

# MINUTES

## ENROLLMENT MANAGEMENT ADVISORY COMMITTEE MEETING

October 3, 2017

X	Adam Stoltz	X	Daniel Parks*	X	Jodi Shepherd
	Allen Renville (Butte College)	X	Diana Dwyre		Judy Hennessey
X	Baohui Song	X	Dylan Gray (AS Pres)	X	Kaitlyn Baumgartner Lee*
X	Barbara Fortin		Farshad Azad	X	Michael Rehg (Chair)
	Becca Chanes, Student Senator	X	Jed Wyrick (Senate Chair)	X	Rick Ford
X	Ben Juliano	X	Jeff Bell	X	Theresa Cox*
X	Chris Souder		Jeff Livingston		
X	Dan Reed		Jennifer Meadows		
			Jim Aird	X	Frank Li - guest

**In attendance:**

\* = Augmented Members ([non-voting](#))

X = In attendance

Meeting convened at 3:15 p.m.

### I. Approve Agenda (Michael Rehg)

Agenda approved

### II. Introductions and Announcements (Rehg)

New members Jeff Bell and Jodi Shepherd introduced.

No announcements.

### III. Minutes from 9/5/17 (Rehg)

Minutes approved.

### IV. Enrollment Updates (Barbara Fortin, Adam Stoltz)

[Enrollment Update](#)

- Butte College: Al Renville unable to attend.
- Fall 2017: Census expected to be finalized by the end of the week, with minimal change between now and then. Reviewed new student actuals relative to 2017-18 enrollment planning goals; -73/1.4% lower than goal. Increased First-time Freshmen (FTF) to offset fewer expected new Transfers. Graduate and Credential very close to goal. Headcount is up 230/1.3% and Resident FTES is up 392/2.4% over fall 2016 due to increase in spring 2017 to fall 2017 continuing students.
- Discussion:
  - CourseMatch: Currently not participating in the CSU program as we haven't met the CO standard for this category of CSU online courses. We are required to participate in CSU Fully Online (AB386). Consider how to improve student access to fully online courses to assist in time-to-degree.
  - New FTF enrolled Students of Color (SOC) peaked in fall 2015 at 57.8% and have declined in both fall 2016 at 55.1%, to 53.9% for fall 2017. Due to declining enrollment yield of admitted SOC (i.e., admitted %'s: fall 2015 = 61%, fall 2016 = 63%, and fall 2017 = 62.9%)
  - Other SOC observations: More SOC coming from southern CA; geographic relocation may impact yield. Also impacts campus housing capacity. To date have been proactive, supporting students to find off campus housing. Believe University of CA, other CSU's, and out-of-state universities increased recruitment for CA residents, in particular SOC, is impacting our SOC yields. Recommend increasing admit to enrollment yield activities and assistance from academic departments.
  - FTF admitted at the out-of-area Admissions Eligibility Index threshold of 3450, the highest threshold implemented since fall 2010.

- New Transfer enrollment is increasingly challenging due to declining community college enrollment, including at Butte College. For fall 2017 it was reported that half of CA community colleges are reporting declining enrollment. Transfer enrolled SOC %'s have increased the past three years: fall 2015 = 36.5%, fall 2016 = 38.2%, fall 2017 = 39.4%.
- Spring 2018: New student admitting is underway. Currently estimating 1,050 new students; may be reduced due to check-in on 2017-18 enrollment planning following fall 2017 census. New Transfer orientation program will be held on 11/17.
- Fall 2018: Admissions application opened 10/1 and continues through 11/30. 2018-19 FAFSA application period also opened on 10/1. Prospective student program, Preview Day, will be held on 10/21.

#### V. Persistence and Graduation Rate update *(Ben Juliano)*

- Preliminary graduation rates previewed in [Tableau](#). This is hosted on the [CSUC Graduation Initiative 2025 website](#). See [Current and Historical Graduation Rates](#) for details.
- Tableau is Institutional Research's new data visualization tool. Also being implemented for Academic Program Review reports. Piloting in 2017-18 and will effect 10-12 program reviews.
- CO has implemented new categories to define traditionally underserved students. Pilot program will be using same categories used by CO for syncing data.

#### VI. International Enrollment Plan – 3:45-4:15 time certain *(Frank Li)* [International Enrollment Growth Plan PPT](#)

- In September 2015, interim provost at that time, Susan Elrod, recommended re-starting the plan for international enrollment growth. Li reinvigorated planning in 2016-17 and is seeking support for the 2017-2023 updated [International Student Recruitment Plan](#).
- In recent years Chico State has lost about \$5M in revenue due to our drop in international student enrollment.
- For current perspective: CSU, Northridge international enrollment dropped by 27%, a loss of \$16M.
- Fall 2017 we have 432 international students; generates over \$4M for the local economy.
- Over the past ten years, we have doubled our international enrolment without using paid agents: Highest enrollment was 718 international students in 2014-15. Declined to 471 in 2016-17.
- Currently engaging in aggressive recruitment measures but we will not reach targets for 2017-18.
- 73% of international students are concentrated in engineering, computer science, and business programs.
- International students account for 2.4 % of our total student headcount, which is just below the middle range of all CSU's.
- Dropout rate is low for international students.
- 2016-17 academic year: Saudi Arabia removed us from its approved schools, causing enrollment from Middle East to decline. Still receiving students from other Middle Eastern countries.
- RCE intensive language programs have experienced a sharp enrollment decline.
- Li is focusing on diversifying our recruitment areas: e.g., over 100,000 international students attend US high schools, with over 70% of them from China. Targeting these high schools to increase enrollment. Also collaborating with intensive language programs at other CA universities, including UCLA and USC, creating conditional admission agreements.
- Developing and implementing strategies for addressing campus challenges to sustain community and alumni relations, including support services in housing and academics programs.
- Anticipating some international students with financial need after their first year. International students are required to document living expense coverage for first year. After that initial year there may be a need for financial assistance, however a majority of international students are from wealthy families.
- Proposing to add a campus "passport service" to contribute funds to international student support.
- Moving forward with [Proposed Funding Model 1](#), focusing on increasing enrollment and allocating increased revenue to support expanded student services and academic program support.

## VII. EMS Overview Presentation

(Daniel Parks)

- Continued review of the [EMS overview](#) from the September meeting.
- REGS is considering decoupling the diploma cost (\$8) from the overall graduation fee of \$68, as \$60 goes toward the commencement ceremony. Overall, considering how to reduce barriers to the graduation application process, including that students need to apply for graduation a year in advance.

## VIII. 2017-18 EMAC Focus and Sub-Committees (Rehg)

Jeff Bell will present tenure density data at the 11/7 meeting.

## IX. 2017-18 Update from Statewide Academic Senate (Rick Ford)

- See [handouts](#) and links in [email from Ford](#).
- CSU campuses are challenged by EO 1100. Discussion re: the extent of our impact ensued, suggesting we may not be heavily impacted as we are already in compliance with EO 1100. Opposing comments that we could be very impacted and that the recommendations of 1100 are creating the impactation.
- Roughly 35-40 new course sections will need to be created to meet requirement of EO 1100. EO 1100 could affect up to five academic years due to the six year graduation rate.
- Also discussed EO 1110: Statewide Senate recommends delaying implementation until 2019. How likely will it be to be pushed back one year? This proposition is getting a lot of support from CSU campuses. CO is feeling pressure. Some campuses are on the verge of refusing to implement EO 1110. CO cannot order 1110 on its own without faculty support. CO is currently moving ahead as if it will not be pushed back, but it would be surprising if it isn't postponed.

## X. Other:

None

Meeting adjourned 4:48 p.m.

Respectfully submitted, Theresa Cox, EMS AAS

## IX. Action Items:

- Research CSU Fully Online and Chico State's current participation and how we communicate with our students to encourage participation.
- Next meeting: Tuesday 11/7/17, 3:15-4:45, SSC 206.