ENROLLMENT MANAGEMENT ADVISORY COMMITTEE MEETING
March 25, 2014

Meeting convened at 3:18 p.m.

Approval of Agenda (Meadows)

• Approved

Introductions and Announcements (Meadows)

• None

Approval of Minutes (Meadows)

• Approved

Enrollment Updates (Renville, Fortin, Bee, and Allen)

Butte College Enrollment Update

• Butte is hoping to improve their retention rates and realize they need to be more ambitious in their recruitment efforts.
• The governor announced an increased enrollment target of 3% for community colleges. Renville does not believe Butte can achieve 3%—hoping the target will be reduced to 1 or 2% growth, which Butte could possibly achieve.
• Putting more money into marketing and outreach, and focusing more on out-of-state and international students.
• Will be reinstating winter session—eliminated it 3 years ago when enrollments dropped. Will also have a summer session.
• Kaiser stated we need to better communicate the status of northern community colleges to our southern counterparts. TMCs (transfer model curriculum- SB 1440) being turned away will be perceived as negative.
• Summer registration begins next week. It is a state-supported session, therefore financial aid applies.
• Started a new prioritization process which is outlined on Butte’s website.

Spring 2014 Census Final

Handout 1

• The final census numbers didn’t change much from the report shared at the last EMAC meeting.
• The growth was only .42% over our target.
• Social work, social science, ag-ed, and nursing have online degree programs. The students admitted must meet specific prerequisites. How are Course Match students being vetted at other campuses? How do other campuses know what is required for our degree granting courses?
The law states all online courses are to be available to all CSU students by 2015. Bee indicated it will require registration appointments. No guidance has yet been provided by the Chancellor’s Office. Fortin, Irving, and others participate in CSU system wide meetings and Fortin will bring it up at the next meeting.

- The Registrar reserves seats in Course Match sections for Chico State students.
- The Chancellor’s Office is not intending to align Course Match registration dates with semester registration dates at this time.
- McAllister is concerned there is little monitoring of how students are performing in the Course Match sessions. NOTE: The courses selected have been proven successful in this format. There was a specific process Bill Loker went through with the colleges to select these courses.
- McAllister believes the criteria are grade focused and does not believe that is the best assessment tool.

Fall 2014 Application Processing and Recruitment Update

- Admissions staff are completing freshmen processing.
- On March 24 Admissions sent emails to over 1,300 eligible first-time-freshmen at the 2900-3099 index letting them know Chico State cannot accommodate them for the fall 2014 term so they know to pursue their other options.
- Students now in “applicant” status may submit a housing application.
- Admissions staff have admitted over 1,700 transfer students.
- Admissions staff are in week 6 of a calling campaign to students of color. Now that other campuses have sent out acceptance/denial letters, we are getting more interest.
- Choose Chico is April 5th for admitted students and guests, but anyone can attend. On March 24th we were 600 ahead in registration from previous years. We have tremendous support from the campus—there is a depth of offerings, campus tours, availability of staff, tours of housing, studios, etc.
- April 8th is the reply deadline for eligible freshmen who were offered the waitlist.
- By April 29th we will let applicants know whether we can accept them or not. In the past we waited after May 1st, which is the official intent to enroll deadline.
- Local area applications are prioritized.
- San Jose State indicated last week they are already 16% over target.
- SB 1440 students are being referred to Chico State from San Jose and Fullerton.
- Financial Aid notifications will go out next week.
- Show-up rates are higher at the more selective campuses (Berkeley, etc.)

Admit and Enrolled Data by College

- Deans were interested in seeing where new admits are applying, so Allen provided three scenarios with three assumptions: 1) same show-up rate as fall 2013; 2) 5-year average of show up rates; and 3) 10-year average.
- Have only processed about half the number of transfers we should receive.
- Ford concerned that estimates are all above our required target.
- We believe 2013 will be a better yield indicator than past semesters.
- As needed, we can be stringent with deadlines which will help control enrollment numbers.
- Transfer students will likely not be at the same level this fall.
- There are a lot of options for students, and parents are being presented a variety of financial scenarios.
- We have 1,000 additional students at the 3500 index and above every year.

International Student Support Update (Meadows)

- Meadows checked with Frank Li and Loker regarding funding from international enrollments. There is no funding model at this time, but a task group is working on creating one.
- Li plans on holding workshops to help faculty work with international students.
- Loker responded that international student support is at the same level it has been for years. Problematic since international students are increasing.
- Unsatisfactory response regarding where the funds are directed.
- Question remains: how do we get some of the international funds directed at the departments and advising directly affected by the increase in international enrollments?
Admissions Advisory Council Update (Kaiser)

- There have been a lot of recent discussions about what each campus is doing about TMCs. One focus has been about whether the fees are directed towards keeping student workload manageable. One suggestion was to charge by unit.
- Discussions about issues with supplanting—moving courses from state to summer offerings. It is legal to supplement normal offerings—more demand, so campuses add courses in the summer.
- Teach-out issue is pretty hot as programs were shut down. Definitions are being reviewed.
- Meeting on May 19. Another potential meeting on June 6 with BOARS to discuss clarifying high school classes “A-G.”
- About $50 million in a California careers pathways trust ready to be used to encourage K-12s and community colleges to setup career paths.
- Link Learning Pathways – smaller funding – starts in middle schools, then to high schools, and on to community colleges—links to Common Core.
- There is a need in California for greater job expansion.

Other

- Kaiser questioned the Early Start Data—all produced by Institutional Research. There is no narrative, just a bunch of statistics. Difficult to determine whether the campuses felt Early Start is working. Would be good to know if we are being effective.
- McAllister will get student feedback on the textbook issue Kaiser emailed to the committee earlier today.

Meeting adjourned 4:48 p.m.
Respectfully submitted, Lori Fuentes, EMS AA/S

Action Items:

1. McAllister will get student feedback on the textbook issue Kaiser emailed to the committee earlier today.

2. How are Course Match students being vetted at other campuses? How do other campuses know what is required for our degree granting courses? The law states all online courses are to be available to all CSU students by 2015. Bee indicated it will require registration appointments. No guidance has yet been provided by the Chancellor’s Office. Fortin, Irving, and others participate in CSU system wide meetings and Fortin will bring it up at the next meeting.

3. How do we get some of the international funds directed at the departments directly affected by the increase in international enrollments?