

MINUTES

ENROLLMENT MANAGEMENT ADVISORY COMMITTEE MEETING

May 10, 2016

In attendance:

X	Kaitlyn Baumgartner Lee*		Deanna Jarquin (AS President)	X	Paula Selvester
X	Betsy Boyd (Senate Chair)	X	Jeff Livingston		Katie Simmons
X	Diana Dwyre (chair)		Jennifer Meadows	X	Baohui Song
X	Rick Ford	X	Maria Olson		Chris Souder
X	Barbara Fortin		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 3:17 p.m.

Approve Agenda (Dwyre)

- Add discussion of EMAC Annual Report Dwyre will be submitting to Academic Senate.

Introductions and Announcements

- No announcements

Minutes from 4/19/16 EMAC Meeting (Dwyre)

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

Enrollment Updates – Butte College (Renville)

- Early results on recruitment efforts show positive results.
- High school program is up 10% likely due to seniors going through orientation/registration/counseling before graduating.
- Applications are up.
- International applications are up 300%, which is good since Butte is trying to grow the international program. Every dollar generated is split: 50% goes to the international program and 50% goes to the district. Recent planning meeting focused on using funds for counseling, tutoring, staff development, etc. The funds are intended to support international students.
- Working with international colleges; some in India—result is half of new applications are from India.
- Butte is hoping to stay even but are currently down 1-1.5%. Looking to grow 1%. Governor put money on the table for growth and Butte was not able to meet the growth target this year.
- International student majors: business is first, second are the sciences—focus on stem transfer, then majors go in a multitude of directions. Students are there to transfer and end up going all over the country. Butte has been successful in getting students in and out quickly.

Fall 2016 Registration (Fortin)

[Handout](#)

- In priority registration for continuing students through May 20.
- There is a subtle difference on the FTES daily update because registration started a week earlier last year.
- Limited registration activity in the final 10 days.
- Note the registration milestones on the Enrollment Update handout.
- IP and USAC student data comes into the system throughout the summer and the data do not count toward the resident FTES target.

Fall 2016 New Student Admission (Stoltz)

- Reviewed first-time freshmen estimated [Intent to Enroll to Enroll Yield](#) report by college/major.
- UCs are admitting 10% more California residents and students are going out-of-state. Makes estimating more difficult.
- Reviewed summer orientation reservation numbers ([handout 1](#) and [handout 2](#)). Currently a little behind last year's numbers, but it does vary from year to year. Also, SUMO's post card went out a few weeks later than in the past, which may partially explain the lower numbers.
- Reviewed [Housing deposits handout](#) – currently down 7%.
- Admissions is working with Orientation on calling students who have submitted Intent to Enroll but have not signed up for a Summer Orientation session to try and dissuade “summer melt.” Attending Orientation is a high indicator of attending in the fall.
- Reviewed fall 2015 to fall 2016 FTF [Estimated Enrollment report as of May 10, 2016](#).
- Most recent Intent to Enrolls to Enrolled rate has been 85% for first-time freshmen.
- Some special populations are still being considered based on hardships.
- Institutional Research can provide drop-out data.
- Still shaping transfer class. Have about 800 applicants to review/process. Have had major staffing issues in Admissions with vacancies, new hires, training etc.
- We yield higher on transfers than on FTF.
- 60% of our transfer students are not from the North State.
- Becoming more and more difficult for all campuses to keep up with application processing per conversations at a recent CSU meeting. Need to implement technological changes and other process improvements and we are behind some campuses in doing so.
- Application priorities are service area applicants, veterans, special populations, and then remaining applications by date received. There is no priority based on majors.
- Admissions coordinates with other offices and reaches out to special populations. These efforts can be very targeted and students may be contacted multiple times. This could be done for students who have been admitted but have not yet signed up for summer orientation. Needs to be coordinated with Orientation to ensure adequate sessions are available as well as adequate staffing to respond to increase in incoming calls.
- Always strive to award financial aid packages before Choose Chico! Financial questions are one of the biggest issues families/students have at Choose Chico! and during summer orientation sessions.
- Butte students with over 40 units are re-enrolling at low rate of 9%. Chico's continuing rates were up slightly over last year. Office of the Registrar prompts students who are eligible but have not enrolled.
- Butte students wait on financial aid since there are plenty of classes for them to enroll in.

Recommendations for New President

- Amendments were shared with the committee via email.
- Discussed further recommended changes.
- Dwyre will share final draft with committee prior to sharing with Academic Senate or the new president.

Update from Statewide Academic Senate (Selvester)

- Meeting time ran out prior to Selvester's report. She will provide an update via email to include in the minutes.

Election

- Vice Chair Jeff Livingston will be EMAC chair for 2016-17.
- Michael Rehg was nominated and voted in unanimously as chair-elect for 2016-17 and chair in 2017-18.

Other

- Annual Report to Academic Senate – Thursday, May 12, 2016
 - Overview of this year’s information and actions/efforts.
 - Most CSUs are including a buffer in their enrollment planning.
 - Were additional growth targets provided after considering each campuses’ uniqueness? Little to no consultation with presidents occurs.
 - Historically, there were consequences for going over target. White is not continuing that trend.
 - We would know if our target for 2016-17 is going to increase in May and/or July.
 - Committee approved document.

Meeting adjourned 4:49 p.m.
Respectfully submitted, Lori Fuentes, EMS AA/S

Action Items:

- Ford asked for a report with 3-5 years of data for FTF college/major IE to enroll yield.
- Annual Report will be provided to Academic Senate.
- Recommendations for new president will be distributed to committee, Academic Senate, and President Hutchinson.