

M I N U T E S

ENROLLMENT MANAGEMENT ADVISORY COMMITTEE MEETING

March 6, 2018

X	Adam Stoltz		Daniel Parks*	X	Sarah Blakeslee
X	Allen Renville (Butte College)		Diana Dwyre (AS President)	X	Bob Knight
X	Baohui Song		Farshad Azad		Kaitlyn Baumgartner Lee*
X	Barbara Fortin		Farshad Azad	X	Michael Rehg (Chair)
X	Becca Chanes, Student Senator	X	Jed Wyrick (Senate Chair)	X	Rick Ford
	Ben Juliano	X	Jeff Bell	X	Theresa Cox*
	Chris Souder	X	Jeff Livingston		
X	Dan Reed	X	Jennifer Meadows		
			Jim Aird		

In attendance: * = Augmented Members (non-voting)

X = In attendance

Meeting convened at 3:16 p.m.

I. Approve Agenda (Michael Rehg)

- Approved

II. Introductions and Announcements (Rehg)

- New committee members:
 - Bob Knight, Dean of College of Humanities and Fine Arts (HFA), replacing Judy Hennessey
 - Sarah Blakeslee, Librarian, representing Meriam Library and replacing Jodi Shepard

III. Minutes from 2/6/18 (Rehg)

Approved

IV. Action items from 2/6/18 meeting minutes (Barbara Fortin, Adam Stoltz)

1. Chancellor's Office (CO) communication re: resident FTES funded targets and over/under target impact: [Refer to 12/4/15 letter for 2016-17 enrollment planning](#). Campuses directed to limit over-target enrollment to not more than 3.5% and reduce excess above 3.5% by at least 1% per year. Since this letter, no additional over-target guidance has been provided. For the 2017-18 and 2018-19 enrollment cycles, initial guidance per a generic letter to presidents have directed no-growth planning; however as budgets were finalized mid-summer for both 2016-17 and 2017-18, we were directed to funded resident FTES growth via budget documents.
2. CourseMatch, International Program (IP), and Study Abroad enrollments exclusion from resident FTES target enrollments: Our students enrolled in these programs aren't physically on campus so excluded from the resident FTES for target purposes. Institutional Research (IR) implemented this reporting exclusion in late 2014 for 2014-15 reporting. Began including in daily detailed FTES report from IR in early 2015. CourseMatch enrollment exclusion/identification began fall 2014 and IP/USAC (transitioned to Study Abroad when another program was added in fall 2016) in spring 2015. To clarify this designation have added "target enrollments and FTES" and non-target enrollments and FTES" labels in the daily headcount and FTES report (see [enrollment update](#)).
3. CSU Fully Online enrollments are included in counts toward our resident FTES target. This differentiation from CourseMatch, and how CourseMatch is funded, is documented in the [3/17/15 CO memo](#) (pages 2-3).
4. Butte College as a main feeder for transfer students; given Butte's recent enrollment declines, what has been the impact: Reviewed recent spring new student enrollment from Butte and top feeder community colleges [document](#); overall transfer flow has been steady. Also discussed the Butte County Promise and Shasta College Promise. These new scholarship programs may attract more new freshmen in the North State to begin at community colleges.

V. Update from Statewide Academic Senate (Rick Ford)

- CSU Executive Vice Chancellor Blanchard will be on campus this Wednesday, 3/7/2018.
- Next Statewide Senate meetings are next week as well as a Senate meeting at the CO. Carolina Cardenia recently visited for an early assessment program
- Not much new in relation to enrollment management.

VI. Sub-committee Reports (Rehg, Fortin)

[EM 02-109](#)

EMAC EM 02-109 change recommendations:

- Add in Student to charge of the committee.
- Correct spelling to president's name.
- Membership section:
 - Jennifer Meadows: Proposes directors of EMS remain as ex-officio members. Point of EMAC being for faculty input to enrollment management.
 - Jed Wyrick: Two issues--directors appointed by virtue of their office and directors as voting members.
 - Ford: Alternative approach is to model after University Budget Committee (UBC). List includes support members, such as AVP of Financial Services and HR Director. He proposes EMAC set up similar. Would need to refer to EM 05-017 to determine if supporting members have a vote.
 - Staff listed but not the support members to committee.
 - Rehg: Do we want to have the support staff listed in the EMAC EM.
 - Dan Reed is acting as both the Student Affairs representative and Director of FASO.
 - Meadows: Odd to have staff of enrollment management advising enrollment management.
 - Rehg will revise EM 02-109 for next meeting.
- Functions: Added link to CSU Enrollment management policy.
- Procedures:
 - Removed Chair of Education Policies and Programs Committee.
 - Wyrick: Procedures generally do not go into an EM.
 - Ford: EM currently modeled after the one used by UBC.
- Committee instructed to consider these changes and provide feedback to Rehg.
- Rehg will update the membership section.
- Fortin: What is the process to have changes formally considered?
Ford: Changes would first go to Executive Committee for review.

California Promise: Reviewed [summary](#)

- Legislated: CO requiring offering both two- and four-year graduation pledge programs. Two-year program is for Associate Degree for Transfer (ADT) transfers.
- Academic Advising Programs (AAP) hosting information on their [home page](#) and managing the program.
- Benefits of CA Promise: If students agree to the pledge program, will provide the roadmap for them to get their degree in two or four years. They also receive priority course registration and specialized advising.
- Students are required to maintain and complete 30 units in an academic year.
- Program started in fall 2017 with first ADT cohort: 28 students were initially eligible, with 22 remaining after fall semester progress review with an average GPA of 3.329.
- Spring 2018: 180 new ADT students invited to participate with 35 returning the pledge form. AAP is reviewing eligibility and beginning advising.
- Anticipating more students participating as time goes on. Management of this program requires extensive manual tracking.
- Fall 2018 requires also offering four-year pledge programs for Full-Time Freshmen (FTF). Beginning with four majors: Agriculture Business, Communication Sciences and Disorders, English, and Social Work. With advent of Cal State Apply (new CSU online admissions application), provides the opportunity for applicants to express interest in the CA Promise during the admissions application process. 590 FTF and 1,756 ADT applicants have expressed interest.
- Baohui Song: New resources to implement?
Fortin: No, an unfunded mandate.

- AAP is working with department chairs to consider how the four-year program will be supported.
- CA Promise students will be receive priority registration. In the student's second semester, will be placed before seniors.
- Social Work major is impacted. Suggestion made to change website to clarify which majors are impacted as it's currently unclear.

VII. International Student Recruitment Plan: Continued review and next steps *(Rehg)*

- Frank Li has not been able to provide an update. If no updates are provided then report to Senate will need to be submitted based on what we currently know.
- Bob Knight: His concern with plan is primarily in the support function. Li does not have the support system to implement International student recruitment plans.
- Fortin: Has the plan been endorsed? No one currently knows.
- Recommendation: Give Li another month to provide feedback to EMAC questions posed in the fall.

VIII. Enrollment Updates *(Al Renville, Fortin, Stoltz)*

[Enrollment Update](#)

Butte College:

- Fall FTES was 10,000; Spring FTES was 10,315. Spring has marked the end of the enrollment slide.
- Butte College has started a dual enrollment program in high schools. Students take college classes at their high school campuses, receiving credit for both a high school graduation requirement and college course. Slated to have 30 classes across eight high schools in fall 2018.
- Butte in the process of a revamping online education program: Currently 4% of classes online; will attempt to get to 10% in three years.
- International program is expanding. International students are currently 2% of enrollment and intend to increase to 5% in five years. Will begin investing some of tuition revenue for international student \$750 promise scholarships. These scholarships are not allowed on the state level but are allowed on the institutional level. So this type of scholarship can be offered to both international and out-of-state students.
- Starting Butte College Promise in Fall 2018; scholarship donation of \$1 million from Ken Grossman.
- AB 19: \$46M toward CA community college promise/scholarship programs. Butte should receive \$600,000.
- Butte plans to be able to cover student book costs in another year.
- Goal: All high school students will go to Butte College for free. Two financial aid workshops were recently held to further promote new opportunities.
- Funding formula for CA Community Colleges (CCC) is changing. Formula used to be funding based solely on headcount. CCC was asked to provide state with a new funding formula that will be implemented in four months: 50% will be FTES, 25% will be based on student need (PELL, BOGG, etc.), 25% will be dependent on the number of certificates and degrees a college confers in three years.
- Rehg: Does Butte have the capacity to accept more students?
Renville: Yes they do have capacity. Process of hiring 22 new faculty.
- Butte schedule will expand to include summer and winter programs.

Spring 2018 census and 2017-2018:

- Ended 2018-17 at +535/3.5% resident FTES over target.
- Updated headcount and FTES chart to differentiate which enrollment types are excluded from counting toward the funded target.
- Spring 2018 intentionally down slightly over spring 2017.
- Ford referring to proposed student tuition increases: How would the bottom line of financial aid be effected?
Dan Reed: State will increase aid. The bottom line may not change but the dollar amount may change.
- Ford would like to see an analysis of who is actually impacted by fee increases. Most of the students who will feel the crunch are those who are out of eligibility for financial aid and grants.
- Reed: Aid can be used to cover increased campus fees, though campus fees are different from tuition.

- Expected Family Contribution (EFC) from FAFSA: EFC remains the same regardless of which CSU a student attends. PELL does not cover Cost of Attendance (COA). Ford is looking for analysis on those who are not eligible for fee-paying grants or fee waivers but who have unmet need. He would like to see data that shows impact on average student in unmet need. A common belief is that tuition increases impact every student equally, but this is not necessarily the case. Requesting this info available for the executive committee. Break down of 3-4 categories of students and how fee increases will impact each category.
- Statewide Senate meeting is next week, and board meeting in March and another of each in May. Ford would be looking for data by May meeting.
- Re: student fee increase proposal, a student referendum vote will occur in late April, one week after the AS elections. [See document from Becca Chanes](#) for further detail.
- Reed will attempt to come up with data.

Fall 2018

- Still admitting FTF and Transfers.

IX. Major change data *(Jeff Bell)*

Hold for next meeting

X. Other:

None

Meeting adjourned 4:52 p.m.

Respectfully submitted, Theresa Cox, EMS AAS

XI. Next Meeting:

Tuesday, April 3, 2018

3:15 pm - 4:45 pm

SSC 122/124

XII. Action Items:

- Ford is looking for analysis on those who are not eligible for fee-paying grants or fee waivers but who have unmet need. He would like to see data that shows impact on average student in unmet need. A common belief is that tuition increases impact every student equally, but this is not necessarily the case. Requesting this info available for the executive committee. Break down of 3-4 categories of students and how fee increases will impact each category.