Division of Student Affairs
Office of Admissions
Annual Report
2016-17
The mission of the Office of Admissions at California State University, Chico (CSU, Chico) is to achieve general university and specific college and department enrollment goals while providing exceptional service to prospective students and their families, along with supporting the work of secondary and community college counselors, the CSU Chancellor’s Office, and other internal and external colleagues and constituents that rely upon the Office of Admissions for information and service.

The Office of Admissions’ efforts support Chico State’s mission to be:

“committed to assist students in their search for knowledge and understanding and to prepare them with the attitudes, skills, and habits of lifelong learning in order to assume responsibility in a democratic community and to be useful members of a global society.”

Specifically, the Office of Admission’s goals will strive to:

1) Enroll the desired mix of quantity and quality First-time Freshman (FTF) and Transfer students using meritocratic standards while ensuring access for local service area and traditionally disadvantaged students, and achieve the ethnic diversity representative of California’s graduating secondary school populations with particular emphasis on local service area schools. (University Strategic Priorities: 3, 6, and 8; Student Affairs Goals: 1)

2) Increase the quantity and quality of applicants through effective marketing of Chico State’s mix of desirable qualities; location and campus, academic programs and their quality, social climate, cost, personal and career development opportunities, and alumni support network. (University Strategic Priorities: 3, 5, and 8; Student Affairs Goals: 2)

3) Respond to inquiries, visits and applications more quickly and effectively than our competitors through measured use of CRM. If possible, include acknowledgement of previous interaction(s) in our responses with the goal of building a long-term relationship with each prospect. (University Strategic Priorities: 3 and 6; Student Affairs Goals: 2)

4) Counsel and recruit local service area and California secondary and community colleges students regarding public postsecondary opportunities in California and Chico State in particular. (University Strategic Priorities: 3 and 4; Student Affairs Goals: 3)

5) Collaborate with the campus community and CSU colleagues to achieve mutual enrollment goals and to maintain close communication links regarding admission, diversity, and enrollment issues. (University Strategic Priorities: 1, 6, and 8; Student Affairs Goals: 1, 3)

6) Support the CSU Chancellor’s Office programs and goals through leadership and participation in programs such as transfer days and college night collective registration process counselors’ conferences, CSU workshops, and timely responses to information requests. (University Strategic Priorities: 3, 5, and 8; Student Affairs Goals: 1)

7) Maintain the highest level of professional standards and ethics as embodied in the Statement of Principles of Good Practice endorsed by the National Association of College Admissions Counselors (NACAC) and other recognized professional associations. (University Strategic Priorities: 2, 3, and 8; Student Affairs Goals: 1)

As the point of first contact between students, their families, and the University, the services and activities provided by the Office of Admissions (ADMS) are at the very front of the graduation pipeline and set the tone as to how the University is perceived at large.
Transfer advisors conducted 219 On-the-Spot Admissions appointments with students from seven different community colleges within Chico State’s service area.

All admissions coordinators and transfer advisors provided 185 hours of support to Summer Orientation 2017.


Admissions provides support to seven different retention programs such as Educational Opportunity Program, Chico Student Success Center, Pipeline-Through-College, and other programs across campus.

The associate director of admissions & operational technology was a member of the implementation team for the new Cal State Apply application.
From Application to Matriculation

PROCESSING HIGHLIGHTS

On-The-Spot Admissions Appointments

Transcripts and Documents Processed (2016 - 2017)
Total: 62,603

Number of Transcripts Processed (2016-2017)
An 82% increase since 2009

Source: All charts display data collected by admissions
RECRUITMENT AND OUTREACH

Fall and Spring Travel
Admissions Counselors have traveled over 28,000+ miles across California this fall and spring to attend 236 different college fairs, transfer fairs, and institutional visits.

E-Outreach
For the second year, Admissions has offered online presentations to students in different parts of California.

On-The-Spot Admissions (OTSA’s)
Transfer advisors traveled to seven community colleges to hold 219 OTSA’s appointments.
  - Shasta College
  - Butte College
  - Lassen College
  - Feather River
  - Yuba College
  - College of the Siskiyous
  - Sierra College's Nevada County Center

Stipend Program
Admissions offered eleven-$1,000 travel stipends to select high schools and other college access programs, such as UC Davis Upward Bound, to reimburse sites for their bus expense. The stipend program also offered lunch vouchers to each student visiting the Marketplace or Sutter Dining.

Inglewood Unified School District
Admissions has invested ~$26,000 into the program to obtain an estimated return of investment of $108,000 by partnering with the district. This fall cycle, the partnership program had 124 students apply to Chico State. Of those that applied, 93 were admitted and 27 intend to enroll for fall 2017. The program offers local-area admissions index for applicants from Inglewood High School, Morningside High School, and City Honors.

Pipeline-Thru-College
This collaboration with two high schools within San Juan Unified is in its 2nd year and focuses on disadvantaged underrepresented youth. 47 students applied to Chico State with 15 submitting their intent-to-enroll for fall 2017.

Chico STEM Connections Collaborative (CSC2)
The recent awarding of the Hispanic Serving Institution STEM grant has offered new opportunities to recruit additional transfer students from both Santa Rosa Junior College and Yuba Community College. CSC2 staff have traveled to Santa Rosa and Yuba City to build partnerships and expand on their advisement of students within STEM majors. In return for the added support, the Office of Admissions is working together to expand cross-enrollment and address other admissions related hurdles connected to the program.

Campus Partners
Admissions has supported MEP and the CSSC by funding travel for the 2016-17 recruitment cycle. In return, the two programs offered staff time to assist in recruitment of a diverse applicant pool in Southern California. The two programs combined staffed 26 different events in their respective areas of the Coachella Valley and Imperial Valley.
NORTH STATE INITIATIVE

North State Applications - FTF & Transfer (2016-17)

Siskiyou County
Apps: 105
Matric: 32

Modoc County
Apps: 9
Matric: 0

Trinity County
Apps: 32
Matric: 20

Shasta County
Apps: 385
Matric: 143

Lassen County
Apps: 57
Matric: 19

Tehama County
Apps: 199
Matric: 92

Plumas County
Apps: 42
Matric: 16

Butte County
Apps: 1141
Matric: 651

Sutter County
Apps: 323
Matric: 125

Yuba County
Apps: 211
Matric: 74

Photos of two A & P Scholarship recipients from 2017

Outreach & Recruitment
Admissions serviced 59 middle schools, 68 high schools and 7 community colleges within the North State.

Processing
Transfer advisors and admissions coordinators processed 2,744 applications within the 12 counties making up the North State.

High School Scholars Program (HSS)
The program continues to offer high school students an affordable way to take college courses. This fall and spring the HSS offered an orientation to 145 students and 113 submitted applications to participate. 72 students officially enrolled into classes at Chico State.

Gear-Up Grants
Admissions provided information and is supporting two Gear-Up Grants submitted by Butte College and Shasta College.

North State Promises/Initiatives
Admissions continues to support Expect More Tehama, and Reach Higher Shasta. Currently, we are working with the K-20 Collaborative within Butte County and participating in discussions regarding the future of North State Together.

North State Ambassadors
The North State Ambassador program, also known as Wildcat Ambassadors, has grown tremendously this year.

- The ambassador team has reached 234 students and worked with 5 community based organizations.

- The ambassador team toured 2,375 students from 52 middle schools this fall and spring.

Academic and Performance Scholarship (A & P)
This year Admissions offered six - $1,000 scholarships to North State students. Students who received a scholarship were surprised with a certificate, balloons, and Chico State promotional items to celebrate the event. Most students were posted on our social media account promoting their selection as fall 2017 A & P Scholarship recipients.
**VISITOR PROGRAM**

**Student Tour Guests By Month**

<table>
<thead>
<tr>
<th>Month</th>
<th>Apr</th>
<th>May</th>
<th>Jun</th>
<th>Jul</th>
<th>Aug</th>
<th>Sep</th>
<th>Oct</th>
<th>Nov</th>
<th>Dec</th>
</tr>
</thead>
<tbody>
<tr>
<td>Guests</td>
<td>57</td>
<td>128</td>
<td>138</td>
<td>181</td>
<td>80</td>
<td>56</td>
<td>119</td>
<td>117</td>
<td>151</td>
</tr>
</tbody>
</table>

**Total Tour Guests By Month**

<table>
<thead>
<tr>
<th>Month</th>
<th>Jul</th>
<th>Aug</th>
<th>Sep</th>
<th>Oct</th>
<th>Nov</th>
<th>Dec</th>
<th>Jan</th>
<th>Feb</th>
<th>Mar</th>
<th>Apr</th>
<th>May</th>
<th>Jun</th>
</tr>
</thead>
<tbody>
<tr>
<td>Guests</td>
<td>843</td>
<td>743</td>
<td>492</td>
<td>502</td>
<td>503</td>
<td>441</td>
<td>447</td>
<td>265</td>
<td>267</td>
<td>334</td>
<td>182</td>
<td>620</td>
</tr>
</tbody>
</table>

**Who is taking a tour?**

- **First Time Freshmen**: 90%
- **Transfer**: 11%

**Visitor Ethnicity**

- **White**: 58%
- **Not Specified**: 15%
- **Two or More Ethnicities/Races**: 7%
- **Asian/Pacific Islander**: 3%
- **Black**: 3%
- **Native Hawaiian/Other Pacific Islander**: 1%
- **Hispanic**: 15%

**Additional Highlights**

- **78%** of fall 17 tours guests applied to Chico State.
- **35%** of tour guests who applied to Chico State also matriculated for fall 2017.
- **Approximately 86%** of guests who toured campus and attended Choose Chico! eventually matriculated for fall 2017.
- **Call Center team supported campus tours by making reminder calls two days prior to scheduled tours to all scheduled attendees**.
- **This year the visitor coordinator started efforts to launch Hmong and Spanish language campus tours starting fall 2017**.

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**CHICO PREVIEW DAY**

Chico Preview Day, the annual campus-wide open house for prospective students and their families, was held on October 22, 2016. We hosted 704 prospective students with a total of 1,477 visitors. It was an increase of 9% over last year’s event.

**Chico Preview Day Survey**

- **98%** approved of event facilities
- **94%** reported receiving quality information
- **90%** reported getting answers to questions
- **92%** reported the event helped in decision to attend

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**CHOOSE CHOICO!**

Choose Chico!, an annual yield event for admitted students and their families, was held on April 8, 2017. This event serves as our main yield event for fall enrollment. Final attendance numbers were 1,505 students with a total of 4,305 visitors. There was a 10% increase over last year’s event.

**Choose Chico! Survey**

- **94%** approved of event facilities
- **92%** reported receiving quality information
- **90%** reported getting answers to questions
- **97%** reported the event helped in decision to attend

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Source: All chart data on visitor experience page sourced from Hobson CRM
MARKETING

Admit Packet Redesign
In 2017, Admissions launched a new admit packet that was designed to be produced at a lower cost, create a sense of personal connection with Chico State, and goal of increasing yield. The packet has initial production savings of $25,000+. Admissions also noted an increase of the number of intent-to-enrolls within a similar time-frame compared to the previous year.

Website Redesign
The Admissions website has officially been relaunched with a mobile optimized 3.0 structure and restructured user interface. The website team now has greater access to areas of the website to update and allows staff to create unique items such as call-out boxes.

COMMUNICATIONS

Info Email Account
Admissions’ Info email account answered 7,639 inquires between 6/1/2016 - 5/31/2017. The account receives inquiries and provides timely responses and referrals via email.

Social Media
Facebook Live was implemented for Choose Chico! Admitted Student Day. The Facebook Live video reached nearly 260k people, with 2.8k views, 12 shares and continued engagement during and after the event.

Call Center
The official full year of the Call Center had ambassadors call more than 13,000 students to remind families of tour reservations, encourage students to apply, and to congratulate them on being admitted.

Source: All chart data on visitor experience page sourced from Hobson CRM

CAPPEX

Admissions has invested $10,000 over the past two years into College Greenlight, a branch of Cappex, with positive results. The charts below illustrate the positive results and the diverse student pool that comes with working with Cappex.
**NATIVE AMERICAN**

An admissions counselor visited the Four-Winds Tribal Center and Butte College with a focus of providing admissions counseling to all Native American students seeking support.

Admissions created three additional Native American community connections with rancherias or organizations within Lake County, Siskiyou County, and Kern County.

Admissions continues to support the Mechoopda tribe by attending meetings and providing support to campus partners working with Native American students.

**AFRICAN AMERICAN**

Admissions continues to support Inglewood Unified through an effort to attract students of color to Chico State by bringing them to campus for an overnight visit and additional advising.

Admissions has met with the Black Faculty and Staff Association to discuss data and future efforts to support the recruitment of additional African American students to attend Chico State.

A $2,000 Academic and Performance Scholarship (A&P) was given to an Inglewood Unified student to support their first-year experience at Chico State.

**HISPANIC/LATINO**

Admissions continues to support the Consulate General of Mexico by being a silver sponsor of the “Steps to College” event and staffing a college fair booth.

Admissions continues to support campus partners by providing staff to speak at Spanish Summer-O, present at the Dream Conference, and participate in other local events.

Admissions provided added support to the Dream Conference this year, sponsored by L.E.A.D, in the form of a lunch sponsorship.

**ASIAN AMERICAN/PACIFIC ISLANDER**

Admissions has developed a plan to expand outreach to the local Hmong community found within Butte County by extending collaborations with Oroville Unified and Chico Unified.

Initial planning began this year to develop a campus tour provided to guests in the Hmong language and create an admissions profile in Hmong. Both efforts are scheduled to launch fall 2017.

Admissions supported the Asian American Pacific Islander Council by funding two students to attend the APAHE conference held in Oakland, California.

**ADDITIONAL DIVERSITY EFFORTS**

Admissions, with the support of funding from External Relations (CO), sent four staff to the APAHE and the NASAI conference.

Two admissions staff were accepted into the Diversity Certificate programs sponsored by the Office of Diversity at Chico State bringing the number of staff who completed the program to five.

Four admissions staff attended an LGBTQ+ training offered by the Stonewall Alliance Center in Chico. Two staff competed a Mental Health First Aid training offered by CADEC.
Professional Conferences

Admissions was awarded $11,000 from External Relations, a Chancellor’s Office department, by submitting three separate grant proposals to support professional development in the area of diversity, retention and recruitment. The grants provided funding to send six professional staff to three major conferences. Two staff were able to attend the CIVSA conference held in Philadelphia this year designed for visitor program specialists. Two staff were able to attend the NASAI conference which has a focus on Native American students and best practices for retention. Professional staff attended the APAHE conference held in Oakland focusing on Asian American recruitment and retention.

Professional Staff also had the opportunity to attend the PAUSE conference sponsored by the Division of Student Affairs.

Training Opportunities for Staff

Admissions has continued to encourage meetings that encourage knowledge growth about a variety of different topics. Some visits included visiting the Valene Anthropology Museum featuring a Hmong Exhibit, hearing from Dan Herbert regarding off-campus housing improvement efforts, and touring the new Arts and Humanities facilities.

This year four admissions counselors participated in a LGTBQ+ training sponsored by the Stonewall Alliance Center.

Admissions also continues to sponsor and support staff who desire to attend the Diversity Certificate program sponsored by the Office of Diversity and Inclusion.

Staff Giving Back

Admissions staff are continually encouraged to join councils, committees, and support Chico State student organizations. Staff continue to serve as members of Staff Council, AAPIC, CLC, and BFSA. Additional staff support committees such as the Diversity Committee, Welcome Week, and Parent Association. Several staff support a variety of student organizations that include Latina’s in Action, NAK, GSEC, club baseball, First Gen, and many other campus organizations. Staff continue to support the EOP Summer Bridge program as mentors.
FISCAL SUMMARY AND PERSONNEL ACTIVITY

Base Budget
- Salaries: $1,035,724.00
- Operating Expenditures: $393,736.00
- Total Base Allocations: $1,457,436.00

One-Time Allocations
- North State Initiative: $28,000.00
- Work Study: $52,000.00
- Software: $448,106.02
- Computers: $9,370.91
- Total One-Time Allocations: $537,476.93

Total Admissions Budget Allocation: $1,994,912.93

New Hires
- ASC I (7/18/16)

Temporary Hires
- Retired Annuitant, Evaluator (7/27/16/-2/1/17)
- ASA (3/2/17 - 8/28/17)
- ASC I (10/4/16 - 1/31/17)

Reclassifications
- SSP IA to SSP IB (5/2017)

Retirements
- Administrative Analyst (12/31/16)

Promotion
- Administrative Analyst (5/25/17)

CHANGES IN POLICY AND PROCEDURES

Call Center
The Call Center will expand with a team of three that solely focuses on making and documenting phone conversations.

Printing
Admissions continues to evaluate the cost of printing and has officially gone off-campus to obtain lower pricing and expand services not found easily found on-campus. The admit packet was officially taken off-campus for the first time to a selected vendor within Chico. Saving approximately $25,000+.

Constituent Relationship Management (CRM)
The campus has signed a contract to implement a new life-cycle CRM designed by Target X - Salesforce. The product will revamp the admissions process, marketing, and visit programs. Implementation is scheduled for September 2017.

Optical Character Recognition (OCR)
The campus also invested in Intelligent Capture, a next level optical character recognition software, that will increase the overall efficiency of transcript entry and other related data capturing processes.
1. Launch of redesigned admissions packet, mobile optimized website, visitor experience packet, and new marketing items.

   The fall 2017 class was the first group of students to receive the newly designed admissions packet that included a Youbook, I AM Chico State mini poster, rewritten accept letter, redesigned certificate, and Next Steps document that was stuffed in a full color envelope.

   Admissions launched a new mobile-optimized website in summer of 2017.

   The visitor program redesigned the walking tour brochure and beta tested new ways to package information for our guests.

   Retractable displays, hanging banners, and tablecloths were ordered with new imagery.

   Criteria for success: ___ Met  ___ Exceeded  ___ Unfinished/Unmet

2. Completion of a re-imagined visitor experience for all guests of Chico State with full wall graphics, banners, and robust visitor packet.

   A redesigned walking-tour brochure was produced, new visitor banners were installed in Student Services Building Room 150, and a new pre-tour was rebranded to align with the new look and image set by CMT on-campus.

   Criteria for success: ___ Met  ___ Exceeded  ___ Unfinished/Unmet


   Admissions signed contracts in early summer with Target X/Salesforce to launch a CRM and Lexmark to launch OCR scanning technologies.

   Criteria for success: ___ Met  ___ Exceeded  ___ Unfinished/Unmet

4. Obtain additional resources and funding to support the Office of Admissions initiatives and achieving the goals set by the University.

   Admissions was able to obtain additional funding from the Chancellor’s Office to send multiple staff to three professional conferences.

   Criteria for success: ___ Met  ___ Exceeded  ___ Unfinished/Unmet

5. Expand On-The-Spot-Admissions to include the Nevada County Center fall 2016.

   Criteria for success: ___ Met  ___ Exceeded  ___ Unfinished/Unmet

6. Re-evaluate transfer admissions operations to help yield additional transfer students and to provide transfer admissions decisions in a more timely fashion.

   Criteria for success: ___ Met  ___ Exceeded  ___ Unfinished/Unmet

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**Looking Ahead**

**Program Objectives for Next Academic Year**

Meet 2017-18 new student enrollment goals and assist in 2018-19 enrollment planning.

Support admissions technology initiatives:

- CRM: Scope project and begin implementation with first phase in fall 2017; hire and support the CRM administrator position; and other high level project priorities.

- Expand the use of CRM software and marketing programs to other offices that assist with new student recruitment, including new publications (new travel piece, pieces in different languages, expanding/updating our visit programs).

- Admission application operations/technology: Cal State Apply online admissions application vendor transition; and Perceptive Content Intelligent Capture for Transcripts document imaging bolt-on which includes a new temporary staff position.

- Enhance admissions website to be mobile responsive and add additional CRM components (e.g., online chat and social media/Facebook integration for prospective students).

- Expand call center outreach to increase yield of admitted students, connect current students with future students and assist with campus visit reminders and other to do’s.

In consultation with the Office of Diversity and Inclusions, admissions will align goals and initiatives to align with the goals of the University.

Expand campus tour offerings in two additional languages: develop additional publications in coordination with the Office of Diversity and Inclusion; host a pastoral luncheon to support CSU’s Super Sunday efforts; and continue to promote staff participation in the Diversity Certificate Program.