

California State University, Chico



Division of Student Affairs

OFFICE OF ADMISSIONS
ANNUAL REPORT
2014-2015

I. MISSION STATEMENT

The mission of the Office of Admissions at California State University, Chico is to achieve general university and specific college and department enrollment goals while providing exceptional service to prospective students and their families; and to support the work of secondary and community college counselors, the CSU Chancellor's Office, and other internal and external CSU, Chico colleagues and constituents that rely upon the Office of Admissions for information and service.

The Office of Admissions' efforts support California State University, Chico's mission to be

"committed to assist students in their search for knowledge and understanding and to prepare them with the attitudes, skills, and habits of lifelong learning in order to assume responsibility in a democratic community and to be useful members of a global society."

Specifically, the Office of Admissions will strive to achieve the following goals:

- 1) Enroll the desired mix of quantity and quality First-Time Freshman (FTF) and Transfer students using meritocratic standards while ensuring access for local service area and traditionally disadvantaged students, and achieve the ethnic diversity representative of California's graduating secondary school populations with particular emphasis on local service area schools.
- 2) Increase the quantity and quality of applicants through effective marketing of CSU, Chico's mix of desirable qualities; location and campus, academic programs and their quality, social climate, cost, personal and career development opportunities, and alumni support network.
- 3) Respond to inquiries, visits and applications more quickly and effectively than our competitors. If possible, include acknowledgement of previous interaction(s) in our responses with the goal of building a long term relationship with each prospect.
- 4) Counsel and recruit local service area and California secondary and community college students regarding public postsecondary opportunities in California and CSU, Chico in particular.
- 5) Collaborate with the campus community and CSU colleagues to achieve mutual enrollment goals and to maintain close communication links regarding admission, diversity, and enrollment issues.
- 6) Support the CSU Chancellor's Office programs and goals through leadership and participation in programs such as CCUD, counselor's conferences, CSU workshops, and timely response to information requests.
- 7) Maintain the highest level of professional standards and ethics as embodied in the Statement of Principles of Good Practice endorsed by the National Association of College Admissions Counselors (NACAC) and other recognized professional associations.

As the point of first contact between students, their families, and the University, the services and activities provided by the Office of Admissions (ADMS) are at the very front of the graduation pipeline and set the tone as to how the University is perceived at large.

II. ACCOMPLISHMENTS

1. Achieved 2014-2015 enrollment target

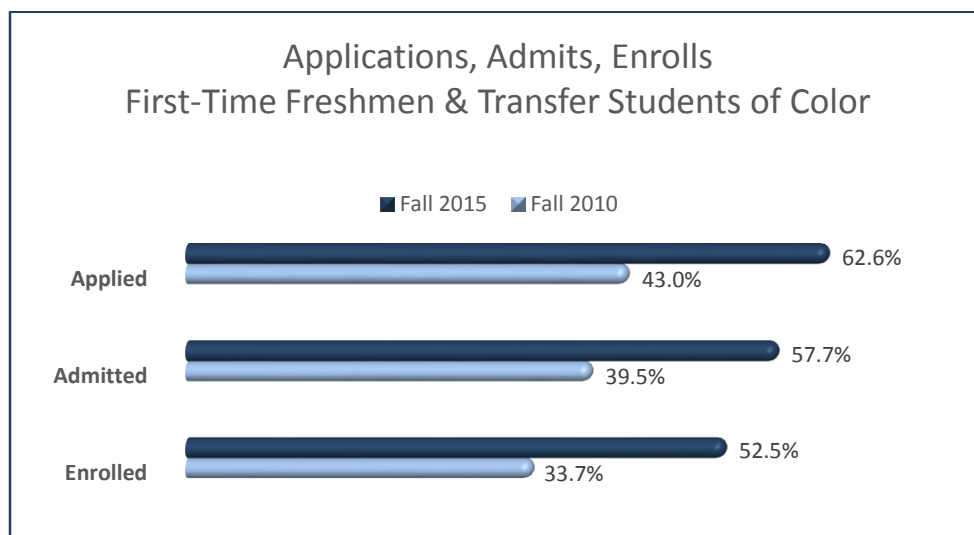
- Resident full-time equivalent student (FTES) target was 14,563, which represented a moderate 1.39% increase over the 2013-14 resident student target, or an increase of 200 resident FTES, equivalent to approximately 188 headcount.
- The annualized resident FTES total of 14,991 was 428 or 2.9% over target.

Resident Students			
Term	Year	Headcount	FTES
Summer	2014	117	62
Fall	2014	16,357	15,416
Spring	2015	15,408	14,504
Annualized	2014-15	15,941	14,991

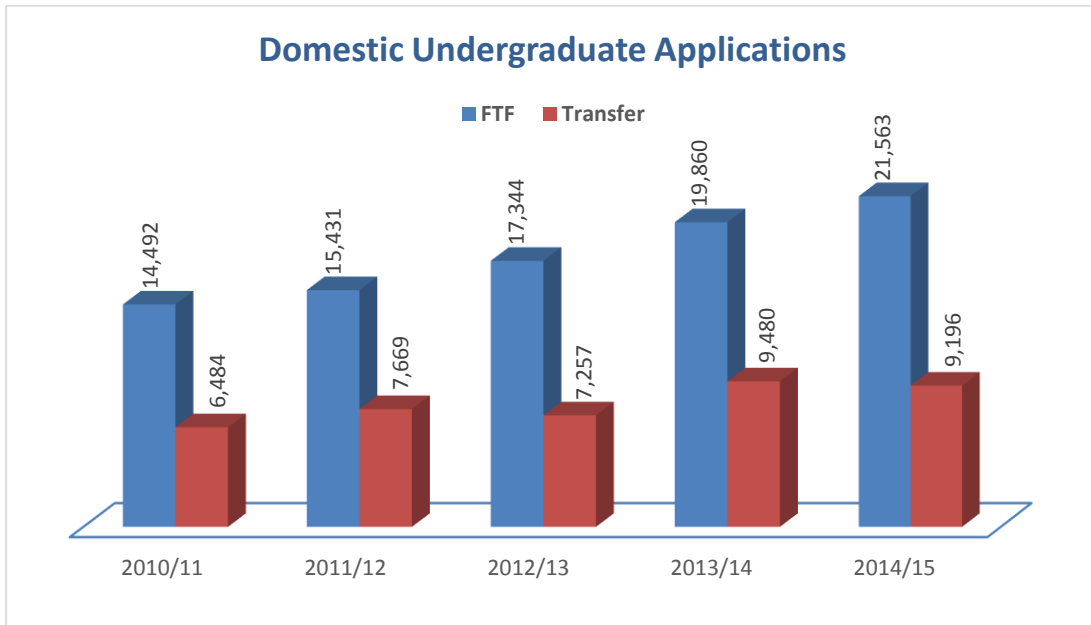
(Source: Institutional Research—CSU Chico Census Enrollments and FTES by Academic Year with Targets – Resident Students)

2. Increased diversity of applicant, admit, and enroll cohorts to all-time highs

- The percentage of applicants, admits, and likely enrollees who identified as students of color (SOC) again reached historic highs. As of July 1, 2015, 66.4% of fall 2015 FTF applicants identified as SOC, comprising 61% of those admitted and 59.8% of those who submitted an intent-to-enroll.
- Transfer SOC represented 50% of applicants, 46.8% of admits, and 41% of intent-to-enrolls.
- SOC represent 62.6% of applicants, 57.7% of admits, and 52.5% of likely enrollees. Final data will be available at census.
- In the five-year period between fall 2010 and fall 2015, the percent of enrolled SOC increased for both FTF (59.8% from 38%) and Transfers (41% from 28.5%).



- The number of domestic undergraduate applications processed by Admissions staff continue to increase. Five-year growth: FTF increased 7,071 or 48% and Transfers increased 2,712 or 41%.



3. Professional Development Conference

- Hosted CSU Professional Development Conference (PDC) in August 2014. Over three days, 130 outreach professionals from 21 CSU campuses, along with staff from the Chancellor’s Office, participated in 20 different workshops, teambuilding activities, and exploration of the campus and surrounding Chico community.

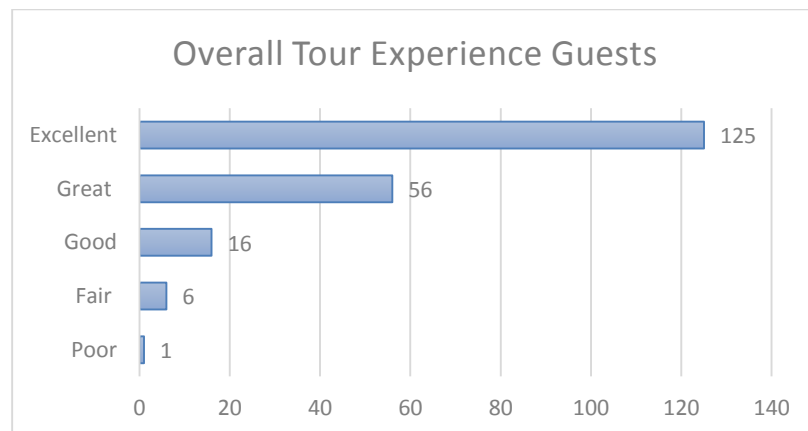


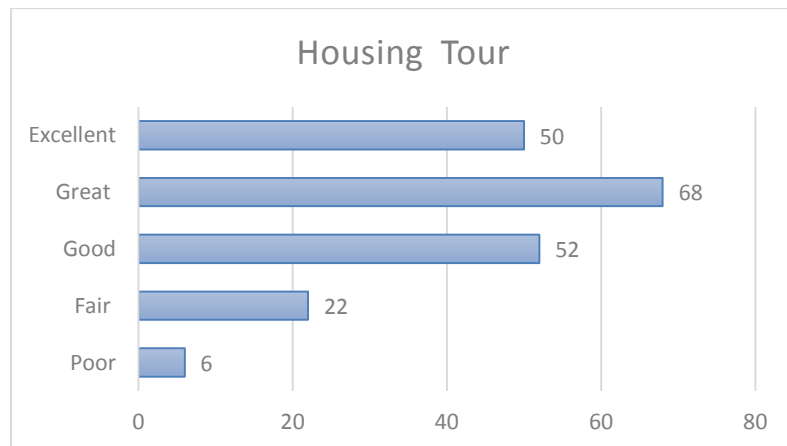
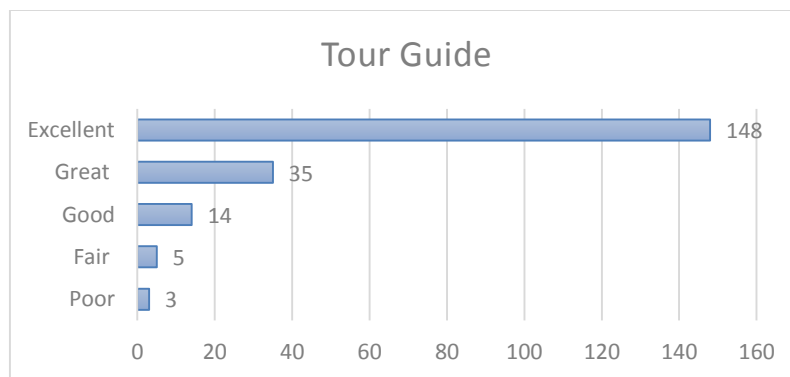
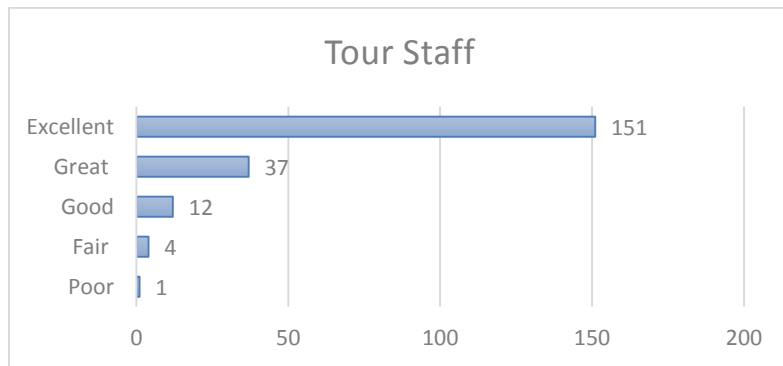
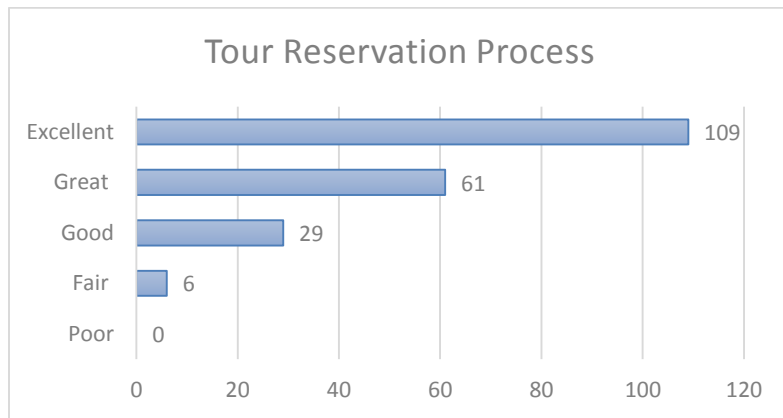
- Campus partners assisting with planning, logistics, and presentations included: University Housing and Food Service (UHFS), Associated Students Food Service, University Printing Services, Student Financial Services, Office of International Education (OIED), College of Agriculture, Wildcat Recreation Center, Cross-Cultural Leadership Center (CCLC), Vice President for Student Affairs (VPSA), and Enrollment Management Services (EMS), along with presenters from Cal Poly, San Francisco, the Chancellor’s Office, the California College Guidance Initiative, and the College Board.
- The conference received an *overall* rating of 77% excellent, 21.3% good, and 1.6% average ratings. Presentations, activities, and accommodations all received positive ratings. Participant comments included:
 - “The Chico PDC committee did a phenomenal job. Everything worked smoothly and efficiently. Kudos to them and their team! Great conference Chico!”
 - “I truly appreciate the effort that went into this event! I can’t wait to see everyone while out on the road. Job well done to all who hosted the event!”
 - “I was really sad leaving this PDC, even more so than the others, because I knew there was something special about this one. It’s never going to be like this again. I saw so many new faces and the reality of it is that this congregation will never ever take place again. It was beautiful, it was fun, and I appreciated every minute of it. Thank you, Chico!”
 - “Everything was well organized and the information given was very valuable. I would like to thank the planning committee and CSU, Chico for hosting us and for providing us with great customer service!”
 - “With a smaller staff, it seems you did the work as if you had a larger staff; quite impressed with your kindness and warmth as a host, thank you sincerely.”

ADDITIONAL NOTABLE ACCOMPLISHMENTS

- Rebuilt the admissions print letter program. The creation and implementation of this PeopleSoft integrated program produces and tracks all undergraduate print communications (e.g., accepts, denied, missing requirements letters), vastly improving user functionality and real-time data accuracy.
- Redesigned headers for e-communications to unify the branding theme and conform to the new viewbook design.
- Utilized auto-import function to improve efficiency and timeliness of communication to prospective MESA Engineering Program (MEP) students.
- Launched a new e-outreach model in spring 2015, providing presentations to large audiences, one-on-one counseling appointments, and collaboration with regional partners without incurring travel expenditures. Beta testing reached 216 contacts across eight different sites utilizing a mixture of Skype, a text messaging platform, and online-webinar tools. Two notable additions to the e-outreach model in fall 2015 will be collaborations with LA Alliance Academy High Schools (14 sites) and the Sacramento City College Transfer Center.

- Increased overall guest attendance at premiere campus visit events: *Chico Preview Day* hosted over 1,300 students and families, and *Choose Chico!* hosted over 3,500 admitted students and families.
- Collaborated with Creative Media and Technology to produce a video for weekend pre-tour presentations: <https://www.youtube.com/watch?v=i956ez0GVVw>.
- Began development of a high school and community college database to assist in enhancing outreach, marketing, and communication.
- Fully launched Instagram presence in social media offerings.
- Provided tours and campus information to over 13,026 visitors:
 - Conducted pre-tour presentations and tours Monday-Saturday for 5,945 visitors, including 2,285 prospective students.
 - Chico Preview Day: provided walking tours for 497 visitors and trolley tours for 219 guests.
 - Choose Chico!: provided walking tours to 1,266 visitors, walking tours in Spanish to 68 visitors, and guided classroom tours to 101 visitors.
 - Specialized tour programs: provided 142 tours to 5,565 middle school, high school, and community college students visiting from Los Angeles to the Oregon border and beyond. Supported the Chico Student Success Center’s (CSSC) hosting program, which included 13 groups and 742 students. Also supported a variety of on- and off-campus departments and programs (e.g., Communication Sciences & Disorders, TRiO, Athletics, Journalism, Business Information Systems, Consumer and Family Studies, Music and Theatre Arts, Agriculture, Foster Youth, Career Center, College OPTIONS, and Advancement via Individual Determination (AVID)).
 - Supported special visits for CCLC’s Pipeline 2 College program.
 - Sacramento initiative: provided bus travel stipends up to \$1,000 and on-campus meals to nine targeted schools, resulting in hosting 416 students, 85% of whom were SOC.
 - Expect More Tehama and College OPTIONS collaborations: hosted 742 eighth grade students over the course of 11 days from 11 Tehama County schools.





- Diversity initiatives:
 - Southern California regional recruiter focused on personalized diversity recruitment in the Los Angeles and San Diego areas.
 - Hosted Inglewood Unified partnership students for a two and a half day campus visit that highlighted collaboration with campus partners.
 - Co-hosted, with CSSC and Academic Advising Programs (AAP), a pre-orientation program in Inglewood.
 - Provided admissions/application workshops and special campus tours for programs supporting low-income, first-generation students (e.g., CSSC, Equal Opportunity Program (EOP), TRiO, AVID, College OPTIONS, and MEP).
 - Provided \$1,000 travel stipends to nine high schools outside local service area as part of the Admissions Stipend Program. Juniors and sophomores were invited to visit campus, participate in workshops, and experience campus life in an effort to expand diversity recruitment outside the service area.
 - Piloted expanding the Morningside/Inglewood Partnership with a focus on transfer students. In fall 2015 will target high schools feeding into Los Angeles and San Diego community colleges. Overall, plan to improve the diversity of the out-of-area transfer pool and yield rates.
 - Established a relationship with Los Angeles Alliance School District (14 high schools) to encourage aspiring students.
 - Coordinated support of the CSU-sponsored Parent Institute for Quality Education (PIQE) program in four service-area high schools, including commencement speeches.
 - Two staff mentored fall 2015 EOP Summer Bridge students.
 - Three staff participated in year one of the EOP Brotherhood Initiative.
 - Participated in Foster Youth Program events and prospective student follow-up.
 - Supported prospective students through the Veteran's Educational Support Team.
 - Associate director served on the Chancellor's Office veteran's workgroup, focusing on a variety of issues facing student veterans.
 - Participated in the Spanish-speaking summer orientation program planning.
 - Developed a new recruitment initiative, in coordination with the Accessibility Resource Center (ARC), to recruit deaf and hard-of-hearing students from Ohlone College and American River College for the fall 2016 recruitment season.
 - Staff participated in the Chicano Latino Council, AB540 (Non-Resident Tuition Exemption) support group, and assisted with the Latino Graduation Celebration.
 - Staff participated in the Student Affairs Diversity Committee, in particular, the Student Affairs' Diversity Poster Session highlighting Admissions' diversity efforts and achievements.
 - See [Program Evaluation 2014-15, #2](#) for additional diversity recruitment achievements.
- Admissions counselors, FTF coordinators, and transfer evaluators assisted nearly 39,000 prospective students (fall = 28,922; spring = 10,066) during the 2015 application cycles.

- Provided specialized admission application support for many offices and programs, including, but not limited to: OIED, Graduate Studies, AB540, CSSC, EOP, Nursing, Regional and Continuing Education (RCE), Associate Degree for Transfer, Athletics, Journalism, Construction Management, Agriculture, Social Work-Distance Learning, Foster Youth, Veterans, and TRiO.
- Organized admitted student calling campaigns:
 - Staff and students called 2,837 admitted FTF SOC over twelve days, answering questions and encouraging them to submit their intent to enroll.
 - Deans were provided admitted student lists, with recommended talking points, to encourage chairs, faculty, and staff to inspire enrollment.
- Conducted On-the-Spot Admissions programs at service area community colleges.
- Visited 325 high schools during college fairs/visits and participated in 76 college transfer days.
- Participated in a variety of North State Initiatives (e.g., College OPTIONS, Expect More Tehama, College: Making It Happen, Shasta County Higher Education Task Force, and the Shasta County REACH Higher Initiative). See [Program Evaluation 2014-15, #5](#) for achievement details.
- Participated in the CSU Mentor (admissions application) Steering Committee.
- High School Scholars Program produced a record number of applications and enrollees.

III. CHANGES IN POLICIES AND PROCEDURES

- Developed new Early Start Program business processes to include new conditional categories, expanded admitted student communications, and cross-campus operations collaboration.
- Increased collaboration with Office of Veterans Affairs and Office of the Registrar to identify veteran dependents.
- Utilized new eVerify site to verify status of Associate Degree for Transfer students.
- For transfer applications, implemented auto-population of checklists in PeopleSoft and redefined routing in Image Now. These technical improvements saved hundreds of hours in student worker processing time and allowed an earlier file completion deadline, moving applicant files into review status more quickly.

IV. RESOURCES SUMMARY

Financial Summary for 2014-15

Base Budget

Salaries	968,705.00	
General Salary Increase	37,529.00	
Reclassification Increases	17,712.00	
Operating Expenditures	236,000.00	
Total Base Allocations		1,259,946.00

One-Time Allocations:

Work Study	35,447.65	
Additional Work Study	12,000.00	
Staff Time Base Increase	1,751.75	
North State Initiative	28,000.00	
Reallocation of EMS funds	89,000.00	
Total One-Time Allocations		<u>166,199.40</u>

Total Admissions Budget Allocations **1,426,145.40**

Personnel Activity 2014-15

• New Hires

- Rebecca DeWitt, Coordinator (9/8/14)
- Maggie Souza, Coordinator (9/15/14)
- Pedro "Peter" Martinez, Associate Director (9/22/14)
- Jeff Logsdon, Counselor (10/14/14)
- Cheryl Haynes, Coordinator (5/18/15)
- Adam Stoltz, Director (6/1/15)

• Temporary Hire(s)

- Ramona Espinosa, Evaluator I (retired annuitant, intermittent 10/29/14-5/31/15)
- Rocky Raquel, Recruiter (retired annuitant, 9/28/14-11/12/14)

• In-Range Progressions

- Jessica Dietrich, SSP II

• Reclassifications

- Jenn Duggan (Evaluator I to SSP II)
- Cameron Kelly (Evaluator I to SSP II)
- Jemie Rocca (Evaluator I to SSP II)

• Retirements

- Allan Bee, Director (12/31/14)
- Patricia Chaplin, Coordinator (12/31/14)
- Nancy Ramirez, Coordinator (12/31/14)

• Separations

- Rebecca DeWitt, Coordinator (5/1/15)

• Other

- Wendy Needels returned to 1.0 time base (3/16/15)

Facilities/Equipment

- Computer refresh: two new workstations
- Video camera

V. PROGRAM EVALUATION FOR 2014-2015

1. Continue development of a strategic plan for the Office of Admissions in alignment with the Strategic Enrollment Management Plan.

CSU, Chico Strategic Priorities #4, #5

- No progress was made on this goal given the director of admissions retired in December 2014 and the associate vice president of EMS served as interim director of admissions concurrently until June 1, 2015.

Criteria for success: ___ Met ___ Exceeded X Unfinished/Unmet

2. Implement the enrollment targets set forth by the Trustees with a priority on increasing diversity.

CSU, Chico Strategic Priorities #4, #5

- All outreach and recruitment activities prioritized SOC. The travel schedule was optimized to include schools, regional areas of California, and programs/events that held the promise of interaction with ethnically diverse populations. Enhanced outreach throughout the North State while ensuring primary areas were emphasized to meet enrollment targets.
- Regional recruiter increased Chico State's visibility with Los Angeles area community-based organizations, high schools, and regional community colleges. Organizations, such as the Fulfillment Fund, have praised these efforts. In spring 2015, the recruiter launched a new initiative focused on building a pipeline for high school students entering community colleges.
- African American calling campaign has been reestablished with the members of the Black Faculty and Staff Association. Members called 274 admitted African American students, encouraging submission of their intent to enroll and sharing how they can excel at Chico State. Awaiting fall census to analyze African American student admit yields.
- Diversity Recruitment Travel:
 - Fall 2014 recruitment travel included 15 diversity-specific events (9 Hispanic, 2 Native American, 3 African American, and 1 Asian-American), culminating in over 2,200 prospective students entering the recruitment communication flow to receive ongoing communications via mixed media.
 - Spring 2015 recruitment travel included 12 diversity specific events (8 African American, 1 LGBTQ, 1 Hispanic, and 2 Asian-American), culminating in over 1,150

prospective students entering the recruitment communication flow to receive ongoing communications via mixed media.

- A team from Admissions, CSSC, and AAP met with matriculated Morningside and Inglewood high school counselors, students, and their families in Inglewood to prepare students for next steps for fall 2015 enrollment and to support our on-going partnership.
- Participated in Higher Education Weeks in the Imperial Valley, Oxnard/Ventura County areas, Oakland/Alameda, and for a second time, in San Jose/Santa Clara County.
- For the 13th year, maintained our membership with Hispanic Association of Colleges and Universities (HACU) and supported staff attendance at the national conference.
- Continued collaboration with the Sacramento Mexican Consulate, the Mexican Cultural Center of Northern California, the California Student Aid Commission, and others. Staff served on the planning committee as the CSU's representative for the third annual "Steps to College" Fair held at the Consulate in Sacramento on Feb. 7, 2015. Chico State was a financial sponsor again this year.
- Continued working with the Financial Aid and Scholarships Office and other campus partners to maximize services for Foster Youth and AB 540 students.
- Planned and participated in the third year of Summer Orientation sessions for Spanish-speakers.
- Attended two Asian American and Pacific Islander (AAPI) Journey to Success conferences, at CSU, Northridge and Fresno State. For the Fresno State AAPI, coordinated three members of the Hmong Student Association joining.
- Supported Chico State's Hmong Student Association's development of a 2015 Higher Education Conference (to be held fall 2015) with a general session presentation, folders, pens, viewbooks, campus informational materials, and notepads.
- Collaborated with CCLC to meet with Rachel McBride, Four Winds of Indian Education Executive Director, to discuss strategies to improve local Native American relations and determine actions to complement strategies.
- Provided specialized admission application support to identify, track, and admit students at CSU eligibility index levels: EOP, CSSC partner schools, TRiO, AVID, MEP, veterans, athletes, foster youth, and concrete industry management and construction management majors.
- Fall 2015 applications, admits, and intent to enroll as of 7/1/15:

First-Time Freshmen RACE	Fall 2015		Index		3400				7/1/2015		
	Appl	%Appl	Admits	%Admits	Admit Yield	Intent	%Intent	Intent Yield			
Black/African American*	1,046	4.6%	440	3.0%	42.1%	111	3.6%	25.2%			
American Indian/Alaskan*	84	0.4%	55	0.4%	65.5%	9	0.3%	16.4%			
Asian/Pacific Islander*	1,903	8.4%	1,269	8.8%	66.7%	201	6.5%	15.8%			
Hispanic/Latino (any race)*	10,884	47.8%	6,273	43.4%	57.6%	1,353	43.7%	21.6%			
Two or More Ethnicities/Race*	1,202	5.3%	777	5.4%	64.6%	177	5.7%	22.8%			
Unknown/Other	928	4.1%	604	4.2%	65.1%	153	4.9%	25.3%			
White/Non-Hispanic	6,710	29.5%	5,020	34.8%	74.8%	1,089	35.2%	21.7%			
TOTAL	22,757		14,438		63.4%	3,093		21.4%			
Students of Color*	15,119	66.4%	8,814	61.0%	58.3%	1,851	59.8%	21.0%			

Transfer RACE	Fall 2015		GPA 2.2			7/1/2015		
	Appl	%Appl	Admits	%Admits	Admit Yield	Intent	% Intent	Intent Yield
Black/African American*	222	3.2%	117	2.6%	52.7%	43	2.2%	36.8%
American Indian/Alaskan*	37	0.5%	20	0.4%	54.1%	15	0.8%	75.0%
Asian/Pacific Islander*	725	10.4%	424	9.4%	58.5%	150	7.7%	35.4%
Hispanic/Latino (any race)*	2,131	30.5%	1,318	29.1%	61.8%	490	25.0%	37.2%
Two or More Ethnicities/Race*	374	5.4%	238	5.3%	63.6%	105	5.4%	44.1%
Unknown/Other	707	10.1%	505	11.2%	71.4%	221	11.3%	43.8%
White/Non-Hispanic	2,782	39.9%	1,900	42.0%	68.3%	935	47.7%	49.2%
TOTAL	6,978		4,522		64.8%	1,959		43.3%
Students of Color*	3,489	50.0%	2,117	46.8%	60.7%	803	41.0%	37.9%

Criteria for Success: Met Exceeded Unfinished/Unmet

3. Support the implementation of a university integrated marketing and brand identification program to further the mission of the Office of Admissions and the University.

CSU, Chico Strategic Priorities #1, #4, #5

- Integrated Marketing Committee (IMC), which included two Admissions staff, met throughout 2014.
- IMC interviewed potential marketing, research, and design firms and conducted research on best practices.
- Given the departure of the Vice President for University Advancement, the re-branding effort and committee were temporarily suspended. With the hiring of the new Vice President for University Advancement and a new Director of Admissions, the expectation is that IMC will resume efforts and move toward creating a unified branding for Chico State.

Criteria for Success: Met Exceeded Unfinished/Unmet

4. Complete a total re-design of admissions road and travel pieces based on current market research and in conjunction with Goal #3.

CSU, Chico Strategic Priorities #1, #4, #5

- Given the IMC's goal to implement a campus wide re-branding solution was suspended, it was necessary to produce an updated viewbook independent of campus branding efforts. Admissions collaborated with University Advancement to redesign the viewbook for the fall 2016 recruitment cycle. The new design is temporary while the campus branding effort is reconsidered.
- STAMATS was contracted to develop a viewbook redesign and print a two-year supply.
- STAMATS creative team visited Chico State in Feb. 2015 to conduct focus groups and consider design and text strategies, resulting in two design concepts. Final publication will be delivered in July 2015.

Criteria for Success: Met Exceeded Unfinished/Unmet

5. Support and develop the North State Initiative:

CSU, Chico Strategic Priorities #1, #4

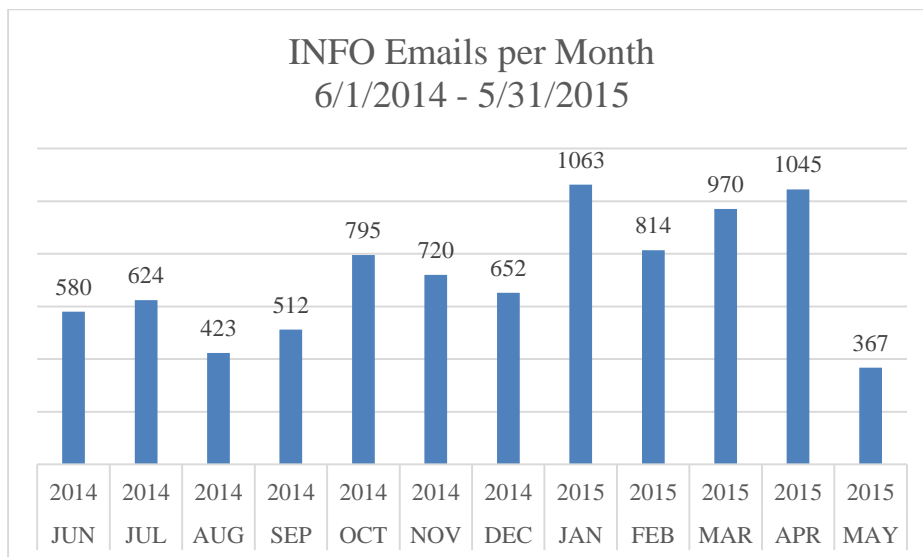
- Hosted over 870 North State high school students and more than 850 North State middle school students through Special Group Tours (hosted a vast majority of all 8th graders in Tehama County).
- Conducted outreach to 2,227 North State high school and community college students through site visits and college fairs, an increase of over 35% year-to-year.
- Implemented stipend campus tour opportunities to North State sites:
 - Sponsored four spring 2015 campus visits from one site in each of Colusa, Modoc, Shasta, and Yuba counties, which included lunch and transportation reimbursement.
- Expanded participation on the Reach Higher Shasta Higher Education Committee:
 - Collaborated in the collection and evaluation of postsecondary enrollment data relative to benchmark measures and established strategies to promote the Shasta Promise.
- Expanded High School Scholar (HSS) opportunity to remote areas of the service area:
 - Provided HSS orientations by video and communicated online course offerings.
- Participated in biannual Expect More Tehama Summits.
- Supported the Northern California College Collaborative (NC3):
 - Provided CSU training to service area counselors at the annual NC3 Fall Training Conference.
 - Facilitated the design of new NC3 logo.
 - Contributed, as appropriate, on the NC3 list serve.
- College OPTIONS: Admissions counselor continued to serve as a North State scholarship reader and the assistant director provided student and program participation statistics for biannual board reports.
- Began the collection of updated and expanded school site contact information for all North State sites via web survey/form.

Criteria for Success: X Met Exceeded Unfinished/Unmet

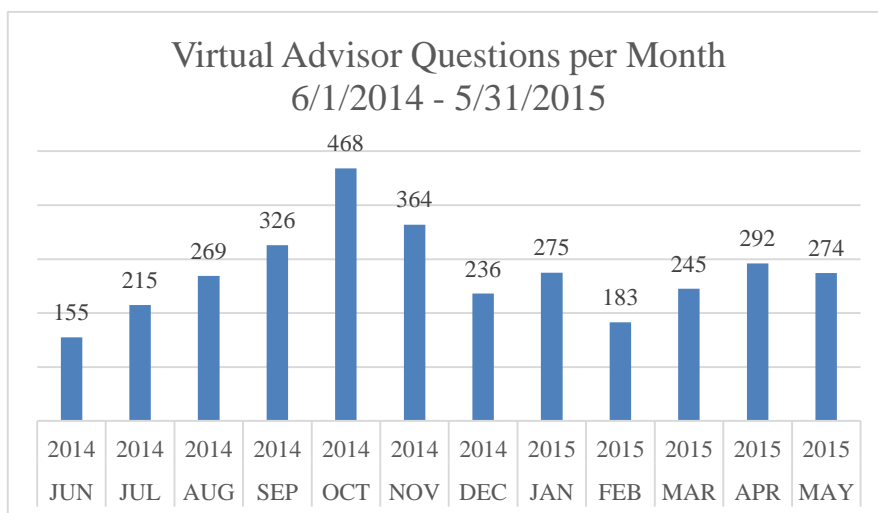
VI. Ongoing Assessment Efforts

- Participated in the Student Insights' Student-View Report. This report is based on an annual independent online survey of more than 50,000 California high school seniors. The report summarized the following:
 - Chico State's market position declined modestly in 2014 while maintaining its position versus its most direct competitors.
 - The University continues to be solidly in the middle of the second-tier of competitors.

- The University’s highest priority should be improving its image.
- Chico State has higher levels of consideration among students whose families have lower education and income.
- [For the full report, click here.](#)
- Responded to 16,122 incoming calls on four public lines between 7/1/14-6/7/15: In April alone, 2,400 calls were received over 22 days for an average of 109 per day.
- In Sept. 2014, a survey was sent to 4,357 students identified as “newly enrolled” in fall 2014. Of the 367 responses (8.42% response rate):
 - 179 (48.77%) indicated Chico State was their first choice
 - A large number of the respondents visited Chico State (282 / 76.84%) prior to enrolling
 - 250 (68.12%) indicated a visit affected their decision to attend Chico State.
 - [For the full survey results, click here](#)
- In Sept. 2014, a survey was sent to 13,556 students identified as “not coming” to Chico State for fall 2014. Of the 1,160 responses (8.56% response rate):
 - 1,017 (92.33%) indicated they were attending another college or university.
 - Just over half (51.9%) do not plan on attending Chico State in the future, whereas 9.66% do plan on attending, and 36.81% are undecided.
 - The top responses to the question, “Why didn’t you enroll?” were:
 - 588 respondents (50.69%) indicated another institution offered a better opportunity
 - 321 respondents (27.67%) indicated Chico was too far from home
 - 285 respondents (24.57%) indicated the cost was prohibitive
 - 260 respondents (22.41%) indicated Chico State's reputation was a factor
 - [For the full survey results, click here](#)
- Admissions INFO email account answered 8,565 inquiries between 6/1/2014 - 5/31/2015. This account receives inquiries 24/7 and provides timely responses via email.



- Virtual Advisor answered 3,302 questions via the Admissions website. This is a 24/7 tool that automatically answers submitted questions. If questions are unanswerable, they are reviewed and are added to the program.



- Collaborated with Institutional Research to survey 10 high schools, 442 students, from outside our service area. Groups were selected to participate in a stipend initiative supporting diversity student recruitment. Visiting high schools included: Consumes Oaks, Dixon, Grant, Highlands, Pioneer, Rio Linda, Valley, West Campus and Inglewood partnership schools. Data collected will inform and illustrate the effectiveness of the stipend program and provide valuable insight for improvement of the fall 2016 recruitment cycle.
- Ongoing assessment of recruitment travel and events, coupled with program participation levels, is critical to assure general enrollment goals and diversity recruitment objectives are met. Assessment uses a combination of Communication, Reporting, and Analysis (CRA) data, Institutional Research data, and surveys to assist in decision validation and re-evaluating needs.
- Began testing an event evaluation process in spring 2015 with the primary goal of assisting Admissions leadership with travel and event planning. The evaluation tracks the number of contacts, reviews the overall perception of the event, and recording information on key indicators (e.g., traffic level, degree of questions, need of additional staff, and diversity within population at the event) that will impact future decisions. The process also includes the integration of past applicant, admit, and enrollment figures to educate leadership for future outreach and recruitment decisions.

- Chico Preview Day, an annual campus-wide, open house for prospective students and their families, was held on Oct. 25, 2014. We hosted over 653 students with 1,330 total visitors, a 10% increase over the previous year's attendance. Participants were asked to respond to a survey and the responses are listed below.

Name	Chico Preview Day Survey 2014		
Description			
Type	Content Doc		
CPD event facilities			
5 Exceptional		102	100%
4 Good		72	70.59%
3 Average		22	21.57%
2 Below Average		6	5.88%
1 Needs Improvement		0	0%
Did not respond		2	1.96%
CPD quality of info			
5 Exceptional		66	64.71%
4 Good		29	28.43%
3 Average		3	2.94%
2 Below Average		1	0.98%
1 Needs Improvement		0	0%
Did not respond		3	2.94%
CPD answered questions			
5 Exceptional		68	66.67%
4 Good		28	27.45%
3 Average		4	3.92%
2 Below Average		0	0%
1 Needs Improvement		0	0%
Did not respond		2	1.96%
CPD help in decision to attend			
Very much!		87	85.29%
Some		12	11.76%
No		0	0%
Still not sure		1	0.98%
Did not respond		2	1.96%
CPD comments or suggestions			
Responded		39	38.24%
Did not respond		63	61.76%

- Choose Chico!, an annual campus-wide, open house for admitted students and their families, was held on April 11, 2015. This event serves as our main yield event for fall enrollment. Final attendance numbers were 1,268 students with 3,491 total visitors. Participants were asked to respond to a survey and the responses are listed below.

Name	Choose Chico Survey 2015		
Description			
Type	Content Doc		
CC event facilities			
5 Exceptional		123	59.13%
4 Good		74	35.58%
3 Average		9	4.33%
2 Below Average		0	0%
1 Needs Improvement		1	0.48%
Did not respond		1	0.48%
CC quality of info			
5 Exceptional		121	58.17%
4 Good		73	35.1%
3 Average		12	5.77%
2 Below Average		1	0.48%
1 Needs Improvement		0	0%
Did not respond		1	0.48%
CC answered questions			
5 Exceptional		117	56.25%
4 Good		78	37.5%
3 Average		12	5.77%
2 Below Average		0	0%
1 Needs Improvement		0	0%
Did not respond		1	0.48%
CC speakers			
5 Exceptional		82	44.23%
4 Good		77	37.02%
3 Average		32	15.38%
2 Below Average		4	1.92%
1 Needs Improvement		2	0.96%
Did not respond		1	0.48%
CC help in decision to attend			
Very much!		174	83.65%
Some		25	12.02%
No		8	3.85%
Still not sure		1	0.48%
CC comments or suggestions			
Responded		54	25.96%
Did not respond		154	74.04%

VII. ANALYSIS: WHAT ACTIONS NEED TO OCCUR TO MOVE THE PROGRAM TO THE “NEXT LEVEL”?

- Base budget increases, for both staffing and operating expenses are critical. Annually, Admissions responds to new internal and external mandates with no budget growth. Staffing has not kept pace with admissions application increases and business process complexity. To enhance recruitment and outreach, in particular for SOC, additional resources are needed to promote the value of a Chico State degree.
- Technology advancements to expand recruitment outreach, admissions application processing, web and social media presence, and ongoing communication with prospective students are needed: Hobsons Customer Relationship Management (CRM), PeopleSoft integration, Image Now document management (including OCR to process electronic transcripts), and web site and video enhancements.
- Comprehensive need- and merit-based scholarship program expansion to assist in increasing admitted student yields, in particular, for SOC and first-generation students.

VIII. GOALS FOR THE 2015-2016 ACADEMIC YEAR

1. Implement the enrollment targets determined by the Chancellor’s Office, in consultation with the University President and Cabinet, with a priority to increase student diversity and provide access to underserved students. Remain mindful of unique diversity goals determined by Chico State’s administration.
2. Develop strategies to integrate campus partners into marketing, communication, and recruitment programs. Strengthen collaboration while leveraging the expertise each partner provides to promote student success initiatives and yield a diverse student population.
3. Create an Admissions strategic plan that aligns with the Strategic Enrollment Management Plan:
 - Develop a strategic plan to enhance resources (e.g., fiscal, staff, and/or software upgrades), placing greater emphasis on how Hobson’s CRM platform is utilized, including customer service, marketing/communications, and assessment of projects centered or streamed from CRM data.
 - Develop a strategic plan that enhances resources (e.g., fiscal, staffing, and/or software upgrades), and streamlines internal processes, wherever possible, to continually improve the admissions applicant experience and increase operational efficiencies.