MINUTES
ENROLLMENT MANAGEMENT ADVISORY COMMITTEE MEETING
November 19, 2013

In attendance:

<table>
<thead>
<tr>
<th>Bill Allen</th>
<th>Kathleen Kaiser</th>
<th>Allen Renville (Butte College)*</th>
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<tbody>
<tr>
<td>Allan Bee</td>
<td>Kevin Klipfel</td>
<td>John Schwartz</td>
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<tr>
<td>x Diana Dwyre</td>
<td>Amy Lance*</td>
<td>x Paula Selvester (Senate Chair)</td>
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<tr>
<td>x Rick Ford</td>
<td>Skip Lees</td>
<td>x Baohui Song</td>
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<tr>
<td>x Barbara Fortin</td>
<td>Jeff Livingston</td>
<td>Jessica Verardi</td>
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<td>x Jennifer Ryder Fox</td>
<td>Jennifer Meadows (Chair)</td>
<td>x Nicole McAllister* (AS Dir Univ Aff)</td>
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<td>x Lori Fuentes</td>
<td>Angelina Pereda (AS Legis Aff)</td>
<td>Jaycob Arbogast (AS VPB&amp;F)</td>
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<td>x Taylor Herren (AS President)</td>
<td>Dan Reed</td>
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* = Augmented Members
X = In attendance

Meeting convened at 3:21 p.m.

Approval of Agenda (Jennifer Meadows)

- Approved as submitted.

Introductions and Announcements (Jennifer Meadows)

- Introductions were made.
- Kaiser attended the 1st Annual STEM Symposium at the Sacramento Convention Center on Nov. 18-19. There were 2000 attendees. It will be interesting to see if there is greater enrollment pressure due to the focus on increasing STEM college enrollees.

Minutes from 10-22-13 Meeting (Jennifer Meadows)

- Approved as submitted.

Enrollment Updates (Barbara Fortin)

Handout-Enrollment Update 11/19/13

1. Butte College – Allen Renville not present

2. Spring 2014 Enrollment Update – Barbara Fortin
   - Reporting is heavily focused on progress toward our annualized residential FTES target.
   - Since the last EMAC meeting, spring continuing student enrollment has been up and down. As of last Thursday, enrollment now trending up. Spring residential FTES needs to be 14,000; current estimate puts us between 13,793 and 13,955. That would result in annualized resident FTES between 14,272 and 14,353. Goal is to reach 14,363.
   - The daily FTES report was adjusted to sync with last spring’s registration cycle.
   - Our resident workload is up from last year.
   - Recruiting and new applications continue through November as we need 1,100 new transfer students to enroll for spring.
   - Admitted students with conditions (e.g. final transcript to confirm “golden four” completion) may not be able to enroll on Dec. 2nd, but they will likely be able to enroll when add/drop opens on Dec. 30th.
   - We are still accepting upper division transfer students: we generally close to upper division applicants on Aug. 30th.
   - Southern Ca. campuses have excess applicants whereas we require additional new enrollment to reach our target.
   - There were almost 500 transfer students at the Nov. 15th orientation sessions. Faculty participation was lower than optimal.
Seats in upper division GE courses have been reserved for the incoming transfer students based upon majors of the incoming students.

Continuing student registration ends this Friday (11/22) and students can add/drop classes Dec. 30th through Jan. 31st.

Dec. 12th is the fee payment deadline.

The spring 2014 semester begins on Tuesday, Jan. 22nd.

Enrollment unit cap will be 21 units without a petition. Jean Irving, University Registrar, will attend the December EMAC meeting to discuss caps. Fox asked that faculty be made aware of the cap change.

If EMAC members can think of additional actions to increase enrollment, please contact Fortin.

Fox is concerned about freshmen taking 21 units. EMAC consensus is that it is a very small group of high achieving freshmen that would take on that many units in their first semester.

Intersession has limited course offerings for upper division students who want to finish quicker.

OCE courses offered in spring: ARTS 100, ECON 103, GEOS 330, PHIL 102, RELS 332, and PSSC 392.

Registration for our OCE courses for Chico State students will open with the add/drop period. Chico’s courses are first offered to other CSU students and then opened up to our students.

We do not yet know the OCE courses other campuses are offering, but they will be listed on the CSU OCE site and should be available around Dec. 2nd. The Office of the Registrar will communicate registration information to students once they have it.

3. Fall 2014 Application Processing Update - Barbara Fortin

- Undergraduate applications are up 15.2% for fall 2014 with first-time-freshmen up 23%. We are lagging on transfer student applications compared to prior years even though we are up overall from previous semesters.
- Falling number of teacher applications—we are 1/3 of where we were a couple years ago.

4. 2014-15 Enrollment Planning – Barbara Fortin

- Growth for fall 2015 is estimated to be 1.2% - 2%.
- Kaiser indicated there is not more money, but there are funds for education that have less restrictive uses.

Graduate Enrollment Planning (Sharon Barrios)

- Barrios reviewed the distinctions between graduate and undergraduate admissions as listed on the Overview of Graduate Program Admissions handout.
- Graduate Program Coordinators have autonomy on admissions into their programs unlike undergraduate programs.
- The overall trend for graduate admissions across the CSU is a gradual decline.
- We may have more international students this spring than last spring.
- Difficult to compare spring semesters because CSU policy changes in recent years have shifted from retracting to expanding graduate programs from year to year. It is difficult to rebound after being closed the previous semester.
- Credential figures have increased substantially.
- Increased fees and reduced financial aid for graduate students affect graduate admissions. It is imperative that we increase financial support for graduate students. State University Grants (SUGs) continue to be a target for possible elimination. Annual awards are approximately $5000 per student at Chico State, equating to approximately $1.2 million.
- Numbers are down because small graduate programs have been suspended or terminated and there are fewer faculty to support the remaining graduate programs. Some programs are barely hanging on and we may see some go away as we lose more faculty.
- Some programs increased standards to improve quality which resulted in decreased enrollments.
- Recruitment at the graduate level is program by program. Staff within the Graduate School handle graduate programs recruitment, promotions, etc. Additional efforts to build numbers will require new resources.
The Graduate School works with faculty, deans, coordinators, etc. to keep programs viable and to assess growth potential.

We need to externally and internally promote, sustain, and shore up our best attributes because graduate students add substantial value to our campus.

We are the only CSU campus that has a Graduate Advisory Council.

We need to increase our faculty pool and availability of courses.

Reviewed application, admits, enrolled, and Master’s degree programs by college information. Handouts only include data on state-supported programs.

Growth can only happen with additional resources. There is willingness to grow graduate programs, but new resources are required.

**Strategic Enrollment Management (SEM) Plan Implementation: Sub Committee Update - (Barbara Fortin)**

- Subcommittee members are Rick Ford, Jennifer Meadows, Nicole McAlister, Allan Bee, and Barbara Fortin. Other EMAC members are welcome to join.
- The committee met once and reviewed the university’s identity and image and recruitment and admissions of students dimensions, and corresponding goals and actions.
- At the December meeting the committee will review the other four dimensions.

Meeting adjourned 4:47 p.m.
Respectfully submitted, Lori Fuentes, EMS AA/S

**Action Items:**

- Jean Irving will attend the December EMAC meeting to discuss unit caps.
- Make faculty aware of the unit cap change.
- If EMAC members can think of additional actions to increase enrollment, please contact Fortin.