

MINUTES

ENROLLMENT MANAGEMENT ADVISORY COMMITTEE MEETING

April 19, 2016

In attendance:

	Kaitlyn Baumgartner Lee*		Deanna Jarquin (AS President)		Paula Selvester
X	Betsy Boyd (Senate Chair)	X	Jeff Livingston	X	Katie Simmons
X	Diana Dwyre (chair)		Jennifer Meadows	X	Baohui Song
X	Rick Ford		Maria Olson		Chris Souder
X	Barbara Fortin	X	Dan Reed	X	Adam Stoltz
X	Lori Fuentes	X	Michael Rehg	X	James Tyler
X	Judy Hennessey	X	Allen Renville (Butte College)		Chris Winch*
X	Jean Irving*				

* = Augmented Members (non-voting)

X = In attendance

Meeting convened at 3:15 p.m.

Approve Agenda (Dwyre)

- Selvester not in attendance. Statewide Academic Senate Update item moved to May meeting
- Agenda approved as modified above.

Introductions and Announcements

- None

Minutes from 3/22/16 EMAC Meeting (Dwyre)

- Moved to approve and voted unanimously to approve as submitted.

Enrollment Updates – Butte College (Renville)

- New superintendent/president appointed: Samia Yaqub, former vice president who was interim superintendent/president and “home grown.”
- Enrollment at Butte continues to be flat. High school graduates numbers are down, economy up, accountability are all factors in the downturn.
- Aggressively trying to round up students.
- Currently 1% down; target was to be 3% up. Headcount is also down. Between this spring and last, there are simply fewer students.
- Some programs are funded based on headcount. Problematic as headcount drops.
- Butte has four work groups focused on:
 1. Retention
 2. Recruitment
 3. Marketing
 4. Out-of-state and international
- International applications are up 30-40%.
- Passed new ADT in economics. ([full ADT list](#)) Should see dramatic increase in numbers as high school students become more aware.
- Summer and intersessions schedules will be larger than last year and include a lot of general education classes.
- Working to make access easy as well as creating pathways to get students through quicker. Which, overall, doesn't help Butte's enrollment problem. But it is good for taxpayers.

- Choose Chico! event on April 9 was well attended and received positive feedback. There were 1,384 students and 3,754 total attendees. This is a 5% growth over last year, even with the threat of rain. Sent out postcards and posted Chico State Then & Now on the home page to market the event. Also focused on diversity, the downtown area, and sending emails to majors about their college. Thank you to everyone who participated and helped with the event.
- Admitted 15,123 first-time freshmen (FTF) and waitlisted 198 for fall 2016.
- Students shared that UCs indicated they will be making waitlist decisions around April 22, which will have a ripple effect on our responses.
- Housing reported receiving 1,380 applications on opening night, which is even with last year's numbers.
- Making calls to 447 diverse applicants to improve yield for students of color (SOC). We are trending positively for all ethnicities listed on the handout.
- May 1 is the national intent to enroll deadline.
- Estimating a 15% melt for FTF and 20% for transfers on intent to enrolls.
- Overall applications are up, but applications from SOCs are also up.
- Ford believes 3375 index has tangible effect on total enrolled. Decrease of 25 resulted in about 200 more admits. 18% yield would enroll around 40 students.
- UCs receive well over 100,000 applications, so any small change can affect our numbers dramatically. With UCs admitting 15% more California residents than last year, our 18.75% yield for freshmen last year may not hold for fall 2016. In addition to the increase in SOC applications, which generally yield 1% lower, our yield is likely to be lower than last year.
- Watching intent to enroll numbers (which are lagging slightly) to help determine how many to accept from the waitlist.
- The National Association for College Admission Counseling (NACAC) would like the UCs and CSUs to have a standard deadline for when campuses have to notify applicants.
- Ford would like a report of how many of the incoming students need remedial math.
- We do not plan on dropping the index below 3375. There is a link on the Admissions page for how a student can [calculate their eligibility index](#).
- There is no tool for ensuring a student has a math score of 550 before they are accepted. Impaction by major would be the only option.
- Continuing student registration opened April 18—by appointment only through April 28. Registration remains open through May 20.
- By mid-May we will have a better idea on transfer admits.
- [Admit to Enroll yield report](#) by college/major.

2016-17 Enrollment Planning Update: Review Workload Reports (Fortin)

- [Census Headcounts, FTES to Headcount Ratio, and Workload Report](#)
- [Census Enrollments FTES and Target Report](#)
- These reports are available in Insight for those who have access to Institutional Research/Enrollment Management reports.

Recommendations for New President

- Committee discussed recommendations and adding details such as enrollment targets, projections, mix of FTF to transfers, housing, etc.
- EMAC's focus has been to minimize change in either direction. Should keep arguing for that. (Ford)
- Should add a reference to EMAC EM 02-109 (<http://www.csuchico.edu/prs/EMs/2002/02-109.shtml>)
- Simmons provided a paragraph on campus and community and further changes to the section were discussed. Simmons will work on adding additional language.
- Will complete annual report and attach to recommendations to provide context for what the committee does.
- Any additional comments/feedback should be sent to Dwyre by next Tuesday (April 26).
- Rehg suggested recommendations be highlighted for easier reference.
- Information should be considered as we move forward with redoing campus strategic plan.
- Report will be sent to the Executive Committee of the Academic Senate and President Hutchinson when finalized.

Other

- Next EMAC meeting scheduled for Tuesday, May 10, 3:15-4:45pm in SSC 122/124.

Meeting adjourned 4:40 p.m.

Respectfully submitted, Lori Fuentes, EMS AA/S

Action Items:

1. Ford would like a report of how many of the incoming students need remedial math.
2. Send Dwyre feedback for recommendation to incoming president and Academic Senate by Tuesday, April 26
3. Next meeting:
 - a. Update on enrollment
 - b. Election of next chair and chair-elect
 - c. Finalize recommendations for new president and Academic Senate