

MINUTES

ENROLLMENT MANAGEMENT ADVISORY COMMITTEE MEETING

January 24, 2017

In attendance:

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

* = Augmented Members (*non-voting*)

X = In attendance

Meeting convened at 3:16 p.m.

Approve Agenda (*Livingston*)

- Livingston welcomed everyone back after semester break.
- There will not be a report from Ann Schulte as she is on her way to Long Beach for a statewide senate meeting. Agenda approved with change.

Introductions and Announcements (*Livingston*)

- No announcements. Committee re-introduced themselves.

Minutes from 11/29/16 EMAC Meeting (*Livingston*)

- Meadows moved, Reed seconded, minutes approved as submitted.

Enrollment Updates (*Renville, Fortin, Stoltz*)

- Butte College
 - Not much good news - Down 500 head count and 250 FTES. This is the first time we've had to cancel several new student orientations. Initiatives are underway to alter the downward enrollment trend. There will be some financial impacts as fewer students pay fewer fees. International enrollment is up due to continuing students, but prospective students may be concerned about the new US administration. Future international enrollment is a concern. Currently there are 225 international students. Losing head count in Career Technical Education pathways and basic skills programs. Don't believe the reduced enrollment will impact the BA/BS upper division transfer pipeline.
- Spring 2017 and 2016-17 enrollment planning (*see handout for details*)
 - 2016-17 resident FTES funded target is 15,197, a +197/1.3% increase over last year's funded target of 15,000. Based on IR's projection of proportion of enrollment to come between the first day of the semester and census, projecting we will be 2.1% over target. Three more weeks to go before census on 2/17. The unexpected increase in resident FTES may help offset the decrease in international student revenue. Average resident student unit load is up at 13.71. International student head count is down 154 or 27%. Frank Li was aware of the number of students that we were going to lose from fall 2016 graduations and lack of persistence. He is focusing on enhancing international student outreach to rebuild enrollment for fall 2017 and beyond. Faculty expressed concern about increased student headcount and impacts to faculty workload. Believe part of the current 3% year-over-year growth in resident FTES is due to Graduation Initiative 2025 projects for 2016-17. Current GI 2025 focus is to nudge more students on a 4.5 (first-time freshman)/2.5 (transfer) time-to-degree closer to 4/2 years, in particular to graduate in spring and summer 2017. There may be consequences without

ongoing GI 2025 funding. Need to consider/analyze headcount, FTES, faculty-student ratios, and impacts to faculty workload. Important to consider checks and balances with enrollment management to maintain a quality and equitable workload. Ben reported that IR is challenged to provide access to this data. Workload metrics may help assess faculty workload (i.e., student-faculty ratio). Academic Affairs has had metrics in place for some time which may be helpful for academic units to use in workload analysis. This type of analysis could be part of the assessment of GI 2025 projects.

- Financial Aid and Scholarship Office has disbursed over \$64 million to 11,171 students for spring 2017; after paying tuition and fees, over \$26M was refunded to students for books, supplies, and living expenses. 2016-17 disbursement to date is \$139M to 12,893 students.
- Fall 2017 undergraduate admissions context and overview (*see handout for details*)
 - Highlights (with particular focus on the North State)
 - Launched workshop series with the Boys and Girls Club of Chico
 - High School outreach programs include student ambassadors visiting Butte County high schools
 - High School Scholars Program provides local students the opportunity to take two Chico State classes for \$59
 - Each admissions counselor is assigned a North State region
 - Expanding high school counselor communications
 - Attend most college fairs in the North State
 - Promote college readiness efforts across the North State
 - Offer CSU application workshops both on and off campus
 - Special focus to expand relationships with key school districts, beginning with Chico and Live Oak districts
 - Expanding service to North State community colleges via monetary stipends to fund campus visits; admissions application processing/admitting on site programs; and e-outreach in remote areas via Skype
 - Expanding outreach to Native American groups
 - Recently consulted with Hmong clan leaders to improve outreach services
- Overview of California K-12 enrollment forecast via CA department of education and WICHE data (*see links in handout*): High school graduates will remain flat until 2023-24 with increases in students who are A-G eligible (course subject requirements for CSUs and UCs)
- Impaction: Chico State is impacted for freshman and transfer admission and the recording arts and nursing programs. Social work is seeking program impaction beginning fall 2018.
- Fall 2017 Application Activity Data Packet (*see handout for details*)
 - Activity Data Tables for first-time freshmen and transfers were reviewed—slightly down in admissions applications for both groups
 - Most students apply to multiple CSU campuses, with 4.85% exclusive to Chico State
 - There is considerable competition with other CSUs and UCs. UCs expect to enroll 2,500 more CA residents freshmen and extended their transfer application deadline.
 - Many out-of-state institutions are recruiting CA students.
- 2017-18 enrollment planning
 - Funded resident FTES target remains 15,197—expecting no enrollment growth funding
 - Ford asked about the prospects of piloting block course scheduling for freshmen for fall 2017. Interested in considering a pilot program in certain majors.

Spring Semester Topics to Consider (*Livingston*)

Livingston proposed the following topics for spring semester meetings. Members were asked to let him know which are of interest.

- International student enrollment with Frank Li
- Housing updates with Abeer Mustafa
- Academic advising practices with Kaitlyn Baumgartner Lee and Dami Hammer
- Graduation Initiative projects and plans with Bill Loker

Other

None

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

Action Items:

1. GI 2025 and 2016-17 projects impacts/assessments: Consider how to measure impacts to faculty workload
2. Consider a block course scheduling pilot project
3. Next meeting: February 28, SSC 122/124, 3:15-4:45 pm