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OASA Leadership Forum Meeting Summary, March 5, 2015

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**OASA Leadership Forum
Meeting Summary
March 5, 2015**

Present: Hesham Ali, Gail F. Baker, John Bartle, David Boocker, Nancy Edick, Lou Pol, Hank Robinson, Deborah Smith-Howell, Scott Snyder, Merry Ellen Turner (for Tom Gouttiere), Sara Woods

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.