OASA Leadership Forum Meeting Summary, March 5, 2015

UNO Office of Academic and Student Affairs

University of Nebraska at Omaha

Follow this and additional works at: https://digitalcommons.unomaha.edu/leadershipforum14-15

Part of the Higher Education Commons

Please take our feedback survey at: https://unomaha.az1.qualtrics.com/jfe/form/SV_8cchtFmpDyGfBLE

Recommended Citation

This Report is brought to you for free and open access by the OAA Leadership Forum Summaries at DigitalCommons@UNO. It has been accepted for inclusion in 2014-2015 Academic Year by an authorized administrator of DigitalCommons@UNO. For more information, please contact unodigitalcommons@unomaha.edu.
OASA Leadership Forum
Meeting Summary
March 5, 2015


Guests: Malisa Lee, Assistant Vice Chancellor Enrollment Management
Jerilyn Kamm, Director, Graduate Admissions and Academic Service

Talisma - Progress/Future Direction
M. Lee provided a brief history of Talisma since its purchase in 2012. J. Kamm explained how the communication works through the process. Upgrades and future communication are being planned. Current priorities include prospective students; develop web portal; clean data; expand communications funnel; develop manual and policy handbook. There is also a Phase 2 priorities list.

D. Smith-Howell discussed the ideal scenario is for us to be able to track student contact from beginning to enrollment.

N. Edick asked about the college representatives’ role. M. Lee explained that the Talisma team will meet with the colleges to determine how the tool will be best utilized. Timeline for gathering information and planning for work with the colleges is the next few months.

Summary for February 5, 2015 Meeting - APPROVED and Posted on Web Site

Minor in Information Assurance (IASC)
Approval needed from Education Policy Committee and OASA Leadership Forum - Approved
• Any major can attach this minor—such as Criminal Justice, Public Administration

Library Dean Search Update
Position advertised and applications are being received. Search Committee will meet the week of March 9. Applicant pool appears to be strong.

Data Base – Target Markets for Enrollment Growth – Shipp/Robinson
H. Robinson presented employment data, degree level, for college graduates throughout the nation. Where does Nebraska stack up? How do we attract labor force? Consider alternative methods for learning and certification and creative delivery methods.