Enrollment Management Advisory Committee (EMAC)
Minutes
Tuesday, February 26, 2013

Present:  Bill Allen, Ken Chapman, Diana Dwyre, Rick Ford, Barbara Fortin, Jeff Livingston, Nicole McAllister, Jennifer Meadows, Russell Mills, Dan Reed, Allen Renville, Baohui Song, Jaypinderpol Virdee

Absent: Allan Bee, Michelle Berglund-Smith, Jennifer Ryder Fox, Kathy Kaiser, John Schwarz, George Thompson, Jessica Verardi

I. Announcements
Academic Senate Chair Russ Mills introduced Jennifer Meadows as the candidate for Chair of EMAC because of Scott Robert’s departure from the committee. Jennifer was unanimously elected by committee members. Terry Battle, retired annuitant assisting in Enrollment Management, will take minutes.

II. Minutes from 1/22/13 meeting
Correction: Jeff Livingston did attend the meeting and was not absent.

III. Committee Chair
Newly elected committee member, Jennifer Meadows, graciously agreed to serve as the EMAC chair.

IV. Butte College Update (Al Renville)
For Spring 2013, FTES is down 380 and headcount is down 700 from last year; about .5% under cap. For 2013-14, planning for 3% growth (600 in fall, 300 in spring); target is to generate 300 FTES. Hoping governor’s budget will hold up. Momentum is to grow for next year, with special focus on increasing international student enrollment. Last growth was in 2007-08 when headcount was around 16,000. As the economy improves, it is going to be harder to put students in the classroom. The average unit load for students is about 6 units.

V. Enrollment Report (Barbara Fortin)
Reviewed updated Spring 2013 enrollment and Fall 2013 applicant reports, courtesy of Bill Allen (attached). Pending final Spring 2013 census figures, anticipate our 2012-13 annualized California resident FTES enrollment will be .5% over target. Report to Chancellor’s office should be sent out next week. Also reviewed Spring 2013 students of color enrollment, and noted that any spring new first time freshmen are likely veterans or international students. It was suggested that we begin detailing international student enrollment.

Discussed Frank Li’s initiative to increase international student enrollment and if it has been approved. Barbara believes the proposal was approved but doesn’t know if it has been funded. International enrollment growth is an objective in the Strategic Enrollment plan, S2.1, to increase students of color and diversity. College of Business has seen an increase of international students which has impacted resources. COB has 300 level courses that international students could take; need to maintain a high standard of preparedness for students to succeed, including reading and writing properly. To maintain objectives, we need
to maintain high standards and enroll high quality/motivated students. It was recommended that Frank Li be invited to the March meeting for an update.

Discussed the success of the Hispanic/Latino student growth, and if particular programs can impact other underrepresented minority groups. Recruitment and retention levels need to be addressed for all students of color. Demographics of California indicate that the Latino population has increased dramatically. It was suggested that we should be looking at ratios of the demographic profiles of college eligible students in the area. There is a small percentage of college eligible African American and American Indian students.

As a general rule, admission standards remain the same for all students. The local service area and partnership high schools have a lower minimum admission index and students outside the service area have a higher minimum admissions index. Statewide comparisons are challenging. Community colleges have higher rates of students of color. For Butte College, diversity enrollment is 5% African American, 2% American Indian, and 17% Latino. The Nonresident Aliens term was questioned and it was noted that the term is used by the Chancellor’s Office and for IPEDs reporting. Bill Allen clarified that it is used to identify non-US resident students.

Reviewed Fall 2013 Data: First-time Freshman applications up 2,328/13%; service area and partnership minimum index is 2900; currently have admitted out-of-area applicants down to the index of 3400. Clarified that post baccalaureate students are likely veterans or nursing majors and transitory students are high school scholars (dual enrollment while in high school) or exchange students (both national and international). Transfer applications are up 413/6% and we’re currently admitting out of service area applicants at a 3.5 gpa minimum.

We are anticipating a new target from the Chancellor’s Office for 2013-14, to grow enrollment by 1.2%; target planning to date was based on 1.1% growth, so we’ll need to accommodate +.1%. Once the Spring 13 census is finalized, and continuing student retention is analyzed, new student targets will be determined. We are expecting Spring 2014 to be “normal” or open for both new transfers and graduate students.

VI. National College Scorecard (Barbara Fortin)
Given the national spotlight on the new National College Scorecards, reviewed Chico State’s scorecard and our comparison with other CSU’s, a report compiled by MEP (attached). The MEP report does not define what figures mean; review the descriptions on the scorecard for details (e.g. costs reflected are after awarded Federal grants, financial aid, etc. are deleted). Bill Allen created other CSU comparison charts which weren’t reviewed at the meeting, but are included with the minutes (attached). A similar scorecard will exist for community colleges.

VII. Modes of Instruction (MOI) (Rick Ford and Jennifer Meadows)
Rick and Jennifer distributed a list of proposed MOI’s that were recently reviewed by the Educational Policies and Programs Committee (attached). H, S, and T are new codes to improve the identification of instructional modes, in particular, online modes. Note: Asynchronous means student can log on anytime; synchronous means entire class (all students) logs on at the same time. It is their hope that the MOI’s will be adopted and included in an Executive Memorandum in the future. MOI’s will be included in the schedule of classes so students can clearly identify the course delivery mode. Registrar’s Office staff would work with academic department staff to expand the MOI categories when entering course setup. MOI’s would not be reflected on transcripts.
Discussed how Other or the “C” code will be used to label experiential, non-traditional, and special projects courses. Some committee members felt these shouldn’t be aggregated into MOI “C.” Jennifer will consult with the planning group. Overall, more detailed identification of online vs. in-person courses will assist enrollment management strategic planning.

VIII. **Strategic Enrollment Plan (SEM): Next Steps** (Barbara Fortin)
We are moving forward to seek final approval of the SEM plan during Spring 2013, to include presenting to the Council of Academic Deans, Cabinet, Executive Committee of the Academic Senate, and the Academic Senate. The SEM Task Force finalized version 14 during the Fall 2012 semester (attached). Once approved by all campus groups, Phase 2 will begin, which will include creating detailed implementation plans. EMAC and other campus partners will be included in Phase 2 planning.

IX. **Other:**
Early Start Program for Fall 2013; SB 1440 AA-T/AS-T; General Education and Writing Intensive Courses (All)
Due to lack of time, items tabled until next meeting.

X. **Remaining Spring 2013 meetings:** 3/26/13, 4/23/13, 5/21/13
The next meeting will be held 3:15-4:45 p.m. March 26, 2013 in SSC 206.

Meeting adjourned at 5:00 p.m.

Respectfully submitted,

Terry Battle