

MINUTES

ENROLLMENT MANAGEMENT ADVISORY COMMITTEE MEETING

February 24, 2015

In attendance:

x	Bill Allen		Taylor Herren (AS President)	x	Allen Renville (Butte College)
x	Kim DuFour*	x	Jean Irving*	x	Paula Selvester (Senate Chair)
x	Diana Dwyre (vice chair)	x	Kathleen Kaiser	x	Baohui Song
x	Rick Ford (chair)		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	x	Michael Rehg		Michael Pratt (AS)

* = Augmented Members

X = In attendance

Meeting convened at 3:17 p.m.

Approval of Agenda (Ford)

- Approved

Introductions and Announcements (Ford)

- Anticipate seeing an increase in the number of students with 60 units. They cannot be asked to retake any courses they took at a community college. If students switch degrees, they should still graduate in 60-units unless they are in an impacted major. All online courses will be open for all CSU students registered for 12+ units. The question is “can any students get into a program, such as nursing or sociology?” This question has been sent to the Statewide Senate to clarify the mislink between CourseMatch and AB 386.
- Campuses determine how many seats are set aside for CourseMatch. If classes are capped, full, and waitlisted, outside students will not be able to enroll. Irving indicated we can control the AB 386 enrollment window. Enrollment is based on space availability for non-Chico students. Prior to each semester, we could designate a 2-week enroll period. Irving will confirm whether non-Chico students would be waitlisted. Section 70s courses are for on-line degree granting students and should not be open to non-Chico students. We can add “consent” to courses and control who enrolls. We can also code courses to appear in the “global online” list that non-Chico students may enroll in.
- The Technology and Learning Program (TLP) staff are wondering how this affects them.
- Bill Loker verified that AB 386 students add to our FTES count.
- DuFour is concerned about Chico State students taking courses at other campuses and understanding how those classes articulate/count. There is a transfer system the CSU provided that has to go out to the departments that will not be out by fall 2015. CSU and legislators says courses will count, but they still need to be articulated.
- Chico State does not have a lot of online courses, but other CSU campuses do.

Approval of Minutes from 1/27/2015 Meeting (Ford)

- Approved

Action Items from January EMAC Meeting

International Enrollment Funding Model – (Hennessey)

- The International Enrollment Advisory Committee (IEAC) has modified the funding model which initially focused on increasing campus internationalization by 500 students over the next 5 years. Target has been reduced to 250-300, but it is not clear who made the reduction. Same time frame, same funding. There has been a focus on a Brazilian university that has resulted in an increase in Brazilian students on campus. The committee’s funding model was not radically different, but does focus on the Pacific Rim, along with recruitment efforts in Africa, Middle East, and Europe. Considers funding for tenure-track hire, as well as

evaluators, support staff, GAs, TAs, etc. Everything is on hold until the plan moves through the process. IEAC is advising the Provost. The plan was introduced at Cabinet.

- Fortin checked with Li last month. Academic Advising Programs needs an academic advisor to service international students. The reshaped funding model was to be reviewed by CAD and then by Cabinet. Multiple positions would be funded off the top, including an international academic advisor in OIED who would work closely with Academic Advising Programs.
- Ford spoke to Li yesterday and expects an international recruiter would also be part of the plan.
- EMAC would like to review the international plan again, especially as it relates to AB 386. International students may be limited on enrolling in online courses. Continue this discussion at the March 24 EMAC meeting.
- Ford will check with the Provost on status of the IEAC plan.
- Committee members are: Zimbelman, Tony Waters, Meadows, Hennessey, Juliano, Li (chair), Park, and Loker.

EMAC Resolution – (Ford)

- Meadows reformatted the resolution and shared it with Selvester and Hennessey. Will send updated version to EMAC.
- The resolution is scheduled to be discussed at the Executive Committee meeting on Friday.
- EMAC's preference is the +1% over target 2015-16 enrollment planning scenario.
- The resolution was mentioned at UBC, but there was no formal discussion.

Invitations to Leadership

- Ford suggested Calandrella be invited to attend the March 24 EMAC meeting. EMAC members discussing the following for possible discussion to address:
 - Does Calandrella oversee student advising? If so, aren't we interested in how the international plan is connected to advising?
 - Succession planning.
 - How does Drew use tenure-track faculty density in his decision making?
 - What is an appropriate class size for first year students as related to filling campus housing? Is there pressure to fill housing or are these separate issues?
 - How do we decide when to drop the Admissions index? Fortin pointed out the decision is made in close consultation with Admissions, Bill Allen, Fortin, and VPSA. Meadows would like to know what factors are used to make the decision. There is concern that we are accepting lower-achieving freshmen sooner than we need to. First-generation URM students need more academic support— but has there been an increase in those services as the numbers continue to rise?
- Ford will provide Calandrella a heads up on topics and invite him to attend EMAC.

Enrollment Updates

Butte College (Renville)

- Three years ago Butte's enrollment was up 9% and the college was asking students to attend another school, come a different semester, or different year. They were told to apply early and apply often. This year, due to community colleges' lack of accessibility, the governor allocated \$1.8 million to Butte to expand services and hire faculty. But things have changed dramatically. Butte is down about 300 students when they were hoping to be up 2.8%. Butte is currently 1% down.
- Community college students tend to go to work when the economy is good.
- Have implemented numerous ways to identify students who are more committed to college.
- Does not appear they will hit their enrollment target this semester since there is no way to close the gap at this point. Will look at summer and fall next year to see what can be done to improve their enrollment.
- Because Butte was so far over target, they had reduced their marketing significantly. They are now looking at investing more in recruiting for international, out-of-state, and in-state.
- Butte started up a week after Chico State's start this semester. Renville talked with the VP of Instruction at Butte about working with Chico State to contact students who could take a class through Butte. The Office of

the Registrar sent out an email to 1200 students on waitlists letting them know Butte had open classes they needed. Not sure of the full impact, but it definitely helped. Would like to build on this relationship.

- California provides stability funding even when campuses are down, so Butte will receive the same funding as they did last year. The problem is they cannot draw enough students right now.
- Applications were turned around the same day in an attempt to get more students enrolled.
- Butte is regrouping and moving forward, but the good economy and the reduced graduating high school classes are an issue they need to address, in addition to better retention.
- Summer session will be bigger than in recent memory. Also doing some special high school events. The number of sections will be expanded, but that doesn't necessarily result in increased enrollment.
- Butte received a \$60 million contract for a system for online student educational planning, course IDs, and common assessment for a 3-year project. There are 112-115 community colleges and none of them are able to say they have courses that meet transfer requirements. It is taking time to get people into place. Now have advisory groups and are making progress, but Renville was not sure where they are on the project.
- There are rumors floating around about whether the bigger community colleges would try to put up a BS or BA degree. Renville confirmed Butte has one in development. The first 16 are prototypes. Whatever they put up, it costs about \$250,000 to develop. Hoping the state will provide development funding. Butte's degree is a combination of ARC drafting, machining, and a number of things—quite unique. They have withdrawn it because it was going to cost too much.
- Kaiser understood Feather River was the only community college to submit one for Equine Science, but there may also be one from South Lake Tahoe.
- TMC AAs are struggling to get validated in the CSU system because they do not have electronic transcripts. Renville does not think it will be long before we see that happen—they have made great progress recently.
- DuFour indicated it would be helpful for summer orientation if Chico and Butte could work together to see how we can help students get back on track for a 4-year completion. AAP has good data on what students need. Could market to those students specifically based on what Butte is offering.
- Butte's decline should not affect Chico State because these are different students then are going to Chico State: students stuck in the pipeline, running out of financial aid, job advancement, etc. New legislation is designed to get serious students into school. Butte will see a reduction in the students who have excessive units, who repeat classes over and over, etc. Butte is starting to feel the effects of that legislation, which is the intent, and are adjusting to it.
- Every rural community college is down 1+ percent and will likely never be able to meet target. However, southern campuses are over-enrolled.
- ADT path is identified and involves detailed tracking.

Spring 2015 (Fortin)

[handout](#)

- Focus was on upper-division, local area transfer students.
- 45 incoming new ADT students; likely will not all come through as ADT.
- There were six spring 2014 ADT new students.
- Resident FTES target: 2.9% over-target due to increased continuation rate, admit to enroll yield, etc.
- Each segment of students results in a different yield. Graduate students yield is generally higher because they are place-bound.
- Fortin can provide yield information at next EMAC meeting.
- Close to having census data to provide to the Chancellor's Office.

2014-15 Annualized Resident FTES (Fortin)

[handout](#)

- There are no financial penalties for over-enrollment. Intent is to monitor over-enrolled and keep below 3.5%. If over 3.5% this year, must moderate down in future years (item c).
- Chico State will work on bringing in fewer new students for fall 2015.
- New student mix is based on 1.5% above target scenario, estimating 4,860 total new students.
- Calandrella was notified of EMAC's desire to maintain a 1% above target scenario. Calandrella indicated a 1.5% is a compromise between the 1% and the 2% cabinet endorsed.
- Provost Elrod has commented on increasing faculty and staff resources to support growth.
- College of Business will not be where they need to be even if all current faculty searches are successful. Other colleges are in the same situation.

- A 1% increase in budgets will not provide adequate funding for all the positions that are needed.

Fall 2015 Application Processing (Fortin)

- Started admitting applicants at 3502 and up in Oct. 2014. Lowered the index in mid-January by 50 and just lowered it again to 3400 last week. Reviewing applicant pool based on index band yields. Waiting for EOP enrollment to finalize admits.
- Dissecting application pool closer than in previous years. Will likely create a waitlist in March. Still have the intent to enroll deadline on May 1. Choose Chico! provides us with better insight, as does summer orientation registration opening.
- UCs provide acceptance letters at various times. Davis is around mid-March. This may affect higher index students.
- Remediation needs are connected to the index we use.
- Planning to enroll about 1,750 transfers (includes transition and readmits).

Office of Admissions New Student Fall 2014 Surveys

- Survey results will be emailed to EMAC to review. Will discuss at next EMAC.

Meeting adjourned 4:46 p.m.

Respectfully submitted, Lori Fuentes, EMS AA/S

Action Items:

- Ford will check with the Provost on status of the IEAC plan.
- EMAC would like to review the international plan again, especially as it relates to AB 386. Continue discussion at the March 24 EMAC meeting.
- Meadows will email the reformatted resolution to EMAC members.
- Calandrella is scheduled to attend April EMAC meeting.
- Fortin can provide yield information at next EMAC meeting.
- Email Office of Admissions' new student survey results to EMAC for review with March 24 agenda.
- Discuss Office of Admissions student survey results at next EMAC.