Minutes
Enrollment Management Advisory Committee Meeting
May 21, 2013

In attendance:

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<tbody>
<tr>
<td>Bill Allen</td>
<td>x Jennifer Ryder Fox</td>
<td>Allen Renville</td>
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<td>x Terry Battle</td>
<td>x Taylor Harren (AS Pres)</td>
<td>John Schwartz</td>
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<td>x Allan Bee</td>
<td>x Kathleen Kaiser</td>
<td>x Paula Selvester (Senate Chair)</td>
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<td>x Kenneth Chapman</td>
<td>x Jeff Livingston</td>
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<td>Baohui Song</td>
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<td>x Diana Dwyre</td>
<td>x Angelina Pereda (AS Legis)</td>
<td>George Thompson</td>
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<td>x Rick Ford</td>
<td>x Jennifer Meadows (Chair)</td>
<td>x Jessica Verardi</td>
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<td>x Barbara Fortin</td>
<td>x Russ Mills</td>
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<td>Dan Reed</td>
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<td>x Nicole McAllister (outgoing AS Legis)</td>
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Meeting convened at 3:17 p.m.

Announcements

- Two members from the higher education community are serving on the Smarter Balance committee; one is Bev Young. They are trying to form a group on Career Technology; Kathy Kaiser has been nominated.

Minutes from 4-23-13 Meeting

- Correction: CSU Admissions Advisory Council - Kathy stated that it is already letter of the law in determining the legal “A-G” courses. The Board of Education is going to be the rubber stamp.

CSU Admissions Advisory Council Announcements (Kathy Kaiser)

- Has not met since meeting with the UC BOARS.
- Falling enrollments in UC.
- Five courses by SJSU and other CSU campuses are undercutting the cost to increase enrollment. Campuses are required to grant transfer credit for introduction general education courses (i.e. if it is a “golden four” course and it can be evaluated).
- CSU faculty are running online courses, with help from teaching assistants. If CSU online ever becomes viable, how will enrollment management plans be impacted?
- Chico submitted PHIL 102 and ART 100 as online courses; the art course did not go forward.
- Accepting online enrollments July 22 – Aug 8th. Students must apply at their home campus. Sacramento State is sending a research team to review course impacts from the transfer AAPs.
- “CSU online” is planned for degrees. Only doing self-support online courses. It is hoped it will evolve into course sharing. Requirements to enroll, full-time students with one semester.
- There is going to be a CSU website. Pilot program being managed by CSU; currently 23 courses. We should be more concerned for courses being offered by other campuses and how they impact our programs. Jennifer will ask for clarification from Bill Loker.

Butte Update (Al Renville)

- No report: Al submitted an electronic update after the meeting (attached).

Enrollment Report (Allan Bee, Barbara Fortin)

- Barbara distributed the enrollment update (attached): Chart 1 - annualized FTES target;
Chart 2 – current new student numbers; targeting 2% growth.

- Planning for “summer melt,” students who have declared intent to enroll but may change their mind. Still pockets of students that will add to the new freshman and transfer numbers throughout the summer, such as disqualified students, returning students, and newly recruited athletes. Will allow some flexibility with deadlines and hardship situations.
- Service members are being encouraged to use the GI bill for online courses while they are still in the service.
- State University Grants (SUGs) – Financial aid available for graduate students. Concern for what will happen to graduate students and their cohorts if it discontinues; will impact graduate students negatively.
- Russ would like to see new student numbers compared to last year. Headcount is also important for other funding sources.
- Need to explain and market the importance of a college education to the community.
- Rick Ford suggested re-considering allowing FTF to begin in the spring. Believe it is not allowed by Chancellor’s Office. Planning for a normal spring, allowing UD new transfers and graduate students.

Diversity Recruitment Activities (Allan Bee)

- Allan reviewed strategies for recruitment, including staff travel. Paula stated we think we have to import diversity, but need to recruit students in our own backyard. Presentations to prospective students are tailored to visitations.
- Admissions has a Sacramento recruitment campaign. Need to consider the demographics of the eligibility pool. Lamar has been effective in southern California schools.

Strategic Enrollment Plan Endorsement Update (Barbara Fortin)

- Since this committee last met, Russ, in Barbara’s absence, presented the Strategic Enrollment Plan to Academic Senate. Main feedback included expanding our relationship with Butte College.
- Allan and Barbara also presented the Plan to Cabinet. President Zingg requested including specific “messaging” language, the elements which make a Chico State education unique. Implementation of the Plan must also consider coordination and integration with other University strategic plans.
- Kathy noted there is little reference to “technology” as it relates to courses and online courses. The Plan will continue to evolve and should incorporate technology changes.
- Next step is to plan implementation details.

2014-15 Impaction Approval (Barbara Fortin)

- Distributed the Chancellor’s Office approval letter (attached).
- Since then, there has been a minor wording change: “…programs in Music (Recording Arts Option)” to reference the change in the department name from Music Industry and Technology to Music.

Election of Chair for 2013-14 Academic Year

- Kathy moved to nominate Jennifer Meadows as EMAC chair for the 2013-14 academic year; motion was seconded by Nicole McAllister. The motion unanimously passed.

Next

- First meeting of 2013-14 will be in September; stay tuned to date, time, and location.

Meeting adjourned 4:50 p.m.

Respectfully submitted, Terry Battle, Retired Annuitant