Budget Advisory Council

September 11, 2012 at 1:30p.m.

Burke Library - Bedsole Conference Room (BL201)

Present: Fabian Balmori Maureen Bergan, Sergio Castello, Sam Church, Joe Deighton , Michael Ferry, Stephanie Girard, Jim Hall, Jeff Hilperts, Gentry Holbert, Margaret Massey, Debbie May, Rhonda Shirazi (co-chair), Carolyn Simmons, George Sims(co-chair)

1. **Business:**

* Sam Church was designated as the council’s staff representative to the College Senate.
* A sub-council to develop a draft of by-laws for the Budget Advisory Council was established. The members are: Maureen Bergan, Stephanie Girard and Carolyn Simmons. This task was included in the shared governance proposal that Fr. Salmi approved. The Executive Committee of the Faculty Assembly also adopted a recommendation that the BA Council (and the other 3 councils) develop by-laws as soon as possible.

1. **Stamats Report Discussion:** The Council reviewed the Stamats Report, a tuition pricing elasticity and brand value study. Items discussed included, but is not limited to, the following:
   * The familiarity with SHC of those responding to the questions (pages 17,18 of the report).
   * The study shows that we have a good reputation; it is a matter of letting people know who we are.
   * Some students would not select SHC at any price (page 53). The question came up – where does this leave the re-pricing discussion? Is this more of a marketing issue than a pricing issue?
   * A discussion of a locked-in pricing took place, its impact on all students, and the implications for the income of the college.
   * If being part of a Jesuit community was an important characteristic for a student, SHC has a better chance of getting that student. However, SHC would have to get a very large percentage of this population to have an impact on enrollment. This information might be important in targeting recruitment efforts.
   * The characteristics important to students were discussed (page 13). Key attributes that describe SHC such as Jesuit/Catholic were not often mentioned as important characteristics for students thinking about college.
   * A Jesuit education was more important to students in the study with less than a 3.00 GPA (page 15).
   * SHC’s ranking (1st, 2nd, etc.) was discussed when students are considering what college to attend (page 35). It was mentioned that SHC becomes more of a choice if financial aid is offered.
   * With SHC’s published price of $40,746, the optimal price point is $24,850 (page 54).
   * More consistency is needed in the use of the SHC logo and in the marketing materials.
   * SHC needs to “market to ourselves”, so that we know who we are and are sending out a consistent message.
   * Joint marketing with AJCU had been discussed over the years but has not materialized.
   * It is important to know and segment the market we recruit to, sending the appropriate message to each segment.
   * The importance of retention was discussed. Joan Siegwald is working on the retention figures now.

* Athletics was discussed as an important recruitment effort accounting for 55 new students this fall.

1. **Lab Funds:**

Rhonda stated the remaining lab funds from last year would be rolled over and included in this year’s allocation.

1. **Meetings:**

The next meeting will be September 24, 2012 at 1:30 in Burke 201.

At that meeting the agenda will include a discussion of the by-laws, retention by cohort over the last 4 years, and the impact of locking prices.

Meetings will be held every other Tuesday for the rest of the semester.

Meeting adjourned at approximately 2:50p.m.

\*Minutes compiled by Margaret Massey