



**Division of Student Affairs
Office of Admissions
Annual Report
2016-17**



Mission Statement and Goals

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

The Office of Admissions' efforts support Chico State'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 Admission's goals will strive to:

- 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. (University Strategic Priorities: 3, 6, and 8; Student Affairs Goals: 1)
- 2) **Increase the quantity and quality of applicants through effective marketing** of Chico State'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. (University Strategic Priorities: 3, 5, and 8; Student Affairs Goals: 2)
- 3) **Respond to inquiries, visits and applications more quickly and effectively than our competitors** through measured use of CRM. If possible, include acknowledgement of previous interaction(s) in our responses with the goal of building a long-term relationship with each prospect. (University Strategic Priorities: 3 and 6; Student Affairs Goals: 2)
- 4) **Counsel and recruit local service area and California secondary and community colleges students** regarding public postsecondary opportunities in California and Chico State in particular. (University Strategic Priorities: 3 and 4; Student Affairs Goals: 3)
- 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. (University Strategic Priorities: 1, 6, and 8; Student Affairs Goals: 1, 3)
- 6) **Support the CSU Chancellor's Office programs and goals** through leadership and participation in programs such as transfer days and college night collective registration process counselors' conferences, CSU workshops, and timely responses to information requests. (University Strategic Priorities: 3, 5, and 8; Student Affairs Goals: 1)
- 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. (University Strategic Priorities: 2, 3, and 8; Student Affairs Goals: 1)

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.

Special Recognition for a successful 2016-2017

Director

Adam Stoltz

Associate Directors

Kim Guanzon
Peter Martinez

Assistant Director

Wendy Needels

Office Manager

Gudrun Snyder

Admissions Counselors

Devon Carlson
Jamile Balli
Jeff Logsdon
Jeffrey Harrington
Katrina Cunningham
Lamar Andrews

Communications Coordinator

René Whitchurch

Admissions Coordinators

Angelica Magana
Maggie Souza
Cherryl Haynes
Carmen Landini

Admissions Transfer Advisors

Jemie Rocca
Gabriela Martinez
Kelly Webster

Transcript Processing

Sandy Khang

Peoplesoft Lead

Melanie Manes

And Special Thank You To All Student Employees

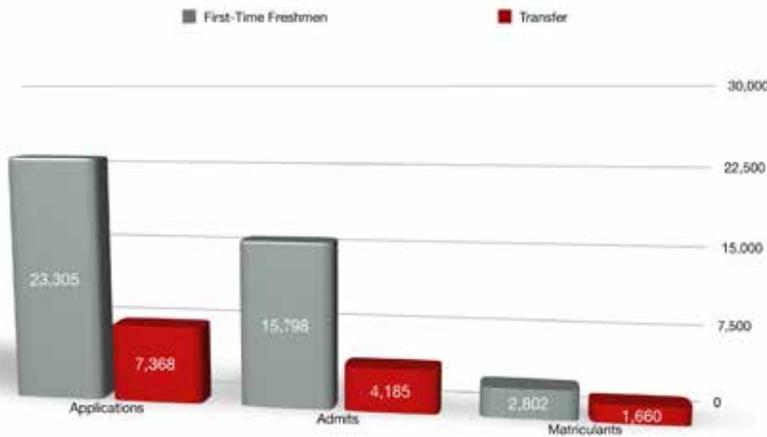
North State Ambassadors
Visitor Experience Guides
Transcript Team
Call Center Team



From Application to Matriculation

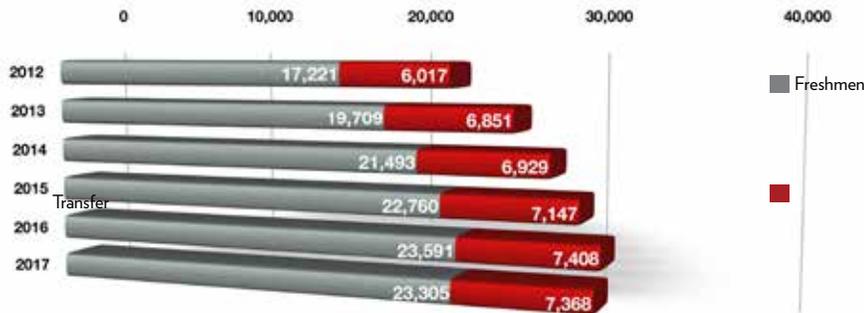
2016-2017 ADMISSIONS CYCLES - AS OF 8/8/2017

2017 Fall Admissions Cycle



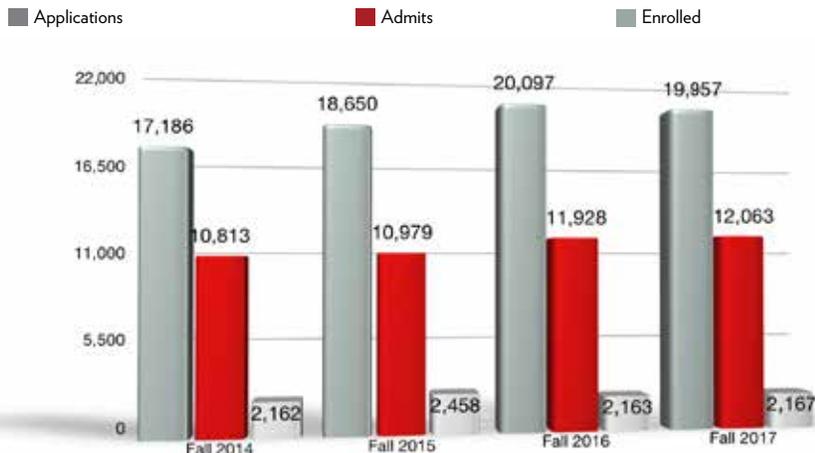
Source: Institutional Research

Application Increase Since 2012



Source: Institutional Research

Students of Color



Source: Institutional Research

Operations Highlights

Transfer advisors conducted 219 On-the-Spot Admissions appointments with students from seven different community colleges within Chico State's service area.

All admissions coordinators and transfer advisors provided 185 hours of support to Summer Orientation 2017.

Admissions processed 32,500 hardcopy and electronic transcripts in 2016 and 2017.

Admissions provides support to seven different retention programs such as Educational Opportunity Program, Chico Student Success Center, Pipeline-Thru-College, and other programs across campus.

The associate director of admissions & operational technology was a member of the implementation team for the new Cal State Apply application.

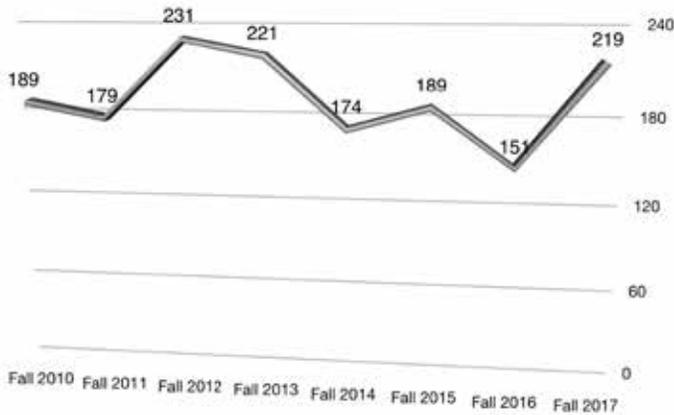




From Application to Matriculation

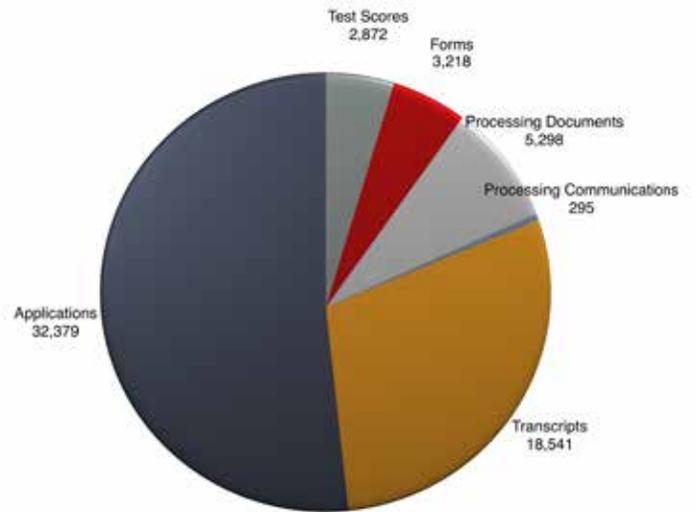
PROCESSING HIGHLIGHTS

On-The-Spot Admissions Appointments



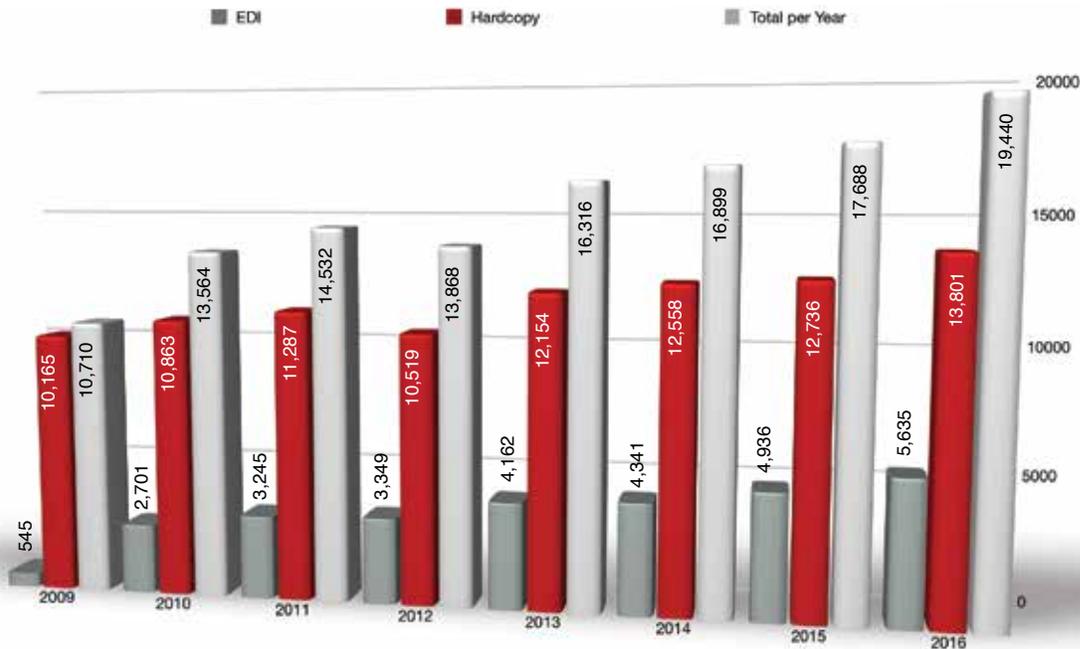
Transcripts and Documents Processed (2016 - 2017)

Total: 62,603



Number of Transcripts Processed (2016-2017)

An 82% increase since 2009



Source: All charts display data collected by admissions



Recruiting Across California

RECRUITMENT AND OUTREACH



Fall and Spring Travel

Admissions Counselors have traveled over **28,000+ miles** across California this fall and spring to attend **236** different college fairs, transfer fairs, and institutional visits.

E-Outreach

For the second year, Admissions has offered online presentations to students in different parts of California.

On-The-Spot Admissions (OTSA's)

Transfer advisors traveled to seven community colleges to hold 219 OTSA's appointments.

- Shasta College
- Butte College
- Lassen College
- Feather River
- Yuba College
- College of the Siskiyous
- Sierra College's Nevada County Center

Stipend Program

Admissions offered eleven-\$1,000 travel stipends to select high schools and other college access programs, such as UC Davis Upward Bound, to reimburse sites for their bus expense. The stipend program also offered lunch vouchers to each student visiting the Marketplace or Sutter Dining.

Inglewood Unified School District

Admissions has invested ~\$26,000 into the program to obtain an estimated return of investment of \$108,000 by partnering with the district. This fall cycle, the partnership program had 124 students apply to Chico State. Of those that applied, 93 were admitted and 27 intend to enroll for fall 2017. The program offers local-area admissions index for applicants from Inglewood High School, Morningside High School, and City Honors.

Pipeline-Thru-College

This collaboration with two high schools within San Juan Unified is in its 2nd year and focuses on disadvantaged underrepresented youth. 47 students applied to Chico State with 15 submitting their intent-to-enroll for fall 2017.

Chico STEM Connections Collaborative (CSC2)

The recent awarding of the Hispanic Serving Institution STEM grant has offered new opportunities to recruit additional transfer students from both Santa Rosa Junior College and Yuba Community College. CSC2 staff have traveled to Santa Rosa and Yuba City to build partnerships and expand on their advisement of students within STEM majors. In return for the added support, the Office of Admissions is working together to expand cross-enrollment and address other admissions related hurdles connected to the program.

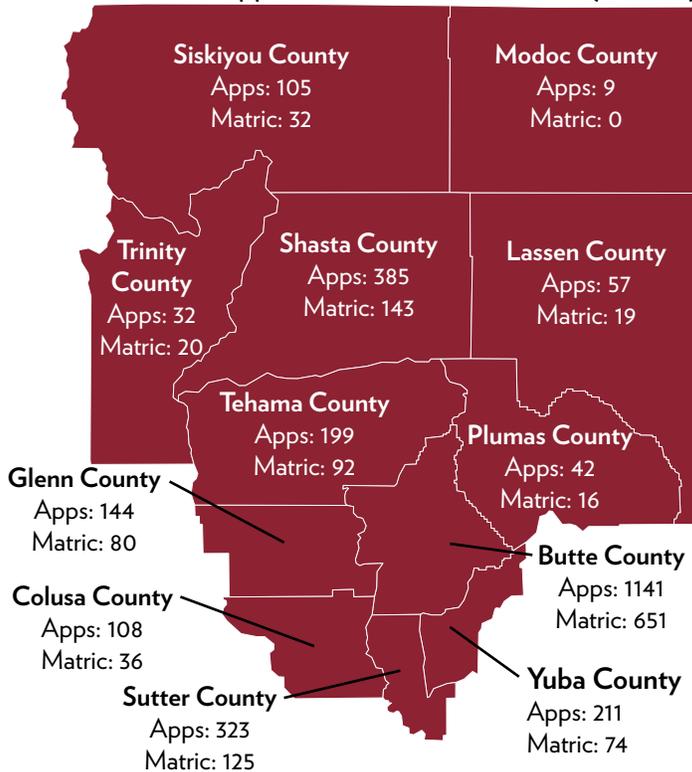
Campus Partners

Admissions has supported MEP and the CSSC by funding travel for the 2016-17 recruitment cycle. In return, the two programs offered staff time to assist in recruitment of a diverse applicant pool in Southern California. The two programs combined staffed 26 different events in their respective areas of the Coachella Valley and Imperial Valley.

Serving the North State

NORTH STATE INITIATIVE

North State Applications - FTF & Transfer (2016-17)



Apps: Total number of fall 17 applications Matric: Total number of fall 17 matriculated students
Source: Chico State Communication, Reporting & Analysis Tool

Outreach & Recruitment

Admissions serviced 59 middle schools, 68 high schools and 7 community colleges within the North State.

Processing

Transfer advisors and admissions coordinators processed 2,744 applications within the 12 counties making up the North State.

High School Scholars Program (HSS)

The program continues to offer high school students an affordable way to take college courses. This fall and spring the HSS offered an orientation to 145 students and 113 submitted applications to participate. 72 students officially enrolled into classes at Chico State.

Gear-Up Grants

Admissions provided information and is supporting two Gear-Up Grants submitted by Butte College and Shasta College.

North State Promises/Initiatives

Admissions continues to support Expect More Tehama, and Reach Higher Shasta. Currently, we are working with the K-20 Collaborative within Butte County and participating in discussions regarding the future of North State Together.

North State Ambassadors

The North State Ambassador program, also known as Wildcat Ambassadors, has grown tremendously this year.

- The ambassador team has reached 234 students and worked with 5 community based organizations.
- The ambassador team toured 2,375 students from 52 middle schools this fall and spring.

Academic and Performance Scholarship (A & P)

This year Admissions offered six - \$1,000 scholarships to North State students. Students who received a scholarship were surprised with a certificate, balloons, and Chico State promotional items to celebrate the event. Most students were posted on our social media account promoting their selection as fall 2017 A & P Scholarship recipients.



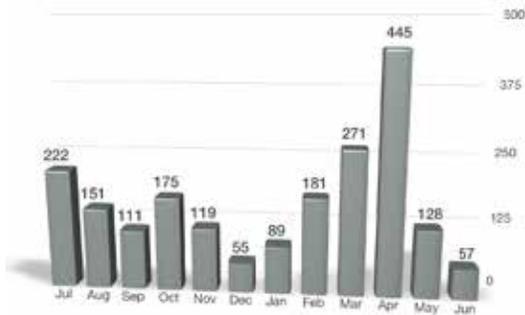
Photos of two A & P Scholarship recipients from 2017



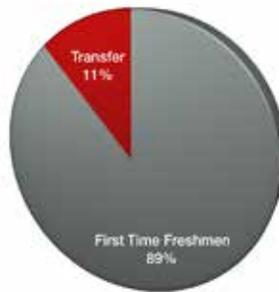
Visitor Experience

VISITOR PROGRAM

Student Tour Guests By Month



Who is taking a tour?



Additional Highlights

78% of fall 17 tours guests applied to Chico State.

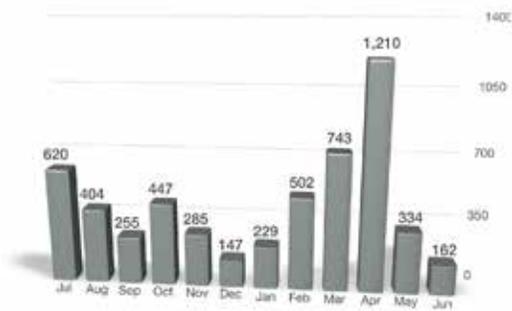
35% of tour guests who applied to Chico State also matriculated for fall 2017.

Approximately 86% of guests who toured campus and attended Choose Chico! eventually matriculated for fall 2017.

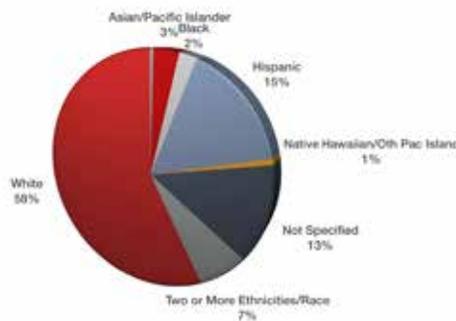
Call Center team supported campus tours by making reminder calls two days prior to scheduled tours to all scheduled attendees.

This year the visitor coordinator started efforts to launch Hmong and Spanish language campus tours starting fall 2017.

Total Tour Guests By Month



Visitor Ethnicity



CHICO PREVIEW DAY

Chico Preview Day, the annual campus-wide open house for prospective students and their families, was held on October 22, 2016. We hosted 704 prospective students with a total of 1,477 visitors. It was an increase of 9% over last year's event.

Chico Preview Day Survey



98% approved of event facilities



94% reported receiving quality information



90% reported getting answers to questions



92% reported the event helped in decision to attend

CHOOSE CHICO!

Choose Chico!, an annual yield event for admitted students and their families, was held on April 8, 2017. This event serves as our main yield event for fall enrollment. Final attendance numbers were 1,505 students with a total of 4,305 visitors. There was a 10% increase over last year's event.

Choose Chico! Survey



94% approved of event facilities



92% reported receiving quality information



90% reported getting answers to questions



97% reported the event helped in decision to attend

Sharing the Chico Experience

MARKETING

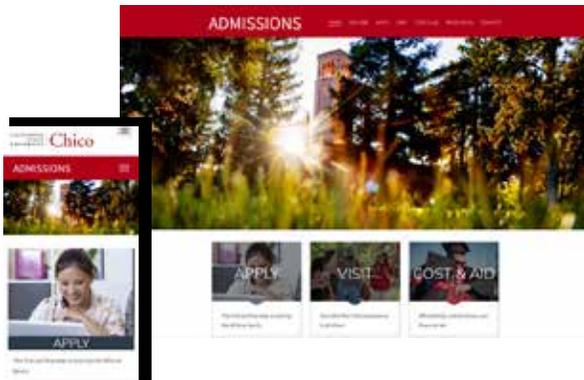
Admit Packet Redesign

In 2017, Admissions launched a new admit packet that was designed to be produced at a lower cost, create a sense of personal connection with Chico State, and goal of increasing yield. The packet has initial production savings of \$25,000+. Admissions also noted an increase of the number of intent-to-enrolls within a similar time-frame compared to the previous year.



Website Redesign

The Admissions website has officially been relaunched with a mobile optimized 3.0 structure and restructured user interface. The website team now has greater access to areas of the website to update and allows staff to create unique items such as call-out boxes.



COMMUNICATIONS

Info Email Account

Admissions' Info email account answered 7,639 inquiries between 6/1/2016 - 5/31/2017. The account receives inquiries and provides timely responses and referrals via email.

Social Media

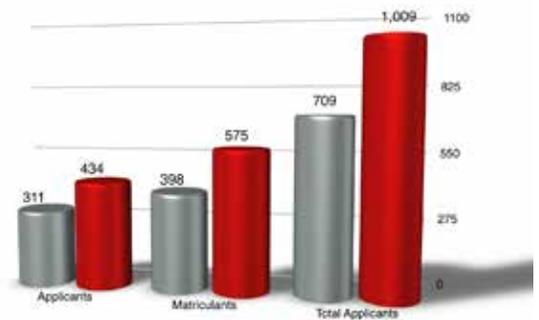
Facebook Live was implemented for Choose Chico! Admitted Student Day. The Facebook Live video reached nearly 260k people, with 2.8k views, 12 shares and continued engagement during and after the event.

Call Center

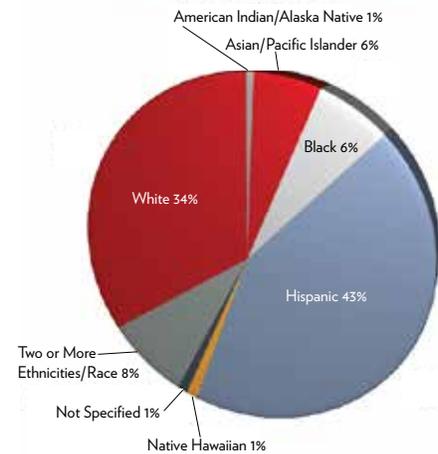
The official full year of the Call Center had ambassadors call more than 13,000 students to remind families of tour reservations, encourage students to apply, and to congratulate them on being admitted.

CAPPEX

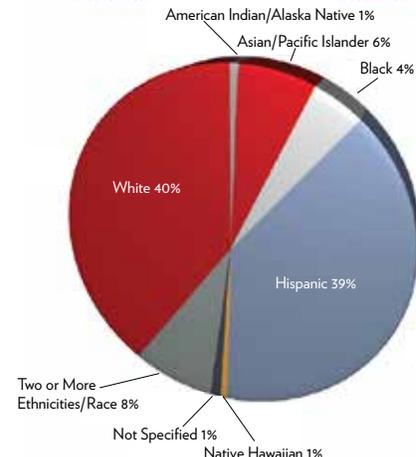
Admissions has invested \$10,000 over the past two years into College Greenlight, a branch of Cappex, with positive results. The charts below illustrate the positive results and the diverse student pool that comes with working with Cappex.



Ethnicity of Cappex Applicants



Ethnicity of Matriculated Students



Chico State Values Diversity

NATIVE AMERICAN



An admissions counselor visited the Four-Winds Tribal Center and Butte College with a focus of providing admissions counseling to all Native American students seeking support.

Admissions created three additional Native American community connections with rancherias or organizations within Lake County, Siskiyou County, and Kern County.

Admissions continues to support the Mechoopda tribe by attending meetings and providing support to campus partners working with Native American students.

AFRICAN AMERICAN



Admissions continues to support Inglewood Unified through an effort to attract students of color to Chico State by bringing them to campus for an overnight visit and additional advising.

Admissions has met with the Black Faculty and Staff Association to discuss data and future efforts to support the recruitment of additional African American students to attend Chico State.

A \$2,000 Academic and Performance Scholarship (A&P) was given to an Inglewood Unified student to support their first-year experience at Chico State.

HISPANIC/LATINO



Admissions continues to support the Consulate General of Mexico by being a silver sponsor of the "Steps to College" event and staffing a college fair booth.

Admissions continues to support campus partners by providing staff to speak at Spanish Summer-O, present at the Dream Conference, and participate in other local events.

Admissions provided added support to the Dream Conference this year, sponsored by L.E.A.D, in the form of a lunch sponsorship.

ASIAN AMERICAN/PACIFIC ISLANDER



Admissions has developed a plan to expand outreach to the local Hmong community found within Butte County by extending collaborations with Oroville Unified and Chico Unified.

Initial planning began this year to develop a campus tour provided to guests in the Hmong language and create an admissions profile in Hmong. Both efforts are scheduled to launch fall 2017.

Admissions supported the Asian American Pacific Islander Council by funding two students to attend the APAHE conference held in Oakland, California.

ADDITIONAL DIVERSITY EFFORTS



Admissions, with the support of funding from External Relations (CO), sent four staff to the APAHE and the NASAI conference.

Two admissions staff were accepted into the Diversity Certificate programs sponsored by the Office of Diversity at Chico State bringing the number of staff who completed the program to five.

Four admissions staff attended an LGBTQ+ training offered by the Stonewall Alliance Center in Chico. Two staff completed a Mental Health First Aid training offered by CADEC.

Professional Development

PROFESSIONAL CONFERENCES

Admissions was awarded \$11,000 from External Relations, a Chancellor's Office department, by submitting three separate grant proposals to support professional development in the area of diversity, retention and recruitment. The grants provided funding to send six professional staff to three major conferences. Two staff were able to attend the CIVSA conference held in Philadelphia this year designed for visitor program specialists. Two staff were able to attend the NASAI conference which has a focus on Native American students and best practices for retention. Professional staff attended the APAHE conference held in Oakland focusing on Asian American recruitment and retention.

Professional Staff also had the opportunity to attend the PAUSE conference sponsored by the Division of Student Affairs.



TRAINING OPPORTUNITIES FOR STAFF

Admissions has continued to encourage meetings that encourage knowledge growth about a variety of different topics. Some visits included visiting the Valene Anthropology Museum featuring a Hmong Exhibit, hearing from Dan Herbert regarding off-campus housing improvement efforts, and touring the new Arts and Humanities facilities.

This year four admissions counselors participated in a LGBTQ+ training sponsored by the Stonewall Alliance Center.

Admissions also continues to sponsor and support staff who desire to attend the Diversity Certificate program sponsored by the Office of Diversity and Inclusion.



Dr. William Nitzky toured admissions around the Valene Anthropology Museum - Hmong Exhibit

STAFF GIVING BACK

Admissions staff are continually encouraged to join councils, committees, and support Chico State student organizations. Staff continue to serve as members of Staff Council, AAPIC, CLC, and BFSA. Additional staff support committees such as the Diversity Committee, Welcome Week, and Parent Association. Several staff support a variety of student organizations that include Latina's in Action, NAK, GSEC, club baseball, First Gen, and many other campus organizations. Staff continue to support the EOP Summer Bridge program as mentors.



Latinas in Action participating in Choose Chicco!



Associate director providing mentorship during Men of Color activity



Budget and Updates

FISCAL SUMMARY AND PERSONNEL ACTIVITY

Base Budget

Salaries	\$1,035,724.00
Operating Expenditures	\$393,736.00
Total Base Allocations	\$1,457,436.00

One-Time Allocations

North State Initiative	\$28,000.00
Work Study	\$52,000.00
Software	\$448,106.02
Computers	\$9,370.91
Total One-Time Allocations	\$537,476.93

Total Admissions Budget Allocation	\$1,994,912.93
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New Hires

ASC I (7/18/16)

Temporary Hires

Retired Annuitant, Evaluator (7/27/16-2/1/17)
ASA (3/2/17 - 8/28/17)
ASC I (10/4/16 - 1/31/17)

Reclassifications

SSP IA to SSP IB (5/2017)

Retirements

Administrative Analyst (12/31/16)

Promotion

Administrative Analyst (5/25/17)

CHANGES IN POLICY AND PROCEDURES

Call Center

The Call Center will expand with a team of three that solely focuses on making and documenting phone conversations.

Printing

Admissions continues to evaluate the cost of printing and has officially gone off-campus to obtain lower pricing and expand services not found easily found on-campus. The admit packet was officially taken off-campus for the first time to a selected vendor within Chico. Saving approximately \$25,000+.

Constituent Relationship Management (CRM)

The campus has signed a contract to implement a new life-cycle CRM designed by Target X - Salesforce. The product will revamp the admissions process, marketing, and visit programs. Implementation is scheduled for September 2017.

Optical Character Recognition (OCR)

The campus also invested in Intelligent Capture, a next level optical character recognition software, that will increase the overall efficiency of transcript entry and other related data capturing processes.

Looking Ahead

PROGRAM EVALUATION for 2016-2017

1. Launch of redesigned admissions packet, mobile optimized website, visitor experience packet, and new marketing items.

The fall 2017 class was the first group of students to receive the newly designed admissions packet that included a Youbook, I AM Chico State mini poster, rewritten accept letter, redesigned certificate, and Next Steps document that was stuffed in a full color envelope.

Admissions launched a new mobile-optimized website in summer of 2017.

The visitor program redesigned the walking tour brochure and beta tested new ways to package information for our guests.

Retractable displays, hanging banners, and tablecloths were ordered with new imagery.

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

2. Completion of a re-imagined visitor experience for all guests of Chico State with full wall graphics, banners, and robust visitor packet.

A redesigned walking-tour brochure was produced, new visitor banners were installed in Student Services Building Room 150, and a new pre-tour was rebranded to align with the new look and image set by CMT on-campus.

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

3. Successful completion of contract signing and funding of new CRM and OCR scanning for the Office of Admissions.

Admissions signed contracts in early summer with Target X/Salesforce to launch a CRM and Lexmark to launch OCR scanning technologies.

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

4. Obtain additional resources and funding to support the Office of Admissions initiatives and achieving the goals set by the University.

Admissions was able to obtain additional funding from the Chancellor's Office to send multiple staff to three professional conferences.

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

5. Expand On-The-Spot-Admissions to include the Nevada County Center fall 2016.

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

6. Re-evaluate transfer admissions operations to help yield additional transfer students and to provide transfer admissions decisions in a more timely fashion.

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

Program Objectives for Next Academic Year

Meet 2017-18 new student enrollment goals and assist in 2018-19 enrollment planning.

Support admissions technology initiatives:

CRM: Scope project and begin implementation with first phase in fall 2017; hire and support the CRM administrator position; and other high level project priorities.

Expand the use of CRM software and marketing programs to other offices that assist with new student recruitment, including new publications (new travel piece, pieces in different languages, expanding/updating our visit programs).

Admission application operations/technology: Cal State Apply online admissions application vendor transition; and Perceptive Content Intelligent Capture for Transcripts document imaging bolt-on which includes a new temporary staff position.

Enhance admissions website to be mobile responsive and add additional CRM components (e.g., online chat and social media/Facebook integration for prospective students).

Expand call center outreach to increase yield of admitted students, connect current students with future students and assist with campus visit reminders and other to do's.

In consultation with the Office of Diversity and Inclusions, admissions will align goals and initiatives to align with the goals of the University.

Expand campus tour offerings in two additional languages; develop additional publications in coordination with the Office of Diversity and Inclusion; host a pastoral luncheon to support CSU's Super Sunday efforts; and continue to promote staff participation in the Diversity Certificate Program.