Enrollment Management Advisory Committee (EMAC)
Minutes
January 22, 2013

Present: Allan Bee, Rick Ford, Barbara Fortin, Jeff Livingston, Russell Mills, Allen Renville, John Schwarz, Baohui Song, Jessica Verardi, Dan Reed

Absent: Ken Chapman, Diana Dwyre, Jennifer Ryder Fox, Kathleen Kaiser, Nicole McAllister, Scott Roberts, George Thompson, Jaypinderpal Virdee

Guest: Bill Allen

Chair Scott Roberts was called away unexpectedly. The meeting was called to order at 3:20 pm by Barbara Fortin. Introductions occurred among those present.

I. Announcements
Scheduling - It was noted that many were not in attendance due to it not being a faculty workday and the three day holiday just prior. It was further suggested that the meeting currently scheduled for 5/28/13 be rescheduled as it falls after finals and is important to hold the May meeting to conduct elections for the following year. The date suggested was 5/21/13. Bee will take this up with the Chair.

II. Minutes of 11/27/12
Bee suggested that paragraph 4, page 2 be revised with the following addition in italics: *We hope and plan that* Spring 2014 enrollment will be open to all upper-division transfers, credential and master’s applicants.

Mills announced that Laurie Ratterree from the College of Natural Sciences will take Rita Thomas’ position in the Faculty Senate Office soon. Rita retired in December. We should begin sending Laurie our relevant documents so the website can be updated.

The minutes of 11/27/2012 were approved as revised.

III. Welcome and Introduction – Barbara Fortin
Barbara Fortin has been selected as the vice provost for enrollment management. She succeeds Meredith Kelley who retired in December.

Barbara briefly shared her background with committee. She has worked at a variety of institutions including Boise State University, the University of Utah, Cleveland State University and most recently Case Western Reserve University. She has extensive experience in admissions, implementation of technology, PeopleSoft and enrollment management. She looks forward to getting to know more about the CSU in general and Chico State in particular.
IV. Butte Update

Butte had roughly 16,000 headcount in 2005 and they are projecting 11,440 for spring 2013. This figure is .5% over cap and they had shot for 0%-2% over. They will offer 1,335 classes this spring where they once had over 1,600. The economy, schedule and cost have driven their enrollment down. Further, student accountability processes are being strictly enforced and students who are disqualified must sit out at least one semester—some do not return.

Renville stated that he hoped that Butte had hit bottom in terms of number of courses it is able to offer and they are planning for a 3%-5% increase in the number of courses they will offer in fall 2013. Due to deliberate effort, they are experiencing a 16% increase in the enrollment of international students. He reviewed Butte’s funding model in regards to international student fees. One half of such fees are designated for specialized support services and additional courses/seats for international students. Butte has been intentional about recruiting abroad and has gone to such places as Brazil, South Africa and Burma.

Butte controls its enrollment through course offerings. Those who get to register first get the most classes. The order in which students are able to register will be re-ordered beginning fall 2014 and students will be notified of these changes this spring.

V. Enrollment Report

Bee presented a two page summary report which included data presented at the 10/23/12 meeting. Page one was a reminder of our planning for the 2012-13 year. Page two was an update of where we stood for the spring 2013 and fall 2013 cycles as of 1/17/2013. As expected, the campus was allowed to open for spring 2013 beyond SB1440 students and include local admission area upper division transfers, native credential students, a limited number of graduate programs and a few other categories. The plan remains to hit our target (14,730 total/14,193 resident FTES) as closely as possible in order to maintain “steady state” enrollment. Bee and Bill Allen are projecting that we will come in very close to the AY 12-13 target when all is said and done. Census is 2/22/13 so a preliminary report will be made at the next EMAC meeting.

In relation to fall 2013, Bee reiterated that our targets for 13/14 remain the same as 12/13. It is unclear at this time if the passage of Prop 30 and Governor Brown’s 13/14 budget proposal will affect these targets. The Admissions Office is processing another record number of applications and has almost 10,000 freshman offers in the mail. Transfer admissions are in the very initial stages as staff has been focused on completing spring 2013 admissions up until now.

Note: An error was found in the spring 2013 table and a corrected version is attached.
VI. **CSU Admissions Advisory Council (tent.)**

Kathy Kaiser was unable to attend the meeting but instead offered minutes from the AAC meeting held on 1/1/13 at CSU, Fullerton. These minutes are attached. Many issues of importance were discussed and she will accept e-mail inquiries from the committee and/or discuss at the next meeting.

VI. **Graduate Council Resolution (tent.)**

Sharon Barrios from the Graduate School declined the invitation to speak to the committee as the letter from the Graduate Council regarding graduate admissions in future spring cycles has not been finalized and there is nothing to share at this time. She would be glad to meet with EMAC at a future date on this topic.

VII. **EMAC Goals for the Remainder of 2013**

Strategic Enrollment Plan – The most current version is version 14. Fortin reviewed her understanding of where the plan stood and those on the sub-committee who were present agreed with her assessment. Her next step is to discuss the plan with the President and the Provost to gain their approval before attempting to initiate an implementation plan. Mills suggested she next go to Cabinet and then to the Academic Senate. Discussion ensued regarding ways to best vet the plan with students aside from faculty and staff. Academic Senate, EPPC and EMAC were mentioned as bodies that all have student representation.

Ford asked that the latest version of the plan be sent to EMAC (attached).

Fortin continued that beyond the SEM plan, she understood other priorities for her, EMAC and campus include:

1) Increasing the four year graduation rate  
2) Increasing the number and percentage of students of color  
3) Meet targets  
4) Learn about CSU priorities

The next meeting will be held 3:15-4:45 pm on 2/26/13 in SSC 206

Meeting adjourned at 4:45pm

Respectfully submitted,

Allan Bee