on" experience in the field of psychology.
- In a collaborative effort with the Sexual Assault Prevention and Awareness Center (SAPAC) in Ann Arbor, the Campus Counselor sought to enhance and revitalize a program for students encountering domestic violence. Utilizing Ann Arbor's training expertise was specifically envisioned.

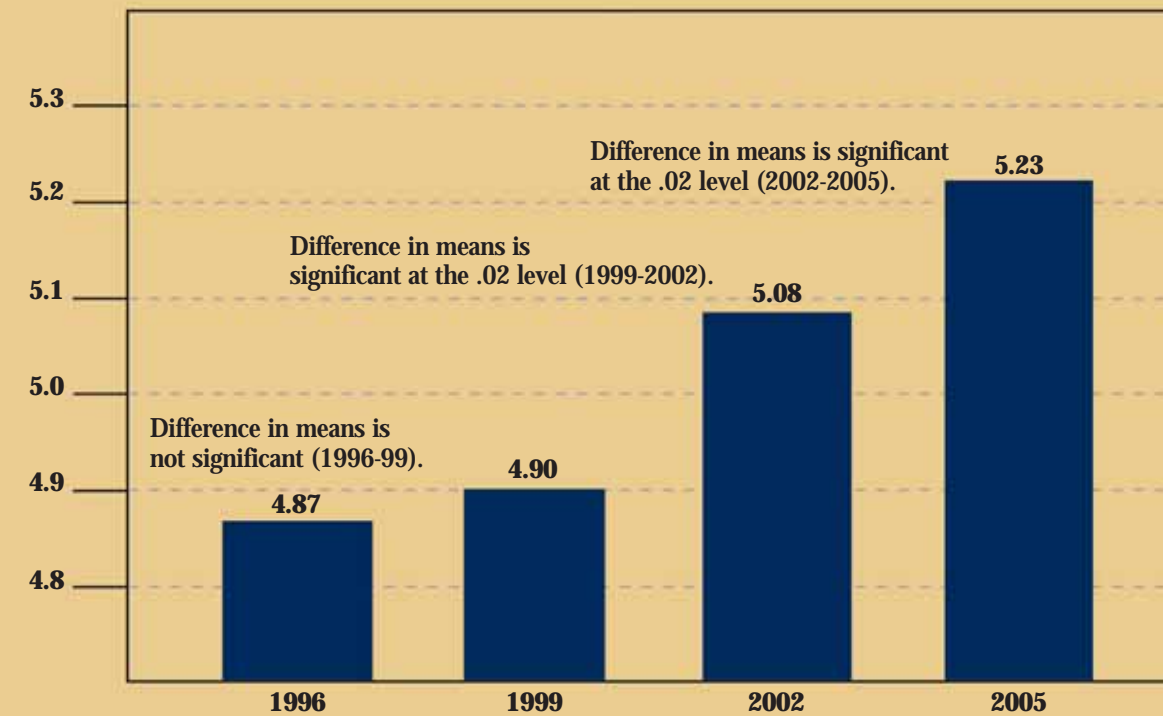
#### Health Services

- Health Services audited the health requirements of every student in the Physical Therapy, Nursing, and Radiation Therapy programs. For approximately 300-400 students, this ensured compliance with the respective departmental agency contracts.
- Tuberculosis testing was conducted for approximately 40 employees and more than 35 students. Meanwhile, plans were formulated with the International Center and University Health Service in Ann Arbor for mandatory tuberculosis testing in Fall 2006 of international students from high prevalence countries as defined by the World Health Organization (WHO).

### STUDENTS SPEAK ... UM-FLINT LISTENS

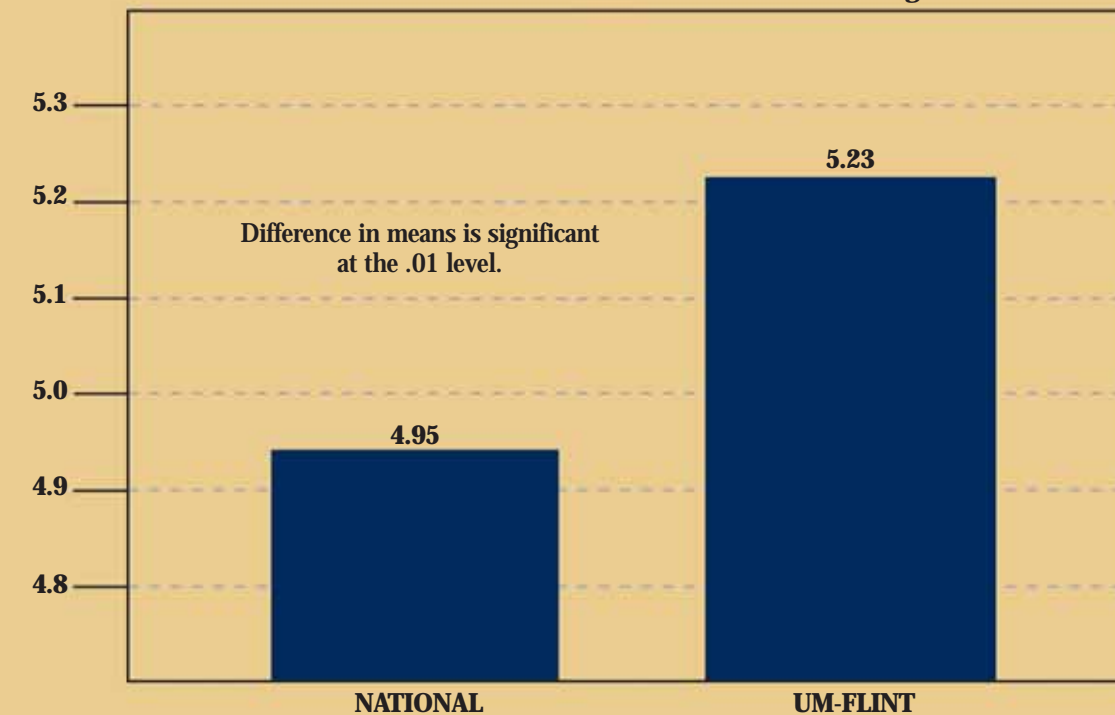
The University of Michigan-Flint takes pride in putting students first. This was confirmed once again in the fourth and most recent administration of the Noel-Levitz Student Satisfaction Inventory (SSI).

Overall Student Satisfaction  
1996 - 2005



Note: Numbers above bars are the group means of responses to 89 questions that assess the level of student satisfaction.

How do we compare?  
Overall Student Satisfaction, UM-Flint vs. National Average, 2005



Note: Numbers above bars are the group means of responses to 89 questions that assess the level of student satisfaction.



### STUDENT SERVICES AND ENROLLMENT MANAGEMENT

We are UM-Flint

ANNUAL REPORT  
2005-2006



## STUDENT SERVICES AND ENROLLMENT MANAGEMENT UNIVERSITY OF MICHIGAN-FLINT ANNUAL REPORT 2005 - 2006

*Prior to the 1950s, fewer than two of every ten high school graduates went on to college. Today, more than half of all high school graduates are accepted into college, and the four-year college degree continues to be viewed as the most certain path to personal fulfillment and economic success in the United States.*

- Lumina Foundation for Education, 2004

The University of Michigan-Flint celebrates its 50<sup>th</sup> Anniversary as a regional campus of the University of Michigan this year. Since 1956, 27,000 individuals have earned their Michigan degrees on the Flint campus. Our beginning was modest, with one hundred sixty-seven students in one building. Today our potential for growth remains unlimited with a scenic campus situated on 76 acres in the center of downtown Flint and enrollment surpassing 6,500 students. Student Services and Enrollment Management has ably served thousands of students over the past fifty years. Looking back, we are filled with pride; and looking forward, we see promise for the opportunities that lie ahead.



Mary Jo Sekelsky, Ed.D.  
Vice Chancellor

### OUR MISSION STATEMENT

*Student Services and Enrollment Management will promote the University of Michigan-Flint; support students, staff, and members of the community; and strive to provide exceptional service by:*

- Exhibiting accuracy, efficiency, and patience in our work.
- Maintaining integrity, professionalism, and respect.
- Valuing differences, diversity, open communication, and creativity.

### 2005/2006 SSEM PRIORITIES

**RECRUITMENT:** *Remain in the forefront of all efforts to grow enrollment.*

- Recruitment efforts were enhanced for the second consecutive year with additional scholarship support in excess of \$200,000 from Financial Aid and the School of Management. Eager to also lend support, the College of Arts and Sciences joined in with scholarship dollars to recruit Honors students while the Student Government Council (SGC) assisted with funds earmarked for dual-enrollees.
- Marketing and media took center stage with the design of a new viewbook and search piece that promised to be powerful recruitment tools when coupled with a new Web page and portal design. Meanwhile, five billboards were placed in Flint and surrounding communities with the new "I am UM-Flint" image campaign thanks to assistance from the Office of the Provost.
- The Curriculum Advising and Program Planning (CAPP) Banner Module was in final stages of development promising current and prospective transfer students the ability to plan courses of study. Once CAPP goes live, integration with the

recently implemented SCT Banner Transfer Equivalency Module will enhance the efficiency of internal operations for SSEM and academic departments.

**RETENTION:** *Convene a campus-wide retention advisory council.*

- The SSEM Vice Chancellor and Assistant Vice Chancellor established a Campus-Wide Student Success Advisory Council. Charged to assist in the prioritization and campus-wide implementation of student academic success strategies, the Council was composed with faculty and staff representation from the four academic units, SSEM, and other constituencies within the University.
- The Council in conjunction with the Office of the Provost and Thompson Center for Learning & Teaching (TCLT) scheduled the University of Michigan-Flint's First Annual Student Academic Success Summit for Friday, October 13, 2006. Entitled, "Promoting A Culture of Student Success: The First Year And Beyond," the services of nationally renowned educator John N. Gardner were secured to focus on practices that foster student success within the academic environment.



**STUDENT CENTEREDNESS:** *Keep students at the center of everything we do.*

- The Student Satisfaction Inventory (SSI) was distributed to 3,800 students in 139 classes during Fall of 2005. Over 1,100 students or approximately one in six responded to the survey surpassing our response rates for the previous three administrations.
- SSI results indicated continued and sustained improvement in all twelve composite scales. Moreover, the level of satisfaction expressed by our students was significantly above the national average for four-year public universities.
- In response to consistent feedback received on the College Student Inventory (CSI) where freshmen requested assistance with the job market and occupations, SSEM physically and functionally consolidated the Career Development Center and Academic Advising Center. The new Academic Advising and Career Center allowed incoming and continuing students to fully engage the intersecting academic and career planning processes in one centralized location.

**STRATEGIC PLAN:** *Endorse the 2005 – 2010 Strategic Plan and enthusiastically participate in its implementation.*

- Following public release of the Strategic Plan, the SSEM Leadership Team convened to discuss implications in early 2006. The document was carefully reviewed to identify SSEM action items whereupon all were reminded that implementation needs to occur at the unit level.
- The SSEM Leadership Team specifically considered the recommendation "that campus offices and services are accessible to students during the day, evenings, and weekends . . ." Brain-storming proposals included centralization of support staff, identification of a building or department as an after-hours hub, creation of a tri-fold navigational pamphlet, establishment of a "Student Services Court," reinstatement of UPAV Information Desk, and endorsement of campus signage updates.
- Recognizing the need to extend deliberations of the Strategic Plan into the new academic year, the Leadership Team addressed the recommendation to "support ongoing customer service training and initiatives . . ." Suggestions included departmental protocols for difficult situations, customer service expectations as modeled by leadership, open acknowledgment of student problems/concerns, removal of private/confidential issues from public areas, identification of departmental "point person," student-centered responses regardless of interaction dynamics, objective detachment from charged issues so as to minimize win-lose scenarios, and professional development sessions in Fall 2006 and Spring 2007 addressing safety and conduct issues.

### OFFICE OF THE VICE CHANCELLOR FOR STUDENT SERVICES AND ENROLLMENT MANAGEMENT (SSEM)

Office of the Ombuds

- Ombuds operations became more routinized as the office completed its second year of existence on the Flint campus.



The University was represented at the inaugural conference of the International Ombudsman Association (IOA) where the Ombuds received certification in "The Legal Implications of Everyday Ombuds Practice." The University Ombuds is an associate in good standing with the IOA and adheres to the principles of informality, independence, neutrality, and confidentiality.

Through FY06, the Ombuds assisted thirty (30) complainants that required 201 ombuds actions to resolve and/or enable clients to resolve issues with an average number of seven (7) per client. Most complainants were students with academic concerns.

### Technology

- The SSEM Senior Systems Analyst successfully coordinated and completed a major upgrade for ImageNow/ WebNow—an electronic imaging system—which affected templates in various offices across the campus. Initially introduced to SSEM departments and quickly joined by Human Resources and Purchasing, the Cashier's Office, School of Education and Human Services, and School of Health Professions and Studies came on board with the system during the past academic year.
- The SCT Banner Transfer Equivalency Module was fully implemented with transfer course equivalencies for approximately 300 domestic and international colleges/universities—an eleven-fold increase over 2004-2005. Academic advisors from various departments, community college counselors, and prospective transfer students utilized the 30,000-plus records database with ease and satisfaction.

### ACADEMIC ADVISING AND CAREER CENTER (AACC)

- The Academic Advising and Career Center implemented the recommendations of the Orientation Assessment Committee to engage in an "early communication plan" for incoming freshmen. Academic Advisors contacted freshmen prior to on-campus orientations to discuss program selections, placement-exam results, and first semester course choices.
- The AACC in partnership with several academic departments as well as Extended Learning and ITS instituted online placement examinations for newly admitted students. This collaborative accomplishment contributed to a seamless transition for new students and elevated UM-Flint to the growing ranks of colleges/universities utilizing online placement exams.
- The AACC offered a series of career planning workshops to nearly 1,000 freshmen. Following completion of the online Myers-Briggs Type Indicator (MBTI), 26% of incoming freshmen attended a career planning workshop for interpretation of the MBTI and an introduction to the career planning process during the Fall semester of 2005.
- Nearly 1,000 University of Michigan-Flint students participated in career programming events throughout the academic year with opportunities to interact with over 270 employers and graduate schools. New to career programming was the National Nursing Fair held on campus in conjunction with the Student Nurses Association.

### INTERNATIONAL STUDENT CENTER

- Located within the International Institute of Flint, the International Student Center (ISC) provided immigration, academic, cultural advising, and adjustment services to over fifty international students. The National Association of Foreign Student Advisors (NAFSA) certified staff offered workshops, coordinated community volunteers, facilitated field trips, organized social activities, worked with the United States Citizenship and Immigration Services to host an on-campus Citizenship Ceremony, and collaborated with the International and Global Studies Program on a Study Abroad Fair.
- Following the retirement of the ISC Coordinator in October 2005, the SSEM Vice Chancellor initiated conversations with Academic Affairs seeking the best avenue to support internationalizing the campus when filling the vacated position. The Provost, Associate Provost, and SSEM Vice Chancellor agreed to move the International Student Center, staff, and budget to Academic Affairs under the Associate Provost effective for the 2006-2007 academic year.

### OFFICE OF ADMISSIONS

- Admissions was greatly encouraged with a 4% increase in total head count accompanied by a 3% increase in credit hours for Fall of 2005. Though it was tempting to claim credit for a 5% jump in new freshmen, the 32% increase in graduate enrollment demonstrated that such gains reflect an institution-wide commitment to recruitment and retention.
- Communication with high school counselors was robust with continuation of the annual High School Counselor Breakfast, Counselor Connections (advisory group to UG Admissions), and three editions of the counselor newsletter published in 2005-2006.
- Implementation of the Flint Schools Recruitment Plan resulted in significant increases in freshman applications (30%), admits (39%), and enrollment (29%) from the district for Fall 2006.
- Admissions continued operational enhancements that included purchasing enrollment management software systems from ACT, securing QuickAddress Pro address verification system, performing onsite transfer admissions with remote campus connection, and exploring options for the development and implementation of the Admissions Web portal.
- Numerous recruitment and yield activities worked in partnership with Academic Affairs including the Westwood Heights Initiative, On-the-Road Program, M-Formation Nights, dual-enrollment marketing opportunities, and Meet the Deans. The On-the-Road Program was particularly successful as faculty visited ten high schools and placed 40 others on a waitlist awaiting the resumption of this outreach initiative in the Spring of 2007!

### OFFICE OF FINANCIAL AID

- Financial aid awards for 2005-06 exceeded \$40,000,000. This represented a 13% increase over total dollars awarded the preceding year.
- Student centeredness benefited and cost reductions were realized when continuing students received in mid-March electronic award notifications for 2006-07 with instructions for accessing important information, reviewing award offers on Student Information Services (SIS), and submitting any necessary documents to Financial Aid. In yet another first, Financial Aid also used monthly e-mail reminders to prompt submission of required documents.
- Many aspects of the scholarship process were reviewed, enhanced, and/or improved. Admissions received additional dollars for merit awards, Admissions and Financial Aid coordinated award and selection processes, SSEM and Institutional Advancement convened a "Scholarship Summit" in October 2005 that resulted in the creation of a robust and automated system for scholarship processing and awarding, and on-campus training sessions were conducted for faculty/staff scholarship committees.

### OFFICE OF THE REGISTRAR

- The Curriculum Advising and Program Planning (CAPP) Banner Module Team worked closely with academic departments, Deans, and SSEM offices to clarify degree requirements and find solutions to campus policy challenges prior to the arrival of the CAPP consultant who initiated the build in May. Upon completion of testing through Fall of 2006, CAPP will be a powerful tool assisting both prospective and current students to plan courses of study, allowing preparation of pre-graduation audits, and placing accurate and objective information at the fingertips of every academic advisor.
- The Office of the Registrar collaborated closely with work groups preparing for the renovation of French Hall in 2007. Considerable planning was necessary to ensure the availability of adequate classroom space during the renovation.
- Registrar's developed a new *Catalog* production process. The new process afforded consistency among the four academic units and appropriate review and course curriculum approvals prior to publication.

### OFFICE OF STUDENT LIFE

**Lesbian, Gay, Bisexual and Transgender (LGBT) Center**

- The Center was officially renamed in honor and memory of former Advocate Ellen Bommarito at a dinner and renaming ceremony. Over \$7,000 was raised for the LGBT Critical Difference Fund during the goodwill event attended by nearly 150 students, faculty, administrators, community members, and other allies and well wishers.



We are UM-Flint

