

MINUTES

ENROLLMENT MANAGEMENT ADVISORY COMMITTEE MEETING

November 18, 2014

In attendance:

	Bill Allen		Taylor Herren (AS President)		Allen Renville (Butte College)*
X	Kim DuFour*	X	Jean Irving*		Paula Selvester (Senate Chair)
	Diana Dwyre (<i>vice chair</i>)	X	Kathleen Kaiser	X	Baohui Song
X	Rick Ford (<i>chair</i>)		Jeff Livingston	X	Chris Souder
X	Barbara Fortin	X	Jennifer Meadows	X	James Tyler
X	Lori Fuentes	X	Dan Reed	X	Jessica Verardi
X	Judith Hennessey		Michael Rehg		

* = Augmented Members

X = In attendance

Meeting convened at 3:17 p.m.

Approval of Agenda (Ford)

- Agenda was approved

Introductions and Announcements (Ford)

- Ryan Patten (*Political Science*) is the keynote speaker at the BSS Faculty Colloquium at 5:30pm in the BMU on *Hunting for "Dirtbags": Why Cops Over-Police the Poor and Racial Minorities*.
- Greg Kallio (*Mechanical Engineering*) is featured on the CSU [Faculty and Staff highlight page](#). (note—this link changes each month)
- Kaiser reported that eight members from each campus were invited to attend the November Academic Conference. Those invited included campus presidents, provosts, as well as student representatives (Herrin and Pratt from AS Government attended). There was a poster session and two speakers. Kaiser has requested permission from the speakers to share their presentation on the impact of defaulted student loans on the system.
- A follow-up to the CSU Admissions Advisory Council announcement in the 10/28/14 EMAC minutes: Kaiser announced that the CSU Academic Senate passed a resolution that will be sent to all school districts supporting 11th graders taking the ACT or SAT. ([Resolution posted on EMAC website](#))

Approval of Minutes from 10/28/2014 Meeting (Ford)

- Addendum to item regarding CSU System trending downward in admissions applications (page 3): Kaiser clarified that the CSU indicated the decline is precipitated by the Los Angeles School District's inability to provide student transcripts. There is also other data suggesting there may be a national decline in applications to higher institutions.
- Passed unanimously with addendum noted above.
- Butte College documents and other handouts are available on the [EMAC web site](#).

Action Items from 10/28/14 EMAC Meeting

Better Allocation Model for Excess Fees (Ford)

- Need to confirm Frank Li can attend the Dec. 16th EMAC meeting.
- Determining a better allocation model for excess fees seems to fit into EMAC's charge because in-state students are part of the enrollment target. Whereas international students are not part of the enrollment target.
- Are the units serving international students seeing any of the "excess fees?"

- The new CFA contract stipulates faculty are not to perform work without pay. Kaiser feels this may reduce the amount of “showing up to do extra work” that has been occurring. She indicated concern that our professional staff are not getting paid for the excess work they are doing.
- Hennessey shared that the excess fees are lumped together and are not necessarily being allocated where they are most needed. Academic Affairs receives about 71.8% of what is left after the University takes 20% off the top. The Academic Affairs funding model in recent years has used the funds during the recession to avoid laying off faculty and staff rather than in support of the areas that have been impacted by the growth in international students. During that time, international student enrollment increased from 300 to 600. Zingg wants international enrollment to grow another 500. Li has estimated the cost of serving international students to be \$1800 per student.

Associate Degree for Transfer Majors (DuFour)

- DuFour presented a [slide show](#) on ADT majors.
- [The Associate Degree Transfer program is new to the CSU.](#)
- Interactive learning experience (<http://adegreewithaguarantee.com/AboutTheProgram/FindYourPath.aspx>)
- In fall 2012, there were only two students; in fall 2014, program has grown to 71 students.
- Students can graduate in 60 units.
- Business Administration is the most difficult to complete in 60 units. Business is undergoing a curriculum review to make accommodations where needed.
- [Degree Progress Report](#) information
- Academic Advising Programs staff work closely with the Office of the Registrar to track students using PeopleSoft.
- Lower GE is collapsed.
- Kaiser complemented Chico State’s tracking of ADTs.
- The Office of Admissions undergoes an onerous process to validate students have completed the AA. Need to develop an automated process.
- There is currently a CSU website “under construction” that will allow campuses to check students’ status.
- [OLLE Advising Module](#).
- Some manual articulation may still be required.
- Chico State has different GE requirements than those obtained at Butte College. Somewhat problematic.

AB 386 and CourseMatch Update (Irving)

- Irving talked with Bill Loker about attending CAD and then the Chairs Council before distributing information out to faculty and staff.
- Loker has the information from the CSU on fully online courses.
- CSU is creating new course codes. For AB 386, we are still trying to figure out how to code those classes.
- Prerequisites are currently set to be self-certified by the students. The Chancellor’s Office has built a CMS module to work with CourseMatch and AB386. How to deal with prerequisites is a sticky point. It is not the Office of the Registrar’s purview to determine a student’s eligibility for a course. It is the department’s decision. The current process will cause students’ enrollment to be delayed and the entire process will be cumbersome.
- Adding “faculty approval required” creates additional workload for everyone.
- Chico State’s online calculus class is reportedly difficult; while another campus’ online version is reported to be easier. Students may look at avoiding the “difficult” courses by taking them online at other campuses which may be problematic if those campuses do not require the same prerequisites. Ford pointed out that if the class utilizes professional proctoring, Chico State cannot do anything about it.
- Chico State is not required to articulate every course. Some courses will be articulated, just possibly not course-to-course.
- The new articulation officer will need to work with departments to confirm each class should be articulated.
- There is no additional cost to students because it is part of their full-time enrollment.
- Chico State receives additional funding for CourseMatch. It is not yet clear whether we will for AB 386 courses.
- The host campus collects non-resident tuition.
- Irving will work on getting information out to the campus after meeting with CAD and Chairs Council.

Enrollment Updates

Butte College Enrollment Update – Al Renville was unable to attend

Spring 2015 Enrollment Update (Fortin)

Handout

- At this time last year overall enrollment was down over 300 students.
- Working on holding new domestic student enrollment to around 500. Number may be slightly higher due to special populations: Butte's Dual Admits, credential students who stopped out and need to complete the program, and High School Scholars.
- Ford voiced concern that we traded higher GPA out-of-area transfer students for lower index service area freshmen, thereby reducing the quality of our student population. He would like to avoid this in the future.
- Chico State is allocated 160 enrollment exceptions, but we don't utilize them all. For 2012-13, we used 74.
- New Student registration is the week of Dec. 1 – Dec. 5. Last year 650 new students enrolled that week; this year estimate is 150.
- Add/drop registration for new and continuing students opens Dec. 29.

Fall 2015 Undergraduate Domestic Application Processing Update (Fortin)

- Applications are accepted through November 30th.
- Anticipating 1000s of new applications during that final weekend.
- Transfer numbers are up over last year because we diverted students we could not accommodate in spring 2015 to fall 2015.
- To-date, we have admitted 4,300 freshmen.
- Currently using 3502 index for out-of-area applicants and 2900 index for service area applicants.
- Ford calculated that we should be expecting a higher yield similar to last year, which would require us to manage down .9%. Fortin pointed out that we have different bands with different yields which we have not yet analyzed. We used an 18% yield and came in at 19% last year. Ford would like EMAC to be involved in determining when and how much to drop the index. If the index is to change, Ford requested a special EMAC meeting be convened to discuss.
- Last year we went down to a 3200 index.
- EMAC is pushing back against enrollment growth.
- Ford is concerned that there could be a conflict between trying to fill the dorms and colleges' desire to maintain a 1.5% level enrollment growth in 2015-16.
- Meadows shared a [Wall Street Journal article on remediation](#) that indicates it is not effective.
- Meadows also shared a [New York Times blog](#) that indicates students are submitting up to 18 applications.

2015-16 Enrollment Planning (Fortin)

- We are still waiting for the chancellor's office to give us our 2015-16 target and information on what the CSU's overall growth will be. Limits were removed because campuses could not turn away their service area applicants. Student success fees and lecturers are keeping southern campuses afloat.

Resolution

- Ford would prefer the resolution be a statement of EMAC's recommendations rather than a formal resolution. The committee's recommendations will be reported directly to the Executive Committee of the Academic Senate per [EM 02-109](#).
- A law was passed for a 70% faculty density, but funding has not been provided for that level. CSU is down to 56% in tenure density.
- The resolution is in line with statewide concerns. It reinforces last year's statement and adds routine tracking and distribution of faculty numbers.
- Wenshu Lee has prepared the faculty figures.
- What is missing is MPP numbers. Should it be part of the package?
- Should have figures broken down by college.
- Resolution needs to be edited further by Hennessey, Meadows, Dwyre, and Ford prior to December EMAC meeting.

- Put resolution on December agenda.

Meeting adjourned 4:45 p.m.
Respectfully submitted, Lori Fuentes, EMS AA/S

Action Items:

From 10/28/14 EMAC Meeting:

1. Invite Frank Li to the December EMAC meeting to discuss international students and results from international work group.
2. Meadows and Ford will work on preparing a final draft of the resolution by the Dec. EMAC meeting. It will need to be shared with the Academic Senate Executive Committee.
3. Wenshu Lee will be invited to the December EMAC meeting to discuss the faculty density goal.

From 11/18/14 EMAC Meeting:

1. Add next meeting date on minutes in the future.
2. Upload documents to EMAC [website \(add link\)](#).
3. Are the units serving international students seeing any of the “excess fees?”
4. Irving will work on getting CourseMatch and AB 386 information out to the campus after meeting with CAD and Chairs Council.
5. If the index is to change, Ford requested a special EMAC meeting be convened to discuss.
6. The resolution will be edited further by Hennessey, Meadows, Dwyre, and Ford prior to the December EMAC meeting. Consider including MPP data and requesting data be broken down by college. Resolution will be on the December agenda for another review by EMAC.