

MINUTES

ENROLLMENT MANAGEMENT ADVISORY COMMITTEE MEETING

November 29, 2016

In attendance:

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

* = Augmented Members (*non-voting*)

X = In attendance

Meeting convened at 3:15 p.m.

Approve Agenda (*Livingston*)

- Agenda approved as submitted.

Introductions and Announcements (*Livingston*)

- Welcomed and thanked Drew Calandrella for attending.

Enrollment Planning – (*Drew Calandrella, Vice President Student Affairs*) 3:15-3:45 pm time certain

- 2016-17 academic year enrollment planning is on track to achieve our +1.3% resident FTES target. Recalled final target was part of final 2016-17 budget allocation information in July.
- 2017-18 enrollment planning:
 - 2017-18 enrollment planning letter, dated 11/23/16 from Dr. Blanchard, was distributed. Annualized resident FTES target is 15,197 which is the same as the 2016-17 target. Tradition has been to include a +1% over target buffer as for the past two enrollment cycles, increased targets have been received late spring/early summer.
 - We are in a no-growth enrollment cycle, with new student goals to focus on replacement due to graduations and non-retention. Student access and success are key.
 - Governor's focus is on outcomes: National standard for graduation rate has been six-year but expectation is to shift to four-year. Need to improve retention and graduation rates.
 - Regarding new funding, possibly only one-time money with strings attached (i.e., Graduation Initiative 2025). If enrollments decrease, results in revenue decrease as forego student's tuition contribution. State funds the resident FTES enrollment target, same as previous years.
 - Faculty will receive 3% raises but the governor's budget won't fund.
 - The CSU campuses that are enrolling below their funded targets are not doing so intentionally. In recent years, campuses not meeting targets have not been required to return funds.
- Resources for increased enrollments:
 - Governor and the Department of Finance will continue highlighting graduation initiatives. Unsure if money will continue. Hard to foresee. CSU did request a budget increase.
 - Governor's budget be released in January 2017. Early signal is that budgets will be flat for CSUs. No new money results in no expectation of enrollment growth.

- Resources for the Graduation Initiative 2025 (GI 2025):
 - CSU GI 2025 budget has been approved but not distributed. Emphasized this is one-time money. Chico State's allocation is \$1.3M.
 - Some of the allocation will improve enrollment technologies and some will increase spring 2017 supplemental instruction for six additional STEM courses.
 - Bulk of money will be allocated to add spring 2017 course sections.
 - Implementation Team (EMAC membership includes Rick, Daniel, Kaitlyn, and Barbara) is considering project proposals. Drew recommended consulting with this committee regarding how unused money would best be spent (e.g., improved advising for both major and general education advising).
 - Some CSUs considering graduation and/or college specialists, bridging knowledge between academic departments and professional academic advisors, resulting in improved quality of academic advising.
 - Faculty academic advising coordinator position was created in Academic Advising Programs (AAP) in 2015-16, funded by CSU new permanent student success resources. Expert academic advising is a key component to student success.
 - Baumgartner Lee added that some CSUs coordinate/collaborate via an advising council to share best practices and policy/process changes.
 - Hennessey stated that CSU Northridge established a model that defined academic advisors as "major mentors."
 - CSU Fullerton, CSU LA, and UC Davis provide important examples of how to prioritize and support quality academic advising. GI 2025 emphasizes the importance of academic advising.
 - Meadows expressed concern for the lack of guidance of and support to faculty advisors. Need to define and support this critical role of faculty.
 - Advising boot camp has proved successful at other universities.
 - GI 2025 is a one-time allocation that wouldn't be able to support college professional advising on a long-term basis.
 - Advising discussion included consideration of college-based advising models. Key for advising is getting information to students in a timely manner.
 - Livingston asked for additional advising topics:
 - Suggested having the AAP faculty advising coordinator attend a future EMAC meeting.
 - It was pointed out that the challenge is that some students self-advise rather than consulting faculty and/or AAP. Until mandatory advising is required it may be difficult.
- EMAC will return to the academic advising discussion at a future meeting.
- Due to Calandrella's limited time with the committee, he was unable to respond to all pre-meeting questions; Livingston will follow-up via email.

Minutes from 10/25/16 EMAC Meeting (Livingston)

- Minutes approved as submitted.

Enrollment Updates (Renville, Fortin, Baumgartner)

- Butte College:
 - Continuing students have registered at a consistent/expected level.
 - Update on the number of ADT's and AAT's.
- Fall 2016 Associate Degree for Transfer (ADT):
 - Baumgartner Lee presented an ADT enrollment overview for fall 2012 to fall 2016 (attached). Noted how the population is growing and that students receive mandatory academic advising.
 - An AAP advisor is monitoring students manually. Resources are limited to generate required reports.

- Undeclared Majors and Super Seniors:
 - Baumgartner Lee presented an overview (attached). Super Seniors considered if 140 or more units earned with no degree.
- Spring 2017 enrollment: Fortin provided update (attached). Registration to date suggests we will meet our 2016-17 resident FTES target. Estimate new spring students will be about 100 fewer than spring 2016. If CA DREAM students choose not to enroll due to potential immigration changes, could impact continuing student enrollment.
- Fall 2017 admissions applications: Guanzon presented a comparison with fall 2016; total applications to date are similar to last year. Application closes on 11/30. Service-area students receive priority processing.

Update from Statewide Academic Senate (*Ann Schulte*)

- No report due to lack of time. Resolutions attached for consideration.

Other

- No items

Meeting adjourned 4:45 p.m.

Respectfully submitted, Terry Battle, EMS AAS Retired Annuitant

Action Items:

- As part of an ongoing academic advising conversation, consider inviting the AAP faculty advising coordinator to a future meeting.
- Livingston will ask Calandrella to respond to unanswered questions via email.
- Next meeting: Tuesday, January 24, SSC 122/124, 3:15-4:45 pm.