MINUTES
ENROLLMENT MANAGEMENT ADVISORY COMMITTEE MEETING
September 24, 2013

In attendance:

| X  | Bill Allen          | X  | Taylor Herren (AS President) | X  | Allen Renville* |
| X  | Allan Bee           | X  | Kathleen Kaiser              | X  | John Schwartz   |
| X  | Diana Dwyre         |    | Kevin Klipfel                | X  | Baohui Song     |
| X  | Rick Ford           |    | Amy Lance*                   | X  | Allen Renville* |
| X  | Barbara Fortin      | X  | Jeff Livingston              | X  | Jessica Verardi |
|    | Jennifer Ryder Fox  | X  | Jennifer Meadows (Chair)     | X  | Nicole McAllister* (AS Dir Univ Aff) |
| X  | Lori Fuentes        |    | Angelina Pereda (AS Legis Aff) | X  | Dan Reed        |

* = Augmented Members   X = In attendance

Meeting convened at 3:17 p.m.

Introductions and Announcements (Jennifer Meadows)

- Kaiser requested future agendas include “Approval of Agenda” item.

Minutes from 5-21-13 Meeting (Jennifer Meadows)

- Please contact Fuentes if there are any changes to the May 21, 2013 minutes.
  (No changes received as of 10-16-2013, therefore approved)

Enrollment Updates (Barbara Fortin, Allan Bee, Bill Allen)

1. Fall 2013 Enrollment
   - Fortin distributed copies of a Preliminary Census Information report (see attached) and discussed the data:
     - Report includes targets for 2013-14 based on a 1.2% growth above the 2012-13 target (170 additional resident FTES). The annualized resident FTES target of 14,363 is based on a 1.2% growth over last year’s target not last year’s actual.
     - Anticipate final census figures will be available by 10/7/13.
     - Compared to fall 2012 – campus resident FTES is up .15%.
     - Non-resident FTES is up 26%, largely because WUE students are now coded as non-resident.
     - Pro-active in providing courses that incoming students needed.
     - Total headcount is currently down by 130 (.7%)
     - Question raised as to how OIED Director Li’s efforts have affected the international student count.
     - ICE FTES is deducted from our enrollment count toward our resident FTES target. There will be a reimbursement from the Chancellor’s Office for providing the ICE courses.
     - Our spring semesters generally result in a lower FTES. We had planned on reaching 14,846 resident FTES in fall 2013, but presently are at 14,673. This lag means we have to be very proactive for spring to achieve our annual target.
     - Continuing student count is down slightly due to a lower than expected spring to fall retention.
     - Bill Allen will research if non-retained students are attending elsewhere.
   - Admissions distributed a “no show” survey last week to students who were admitted but didn’t enroll asking them why they didn’t enroll. Results from the survey should be available at the next meeting.
   - The First-Time-Freshman and Graduate new student enrollments are down, but Transfers are up.
   - Out-of-area Transfer GPA admission requirement was 2.0.
2. Spring 2014 Enrollment Planning
   - Admission application remains open for ALL eligible groups. Given fall enrollment is lower than expected, increasing new student target from 900 to 1,100 to assist in meeting our 2013-14 annualized resident FTES target of 14,363.
   - Degree Progress Report data will be used to consider which GE courses to add for spring. However, Political Science 155 courses did not fill for fall 2013. Dwyre would like to know who to talk to about “additional” course selections in the future.
   - Spring priority registration begins October 21 – analyzing which courses should be expanded to eliminate GE bottlenecks. Also should consider prerequisite courses that are true bottlenecks. Overall, course planning is needed.
   - Also consider upper level GE needs for the additional 1,100 transfers enrolling.
   - Should we consider opening to First-Time-Freshman in spring semesters? Would need to modify our impaction statement.

Online Policy Draft (Jennifer Meadows, Rick Ford) Handout Attached

- Meadows shared the policy draft with the Academic Deans Council. Next she will share it with department chairs and Academic Senate before seeking campus feedback.
- The Academic Senate ad hoc committee reviewed the white paper developed by the Statewide Academic Senate on online policy and tried to make the policy flexible so it lasts as technology changes over time.
- Send Meadows any feedback via email, phone call, etc.
- Modes of instruction will be updated for spring 2014.
- The Curriculum Advisory Board (CAB) has been looking at whether we can do an experimental trial on real bottlenecks to solve some problems.
- The “golden four” courses (math, English composition, oral communication, critical thinking) are being offered online by Humboldt and other community colleges.
- Kaiser questioned:
  - whether there should be a definitive definition of “online.”
  - page 4 – major vs. minor.
  - page 5 – use of outside contractors to deliver course content (clarify whether by vote, etc.)
  - page 10 – faculty office hours/availability—what is considered a timely response?
  - hybrid courses are “other” in the MOIs.
- Resident students cannot enroll in distance education courses unless they live 50 miles from campus.
- Distance education is referenced in the MOI as “T.”
- Should residential students be restricted from only taking online courses? After all, we are a residential campus.
- Why are we offering courses that could possibly be canned?
- Why are we putting money towards online? It states in the draft policy that it is a collective decision that the department must agree to do.
- Reconsider wording related to intellectual property concerns under General Assumptions. Dwyre will provide Meadows with additional data.

CSU Admissions Advisory Council Announcements (Kathy Kaiser)

- Southern CA campuses report significant growth pressure.
- It appears that CSU campuses received different explanations regarding ICE and that if they went over target on ICE enrollments it would hurt them.
- Northridge, Fullerton, and Chico had the highest ICE enrollments.
Sacramento and Sonoma large “senders” and communicated with their students twice. Chico State only sent out one email right before the semester began as we were waiting for implementation details.

AS Government was told that they should have taken more steps to notify the student body about these course offerings. They have been charged with providing more advertising next semester.

Nothing was available for students to enroll until August—the business process was completed very late.

Is this a “wrong” use of the governor’s funds?

ICE will be retooled for spring 2014.

Kaiser referenced article “Obama’s College Plan has Genius.”

Butte Update (Al Renville)

Last year Butte College had to turn students away. This year the target was 11,000 FTES with a 13,000 headcount, a 1.5% increase from prior year (up 300 for the year). Planned for additional 160 FTES this fall.

Overall for fall, up 20 FTES—headcount is down slightly and they will miss their target just slightly. Had to cancel 38 of 40 additional course offerings.

Implementing new recruitment strategies, as well as surveying students who did not attend that registered for orientation and didn’t enroll, those who did not attend orientation, etc., and have scheduled focus groups.

Basically Butte is back to recruiting students. Generally, as the economy improves, employment opportunities increase with resulting lower enrollment at community colleges. Also, the word had been that Butte was closed to new students, so they have been going elsewhere.

SB 1456 – Student Success Act of 2012 – has new financial aid requirements and penalties, etc. and students have to identify upon enrollment a degree, certificate, or career advancement goal and meet academic progress standards.

Students can no longer keep repeating a class an unlimited number of times.

Students with over 100 units are being moved to the back of registration sequence.

Butte will add 30 courses that are normally impacted next spring in an attempt to attract enough students to hit their annualized target. Need new dollars for course offerings vs. capacity.

Will be focusing some effort on out-of-state recruitment.

International student enrollment is up 20%.

Fall Semester EMAC Meeting Dates and Times (Jennifer Meadows, Lori Fuentes)

Fuentes will send out a survey to determine best meeting days/times for the group.

Enrollment Management Services Reorganization (Barbara Fortin)

Fortin provided a brief explanation of the EMS reorganization that was effective 9/23/13. The Chico Student Success Center and the Application Development and Technical Support offices remain in Academic Affairs. Admissions, Academic Advising Programs, Educational Talent Search, and the Office of the Registrar moved to Student Affairs.

There will be no change in the various collaborations between faculty and EMS units.

Next

Chico Preview Day – October 19th. Bee provided an event promotional flyer.

Meeting adjourned 5:00 p.m.
Respectfully submitted, Lori Fuentes, EMS AA/S
Action Items:

1. Please contact Fuentes if there are any changes to the May 21, 2013 minutes.
2. Bill Allen will check to see if non-retained students attended elsewhere.
3. Results from the “no show” survey should be available at the next EMAC meeting.
4. Dwyre would like to know who to talk to about “additional” course selections in the future.
5. Spring priority registration begins October 21 – need to discuss what courses should be opened up to eliminate the GE bottlenecks. Also should be offering prerequisite courses that are true bottlenecks. This needs to be reviewed closer than it has in the past.
6. Need to be conscious of upper level GE for the additional 1,100 transfers we need to enroll in spring 2014 in order to meet our annualized target for 2013-14.
7. Also consider upper level GE needs for the additional 1,100 transfers enrolling.
8. Should we consider opening to freshmen in spring semesters? Would need to modify our impaction.
9. Fuentes will send out a survey to determine best meeting days/times for the group.