

MINUTES

ENROLLMENT MANAGEMENT ADVISORY COMMITTEE MEETING

February 28, 2017

In attendance:

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

* = Augmented Members (non-voting)

X = In attendance

Meeting convened at 3:15 p.m.

Approve Agenda (Livingston)

- Agenda revised to begin with item V: Housing Update with Abeer Mustafa.

Introductions and Announcements (Livingston)

- Welcomed Diana Dwyer back from her fall sabbatical and Theresa (Tree) Cox, new Administrative Analyst/Specialist in Enrollment Management Services.

Housing Updates (Abeer Mustafa, Executive Director University Housing)

- Creating two Faculty-in-Residence positions. Seeking tenure-track faculty to live with students in two residence halls; parking and meal plan included. Betsy Boyd assisting with applicant outreach.
- Seven new themed Living Learning Communities coming online this fall, adding to our current three for a total of ten. Statistics show fewer negative student conduct issues with increased engagement.
- Housing rates have been approved for the next three years. A new quad rate will be introduced in Whitney and Konkow.
- University Village is converting super single rooms to cater to upper division singles and transfer students. Other improvements include: Reconfigured floorplans to create common living and kitchen spaces; adding hardwood floors; painting; adding a bike barn with card swipe access; and building a basketball court.
- Free student shuttle bus pilot for University Village transportation is underway and has also increased Sutter Dining usage. Buses running every 30 minutes starting at 7 am through midnight. Bus driver and student feedback are 100% positive. Pilot ends after spring break. Proposal has been submitted to continue the service. Buses also travel throughout the Chico community to mall, shopping, theaters, etc. Judy Hennessey suggested connecting with the Chico Downtown Business Association to consider a partnership.
- Developing a housing scholarship program from laundry machine revenue. Plan to begin fall 2017.
- Creating displaced student housing: Fourteen nights of housing available to displaced and homeless students; four beds are located at 909 Warner in College Park university-owned homes. There is an application process. Students are assigned a social worker to assist with transition into permanent housing.
- For fall 2016, 178 new freshmen were on the waitlist for housing. Program created to house them temporarily by converting lounge spaces into living spaces. 70 students lived in lounges for the entire semester. For fall 2017, goal is to increase inventory by 98 beds. 98% of housing inventory goes to freshmen. Future goal is to build more affordable housing.
- Is housing impacted with international students with current political atmosphere? No impact has been noticed. International first-time students are paired with a domestic student.

Minutes from 1/24/17 EMAC Meeting (Livingston)

- Minutes approved.

Enrollment Updates (Fortin, Juliano, Stoltz)

Enrollment Update Handout

- No update from Butte College as Al Renville was unable to attend.
- Spring 2017: Finalizing census clean-up; expect to complete next week. Refer to handout for details.
Highlights: In comparison with spring 2016, headcount is up 310/1.8% and resident FTES is up 429/2.9%. New students enrolled is 1,253. Estimate 2016-17 annualized enrollment will be 2% over the funded resident FTES target.
- 2017-18 enrollment planning model and scenario: Ben Juliano reviewed the details of the planning model. Refer to handout for details. Funded resident FTES target is 15,197, which is unchanged from the 2016-17 target. CSU budget planning currently based on no enrollment growth.
 - Critical factor to monitor: Majority of new student enrollment occurs for fall semester. If too few students are admitted for fall it's challenging to make up in spring semester.
 - If we are successful in graduating more students spring and summer 2017, continuation rates will be impacted.
 - Other potential impacts: Tuition increases--Ann Schulte noted increase may prompt graduate enrollment decline. Admissions has enhanced new student marketing, including students-calling-students program. Expect new efforts will increase admit to enrolled student yields.
 - On 2/27, Juliano and Barbara Fortin reviewed the enrollment planning model with Cabinet. President and Cabinet endorsed the +1% planning scenario to prepare for potential impacts previously cited, and the likelihood that the CSU, via state budget negotiations, may increase funded enrollment targets. In the past two enrollment cycles, we've received an increased enrollment target in July.
- Jeff Livingston will form an EMAC sub-committee to study the effect of enrollment growth (i.e., +1% growth) on tenure track faculty.

International Enrollment Update (Frank Li, Interim AVP, OEID)

Handout and PowerPoint

- Fall 2017 applications (see handout): Total is 279, which is slighter higher than fall 2016 applications at this time last year.
 - Graduate = 71: Await admit decisions from academic departments. Departments make decisions at various times, some as late as May. In the future hope departments can make decisions sooner to increase admit to enrolled yields.
 - Undergraduate = 208: 76 have been admitted--17 conditionally, 43 freshmen, and 16 transfers.
- International enrollment overview (see PowerPoint): Benefits of increasing international enrollment include: Contributes to University and Academic Affairs strategic plans, strengthens campus internationalization, and enhances diversity.
- Reviewed goals and targets.
- Top countries of origin: Saudi Arabia is the highest followed by India, China, and South Korea.
- Headcount by major: ECC and COB comprise 70% of international student majors.
- Undergrad population has been increasing over the last 10 years. STEM fields attractive to international students; relatively easy to get a high paying job after graduation. 100% placement from MIS program.
- Chico State ranks average in international enrollment, at 3.7%, compared with other CSU's.
- 2015-16 international enrollment in the U.S. exceeded 1M students. China sends the largest number, followed by India, Saudi Arabia, and South Korea. Saudi Arabia removed Chico State from its preferred university list as they felt we were serving too many Saudi students. Li is advocating to be added back.
- Two international student enrollment proposals under consideration: Currently at 446/3% of overall enrollment. In three years considering growth to 680/4% or to 850/5%, and in five years growth to 850/5% or 1,020/6%.
- To reach these goals the following will be required: Aggressive prospective student outreach and recruitment; consideration of how best to integrate and acclimate students; faculty support; and student support services.

Update from Statewide Academic Senate (*Ann Schulte*)

Federal seven-country travel ban CSU-wide is impacting 177 faculty, 20 staff, 259 degree-seeking students, and 1,300 students with permanent residency (about 7,000 students nationally).

Other

None.

Meeting adjourned 4:44 p.m.

Respectfully submitted, Theresa Cox, EMS AAS

Action Items:

1. Livingston will coordinate work group to analyze tenure-track density relative to enrollment.
2. Next meeting – Tuesday March 28, SSC 122/124, 3:15-4:45pm