MINUTES
ENROLLMENT MANAGEMENT ADVISORY COMMITTEE MEETING
April 22, 2014

In attendance:

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

* = Augmented Members     X = In attendance

Meeting convened at 3:18 p.m.

Approval of Agenda (Meadows)

In Bee’s absence, Fortin will cover his agenda items.

Introductions and Announcements (Meadows)

- A new committee has been charged by the Provost to look into international capacity related issues, funding models, countries to target, and how enrollment numbers are reported and counted. The International Growth Committee members are: Ben Juliano (ECC), Bill Loker (UED), Frank Li (OIED), Judith Hennessey (BUS), Tony Waters (SOCI), E.K. Park (GRAD), and Jennifer Meadows (CDES). EMAC members asked about student representation on the committee (there is none) and suggested that someone from ALCI be added to the committee.

Approval of Minutes (Meadows)

- Corrections:
  o Page two – “after” May 1st
  o Last bullet – selective campuses (replace prestigious campuses)
  o Under Admits…Bill Allen not Bee
  o First Allen on page two should be Bee

Enrollment Updates (Renville, Fortin, and Allen)

Butte College Enrollment Update – Allen Renville

- No updates to the previous report.
- Butte does have plans to add more biology and chemistry sections to the summer schedule as sections become wait listed, assuming they can find enough instructors to teach the additional sessions.
- Fall registration is open – Renville emailed the registration information to the committee (forwarded by Fuentes on 4/28/14).

Fall 2014 Continuing Student Registration – Barbara Fortin

- Fall 2014 registration opened on April 14th.
- Kim DuFour in Academic Advising has been tracking GE course offerings. She indicated there are enough sections to accommodate continuing students who need to fulfill GE requirements.
- Course seats will be held for students who attend summer orientation (freshmen and transfers).
- The average workload for resident students is currently 12.77. Last year it was 12.78.
- Compared to this time last year, we are slightly down.
We are using an anticipated spring 2014 to fall 2014 continuation rate of 76% for continuing students.
Registration for continuing students is open through May 16.
CSU is working with CSUA on making CourseMatch bigger and better even though they are not aligning the registration dates with campus registration dates. All online courses are to be offered through CourseMatch by fall 2015. Next week Fortin, Bee, and others will attend a CSU meeting and will see if there is any new information. Bill Loker is our campus contact for CourseMatch. McAllister would like to see more faculty and student representation in the CourseMatch conversation. It would also be helpful to have staff who are supporting CourseMatch on our campus to be involved in the conversation. The question was again raised on how faculty will serve students from other campuses when we are having difficulty serving the students on this campus? How will courses be vetted?

**Enrollment Limits:**

- **During Priority Registration:**
  - Undergraduate students with less than 90 projected units may enroll in up to 16 units. Projected units include units completed and units in progress.
  - Undergraduate students with projected units of 90 or more may enroll in 17 units.
  - Post baccalaureate students may enroll in 17 units.

- **During the add/drop period (opens August 4):**
  - Undergraduate students may enroll in up to 21 units. A petition is necessary to enroll in more than 21 units.
  - Post baccalaureate students may enroll in up to 21 units, except for graduate students, who may enroll in up to 18 units.

We have received approximately 2400 graduation applications for spring 2014.

**Fall 2014 New Student Activity – Barbara Fortin**

- This year’s expanded calling program to admitted students totaled 5,515 compared to 2,700 last year. There were 2,600 messages left on machines/phones or with family members, 2,000 direct contact with student, and less than 1,000 where callers were unable to make any contact or leave a message. Staff from Admissions, Educational Talent Search, Summer Orientation, and other offices participated.
- Choose Chico! had 1,316 students attend and overall, 3,513 people in attendance. This was a campus record and provided the best show rate we have ever had. Fortin thanked everyone for their participation.
- Summer Orientation registration opened April 1. Last week, we were running about 10% over last year’s registration numbers. Students will continue to sign up through June.
- Housing applications went live on April 8. On the first night 1,663 applications were submitted compared to 1,200 last year. At the end of the first week, we had a total of 2,198, which is about 44% higher than last year.
- Housing can accommodate about 2,300 students. They prefer to have a waitlist to backfill any melt.
- The UCs have rejected a record number of students for next semester, which may be why we are seeing the high responses. UC Davis has accepted around 41% of their applicants—which is substantially higher because they are planning to grow by about 5,000, the majority of which they hope to be international students. These actions may impact our campus.
- High school demographics for California are trending downward.
- The Intent to Enroll deadline is May 1, but we may adjust as we did last year if necessary. First-time-freshmen are up from previous years; transfers are down; overall, we are up.
- As of April 22, we had 550 transfer applicants that have not been processed. There is not enough Admissions staff to process the additional applications. Admissions has traditionally brought in a retired annuitant to help with processing so transfers can submit their intent to enroll by the May 1 deadline. Admissions needs additional staffing, but base funding is required to add staff positions. There is the same number of staff as five years ago (when Admissions lost a freshmen processing staff) even though the number of applications to process has increased exponentially. Financial Aid has the same issue with more work, same number of staff. Admissions has excellent staff, but they just cannot process all the additional applications as quickly as we need them to, even with the use of technology. It is vital for a person to review each application.
- EMAC made a recommendation: **EMAC recommends additional staff resources be provided to Enrollment Management Services and Financial Aid for timely processing of applications.** Meadows will obtain salary figures from Admissions and include in our annual report to cabinet. Vote taken: Ayes were unanimous.
First time freshmen target is 2,565 and transfers is 1,710. The estimated post-intent to enroll melt 4-year average is 13.87% for first-time-freshmen and 17.89% for transfers.

**Graduation, Continuation, and Remediation Data (Allen) Refer to Handout**

- CSU advised our campus that we need to bring our graduation rate above 60%. 2009 is the cohort of interest (metric applied).
- During 2010-2012 we were 60-61%. In 2013 we dropped to 57%.
- The F/T URM vs. F/T Non-URM freshmen numbers gap was to be eliminated or reduced. CSU set a 56% target for F/T URM graduation rate.
- The graduation rate in 2009 was 21% for those who graduated in 4 years. 14% of URM made it through in 4-years. 23% of Non-URMs made it through in four years.
- Students of color (non-white) track similar to non-URMs.
- Upper Division Transfers graduation rate in 2009 was 28%.
- URM transfers do better than URM freshmen. Possibly because remediation is done before transfers come here.
- Reviewing the 2009 cohort, we lost 15% after the first year, 9% the second year, 2% the third year, and in the fourth year 21% of the cohort graduated.
- Tracking the 2008 cohort, we lost 18% after the first year, 9% the second year, 4% the third year, and 18% graduated in year four.
- Degrees are created to be completed in four years.
- We generally rank in the top eight of the CSU for graduation rates.
- McAllister pointed out that students finishing in five years are doing more (internships, options, etc.) and it doesn’t mean they have failed. They have actually accomplished more. Students should have a program target completion date not simply be told to finish in four years.
- Committee members would like a break down showing majors, how many minors, options, how many times students changed their major, when they declared their major, etc.
- In the first year, we lose 15% of first-time-freshmen. We lose 17% of URM.
- We lose most of the freshmen class in the first year. If they make it three years, they tend to make it to graduation.
- Admissions index spiked in 2010 when we had to cut enrollment.
- Index is not a good predictor of success; GPA is probably a better indicator.

**Policy for University Facilities Allocation and Use Feedback (Meadows)**

- The executive memorandum (EM) signed by the Cabinet in November didn't come up for review until February. Most of the older EM on how to prioritize, etc. was removed. Cabinet hired a consultant to review EO 1000 and how to pare down the Facilities policy. The new EM centralized the decision-making with Cabinet with no input from faculty or deans. Caused a great deal of negative responses from campus. Two sub-committees have been formed to investigate the facilities situation and the new/old EM. A recommendation will be made to revise the EM as well as to overhaul how decisions are made on campus. It will be public and more inclusive. There will also be a request for a quarterly report from Cabinet listing the policies that have been made/changed-prepared by the Chief of Staff.
- In the interim, the recommendation is to return to the original facilities policy until the revised EM is finalized.
- Information on this is available on the Academic Senate website under the Senate agenda.

**EMAC Report to Academic Senate on May 8, 2014 (Meadows)**

- Meadows is preparing the report.

**2014-2015 EMAC Chair Selection (Meadows)**

- Meadows will send out an email to the committee regarding the 2014-15 EMAC Chair selection.

**Cancellation of May 20th Meeting (Meadows)**

- Cancelled.
Meeting adjourned 4:46 p.m.
Respectfully submitted, Lori Fuentes, EMS AA/S

**Action Items:**

1. EMAC members asked about student representation on the International Growth Committee (there is none) and suggested someone from ALCI be added to the committee.

2. McAllister would like to see more faculty and student representation in the CourseMatch conversation. It would also be helpful to have staff supporting CourseMatch on our campus to be involved in the conversation.

3. How will faculty serve CourseMatch students from other campuses when we are having difficulty serving the students on this campus? How will courses be vetted?

4. Committee members would like a break down showing majors, how many minors, options, how many times students changed their major, when they declared their major, etc.

5. Meadows is preparing EMAC’s annual report to present to the Academic Senate.

6. Meadows will send out an email to the committee regarding the 2014-15 EMAC Chair selection.