

# MINUTES

## ENROLLMENT MANAGEMENT ADVISORY COMMITTEE MEETING

September 23, 2014

### In attendance:

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

\* = Augmented Members

X = In attendance

Meeting convened at 3:17 p.m.

### Approval of Agenda (*Ford*)

- In Bee's absence, Fortin covered Admissions' agenda items
- Agenda approved

### Introductions and Announcements (*Ford*)

- Introduction of new and returning members
- Rick Ford will be chair and Diana Dwyre will be vice chair for 2014-15 based upon electronic election results following the April 22, 2014 EMAC meeting.

### Approval of Minutes from 4/22/2014 Meeting (*Ford*)

- Electronic minutes were determined to be acceptable.
- Minutes from prior meeting will be sent with agenda one week prior to EMAC meetings to be sustainable.
- Minutes were approved.

### Enrollment Updates (*Renville and Fortin*)

#### Butte College Enrollment Update – *Renville*

- Two years ago Butte had an 8% enrollment cap.
- This year they need to be 2.5% over last year's cap. Currently at 1% over. Economy forcing people to go to work vs. attending college. Will increase enrollment to reach the 2.5% by adding winter session courses targeted at mid-year high school graduates, Chico State students, and college transfers.
- A lot of money has gone into recruitment. Should hit their 2.5% target by end of academic year.
- Winter session schedule will be up in a few weeks. Registration opens in November.
- Winter session starts 3<sup>rd</sup> of January—runs 3 weeks. Overlaps with Chico State's first week. Conflicts this year. Tried to accommodate winter session. Will include afternoons and Saturdays.
- Winter session will be half as big as Butte has ever had before.
- Butte is trying to increase its international program by 10% per year. Increased 13% last year and 11% this year.
- For every 1% of enrollment, half of the funding generated goes towards support services for international students and the other half goes into the general fund. This funding is unique and guaranteed for the next five years. A high percent of the funds goes directly into support services, including office hours for high impact programs. The International Program manages its own budget. Students in classes paid for by International Programs are at least 50% international students and any remaining seats are open to other students.
- Butte has 230 international students this semester. Only had eight students five years ago.
- A high percentage of the international students will matriculate to Chico State.

- The International Program is an outreach/recruitment program spreads across the entire college. 99% of the international students are transfer oriented.
- Headcount is higher. Fill rate is higher—more efficient.

#### **Fall 2014 Enrollment – Fortin**

*Handout*

- September 22 was official census date.
- It takes about three weeks to finalize census data.
- The 2014-15 Annualized Resident FTES Target (14,563) is a 200 FTES increase (1.39% over 13-14 target).
- Resident FTES is our main focus (14,563)
- Currently up 875 resident FTES. Spring will be critical---and the exact opposite of where we were last year. We will not leave the admission application open as long, etc. We are planning for 500 new resident students.
- Fewer prospective transfers because we accepted so many fall 2013 and spring 2014.
- Meadows voiced concern over how far over target we are and the tremendous impact the increase is having on course sections.
- Fortin reminded the committee that in fall 2013 overall enrollment was below estimates and we had to make up the difference in spring 2014.
- The committee formed at the end of last academic year to discuss ways to address international student growth and necessary new support services (resolution from last semester) is scheduled to meet on September 24<sup>th</sup>.
- Chico State's goal is to increase international students from 4% to 8%.
  - Growth in number of international students was accompanied by reduction in funding for tutors, etc. due to the student pay increase.
  - There is currently inadequate advisement staffing in Academic Advising Programs for international students.
- Preliminary spring 2014 to fall 2014 retention: used a 75% yield estimate for 2013-14 (which was a drop from previous year.) Estimating 77% for fall 2014 continuation rate, which impacts overall enrollment. Additional reasons for higher enrollment:
  - Students are continuing (increased retention) – this is a positive outcome.
  - Larger enrollment in spring 2014 – another reason retention increased.
  - Students were admitted earlier and accepted our offer letters.
  - We dropped the CSU admissions index (test score/HS GPA) sooner in the admission cycle.
  - Jump in continuation rate is about 400 students, which affects graduation rates, persistence, etc.
- New Student Mix: typically planned for 90% undergraduate and 10% graduates. Changed for fall 2014 due to graduate enrollment not meeting the fall 2013 target.
  - Coming in 500 students higher for new students than estimated.
  - Record freshmen class numbers.
  - Challenging to be as agile as we need to be to when makeup of student population shifts.
- Colleges offered adequate course offerings this semester.
- 13.5% of First-Time-Freshmen and 40% of transfers from North State
- Diversity: 53.6% of our First-Time-Freshmen are Students of Color (SOC). Our overall FTF enrollment yield is 19.3%. We had estimated 18%.
  - SOC yield is below the white student yield.
  - Since SOC is majority of admit pool, had to gauge new yield (lower).
  - First time majority of First-Time-Freshmen enrolled are minorities.
  - Transfers yield to enroll was 41.3%, we had estimated 42%.
  - Hispanic enrollment of 25% to become HSI – estimate 25.2% this semester.
    - Can apply for Hispanic Serving Institute eligibility and grants (if determined to be eligible) in spring 2016.
- Our continuation rate appears to have increased 2% and will likely continue to increase. This is a positive sign.
- Large transfer population in spring 2014-will remain for at least 3 semesters. Retained at a higher level.
- May not be able to bring it down below 500 new students in spring 2015 because of requirement to enroll students in our service area.
- There has been no net increase in faculty or resources. What can we do? Something has to happen.
  - Any students with green/yellow in DPR we could encourage to graduate (DuFour).

- Typically we do not disqualify students at end of fall because of short time frame before spring classes begin.
- Do not accept students who did not complete Early Start
  - Talking small numbers for these options.
- Application comparison: for spring 2015 – close to numbers from last year (date-to-date)
  - Estimating 400 service area upper division transfers.
  - Resident credential students and graduate students also considered (75).
  - Allows for a few out of area upper division transfer students.
- We have experienced record number of applications in recent years – over 30k in fall 2014

#### **2014-15 Enrollment Targets and Progress – Fortin**

- Current estimate is we will be about 2.7% over target.

#### **Spring 2015 Enrollment Planning – Fortin**

- Spring 2015 conditions are most similar to spring 2012.
- Using an enroll rate for upper division service area transfers of 56%.
- Rate fluctuates because rules change every academic year.
- Important for Chico State to be open every spring for our service area transfer students.

#### **2015-16 Enrollment Planning (Ford)**

- Heard that next year may be static (no growth).
- Less money from governor.
- Some community colleges will be teaching upper division courses.
- Target may not be available until November.
- What should Enrollment Management Services do? Wait for direction from the President or the Chancellor?
- EMAC's preference is for the campus to grow at a slow steady pace.
- Only an additional new 200 students would have worked, but with higher numbers, we should consider a steady state from our year end numbers (2014-15).
- The campus target is negotiated between the President and Chancellor.
- Need to understand the threshold of penalty (or lack of) for being under/over target.
- Chancellor White's rules are not as clear as Reed's.
- We are using +3.5% over as our guide.
- Funds generated by being over target are not being distributed where most needed. Where are those funds going? UBC meeting on October 17<sup>th</sup> could be a good place to ask this question.
- Admissions open for fall 2015 on October 1<sup>st</sup>.

#### **CSU Admissions Advisory Council Announcements (Kaiser)**

Email from Kathy Kaiser on 9/19/2014:

My apologies as well. Again I will be attending the 2nd Annual CA STEM conference in San Diego and so will miss this meeting. I am going to forward the AAC meeting notes on 8/22/14. Most of the meeting was actually devoted to two extensive reports on how SAT & ACT are changing their assessment instruments in order to accommodate the Common Core. There is great uncertainty (although CA has two votes to most states one) about how the benchmark of College & Career readiness will be set. Currently CA is higher in its set point than the vast majority of other states and so there is concern that the resetting could result in a major change of how many entering CSU students are actually placed in appropriate status. Furthermore, some states mandate that ALL graduating seniors take such a placement exam instead of how CA has done it, you are encouraged, if your family qualifies for the Federal marker of "free or reduced" lunch—you can get part or all of the fees waived for these exams, but it is definitely unclear how clear this message is delivered both to students, their families and the high school counselors. EAP will no longer be administered as a separate function and so the intention is that Smarter Balance testing will incorporate the EAP measure but again the issue of the "set point" arises. We have no data coming to any school system about how the trial testing went. Faculty are being strongly encourage to participate in the Smarter Balance faculty panels that are going to construct the 'difficulty' or 'appropriateness' of the questions and

expected answers. Finally our figures indicate that we had a fairly strong and close response to the taking of EAP in March 2014 at least by the measure of requests for testing. What we don't know since the results were only going to the students is how many of them, took that data back to their high school counselors in time to request placement in the courses that the CSU will accept as meeting "qualified" status. Early Start has increased its scan of requirements by having a higher % of the English low scoring students be required to participate and by supposedly holding back students who failed to do Early Start either at the campus that they were enrolling in or at the campus closest to them before moving to their campus of attendance. I would request that we get our campus Early Start statistics as soon as possible and also explore how effectively we are making students in the region know of the EPT/ELM testing on campus, their ability to get a fee waiver, as well as knowledge about the revised ACT and SAT and what they are offering.

Sorry that I can't make the meeting. I certainly hope that Butte can give us a run down on course availability, exp for those meeting the TMC AA/AS. ([Additional documents are on the EMAC website](#))

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#### Other

- CSU Graduate Initiative meeting is October 15<sup>th</sup>. Paul Zingg, Bill Loker, Paula Selvester, and Drew Calandrella will attend.
- Pre-University Budget Committee meeting is next week.
- EMAC needs access to overall campus budget information.
- PowerPoint with budget 101 is posted on the Academic Senate website.

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Meeting adjourned 4:47 p.m.  
Respectfully submitted, Lori Fuentes, EMS AA/S

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#### Action Items:

1. Is there a penalty for being under/over target?
2. How are the excess funds generated by being enrolled over our target distributed across campus?
3. Minutes from prior EMAC meeting will be sent with agenda one week prior to following EMAC meeting.