

# MINUTES

## ENROLLMENT MANAGEMENT ADVISORY COMMITTEE MEETING

September 27, 2016

### In attendance:

X	Terry Battle*		Ben Juliano	X	Ann Schulte
X	Kaitlyn Baumgartner Lee*	X	Jeff Livingston (Chair)	X	Katie Simmons
	Betsy Boyd (Senate Chair)	X	Jennifer Meadows		Baohui Song
X	Jennifer Wilking	X	Vu Nguyen (AS Exec VP)		Chris Souder
X	Rick Ford	X	Daniel Parks*	X	Adam Stoltz
X	Barbara Fortin	X	Dan Reed		
X	Judy Hennessey		Michael Rehg	X	Peter Martinez (guest)
		X	Allen Renville (Butte College)		

\* = Augmented Members (*non-voting*)

X = In attendance

Meeting convened at 3:16 p.m.

### Approve Agenda (*Livingston*)

- Deleted VII. Update from Statewide Academic Senate. Approved.

### Introductions and Announcements (*Livingston*)

- Welcomed new members.
- Jeff Livingston reviewed the charge of EMAC (<http://www.csuchico.edu/prs/EMs/2002/02-109.shtml>)
- Rick Ford Carried the proxy of Betsy Boyd.

### Minutes from 5/10/16 EMAC Meeting (*Livingston*)

- Minutes approved as submitted.

### Office of Admissions Overview (*Stoltz*)

Following is the link to the Prezi presentation:

[http://prezi.com/zsw6yklcqz/?utm\\_campaign=share&utm\\_medium=copy&rc=ex0share](http://prezi.com/zsw6yklcqz/?utm_campaign=share&utm_medium=copy&rc=ex0share)

- Enrollment Management is charged with providing an overview at the first meeting of the academic year. Beginning with an Admissions overview to inform the 2016-17 enrollment cycle. Each member received a folder with information that is distributed to new students and other visitors. Presentation began with an overview of Admissions functions, mission statement, goals, and publications. Reviewed the fall 2016 First-time Freshman (FTF) application and Transfer application profiles. More difficult to be admitted to Chico State than some of the top public universities in the West. Reviewed Admissions staffing organizational chart.
- Marketing, communications, and outreach efforts are being improved. CRM (Constituent Relationship Management) software provides the foundation for the communication system to interact with 35,000 prospective undergraduate students annually. Additional programs:
  - Nonprofit CAPPEX helps match students to Chico State.
  - New call center is staffed by current student ambassadors; they will phone prospective students, creating a personal connection and affinity with Chico State.
  - Collaborating with others across campus to create a consistent university brand. Designing a new admissions packet for fall 2017, optimizing the website, researching the use of texting, and expanding social media platforms. Enhancing the campus visit experience with new signage, and looping videos on TVs in the SSC atrium.
- Recruitment, outreach, and marketing: Peter Martinez, associate director, coordinates recruitment travel throughout CA, covering 27,000 miles in 8 weeks; currently in the fall 2017 recruitment travel season.
- North State Initiatives include:
  - Wildcat Ambassadors.

- College OPTIONS (TriO programs through UC-Davis).
- Reach More Tehama and Reach More Shasta promise programs.
- Diversity Stipend Program: Supports campus visits for targeted populations.
- Admissions Partnerships: Supports relationships with community colleges and high schools, and Chico State outreach programs (e.g., EOP, Chico Student Success Center partnership high schools throughout CA, Cross-Cultural Leadership Center's Pipeline Through College program with select Sacramento high schools, and the MESA Engineering Program).
- Counselor conferences participation.
- North State outreach has increased this year and extends to Sutter County. On-the-Spot Admissions (OTSA) program has been very successful at Butte College and continues at main feeder community colleges. 2015-16 staffing shortages limited outreach somewhat.
- Considering a campus-wide expanded CRM system, which will assist colleges and academic departments to more effectively assist Admissions with prospective student recruitment.
- Visitor and yield programs: Campus tour program hosted over 5,000 students and guests and more than 5,000 students and guests participated in Chico Preview Day and Choose Chico events. Top Feeder Schools:
  - High schools: Foothill, Chico, and Heritage.
  - Community colleges: Butte, Sierra, Shasta.
- Impaction definition: Applications from eligible students during the initial filing period exceed the number of spaces available. Manage university impaction for FTF and Transfers and nursing and recording arts programs.
- Admissions requirements:
  - CSU eligibility index is 2900, which is also the local service area admission threshold.
  - CA out-of-area admissions index threshold is determined by the applicant pool.
  - Out-of-state admissions index threshold is 3502.
  - Overview of Freshman admission process (included in handout), explains how the eligibility index is determined.
  - Overview of Transfer admission process and eligibility requirements (included in handout).
- SOC Diversity applications increased over last five years; SOC Enrollment almost doubled in last five years.
- Academic college highlights included in redesigned Excellence brochure, a useful recruiting tool.
- Challenges:
  - Cost to recruit a student.
  - Declining enrollment at CA community colleges.
  - Application growth.
  - UC and out-of-state competition for CA students.
- Solutions:
  - Redesigned admitted student packet.
  - Call Center creation.
  - Cappex/College Greenlight student matching.
  - CRM platform for communication and tracking.
  - Electronic admission counseling outreach.
  - Marketing and branding enhancements.
  - North State initiatives expansion.
  - Optical Character Recognition software (for processing transcripts).
  - Social Media expansion.
  - Visitor experience enhancement.
  - Website optimization.

### **Enrollment Updates – Butte College (Renville, Fortin, Stoltz)**

Following is the link to the Enrollment Update:

<http://www.csuchico.edu/em/EMAC/Documents/2016/emacsEnrollUpdate9-27-161.pdf>

- Butte College fall 2016 enrollment:
  - Difficulty achieving 2% increase expectation. Believe enrollment has hit a low and will steadily increase.
  - Attempting to match fall 2015 FTES enrollment of around 11,000.

- Headcount is down about 200.
- Hiring five new recruiters.
- Hispanic enrollment has reached 25%.
- 2016-17 enrollment targets, progress, and impact (see attachment for details):
  - New target of 15,197 was determined via the 2016-17 budget process in July 2016.
  - 2016-17 enrollment planning scenario finalized in spring 2016 estimates we will be .5% over target.
  - For some CSU context, recently learned Cal State LA will be 20% over target and Sac State will be 6% over target.
- Fall 2016 enrollment (see attachment for details):
  - Total new students goal was 4,975; as of 9/26/16 at 4,850, difference of -125.
  - Headcount is higher than planned and helps offset slightly lower student unit load.
- Spring 2017 enrollment planning (see attachment for details).

#### **Fall Semester Meeting Topics (*Livingston*)**

- Bill Loker, Dean of Undergraduate Education, will attend the October meeting to discuss the Graduation Initiative 2025 goals and plans.
- Drew Calandrella, VP Student Affairs, will attend the November meeting to discuss enrollment planning.
- Enrollment and tenure-track faculty levels with Mike Ward, Interim Provost, is being planned for the December meeting.

#### **Update from Statewide Academic Senate**

- Item removed from agenda.

#### **Other**

- No items

Meeting adjourned 4:47 p.m.  
Respectfully submitted, Terry Battle, EMS AAS Retired Annuitant

#### **Action Items:**

- No items