

MINUTES

ENROLLMENT MANAGEMENT ADVISORY COMMITTEE MEETING

April 25, 2017

x	Theresa Cox*	x	Victoria Matthews (NS senator)		Ann Schulte
	Kaitlyn Baumgartner Lee*		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)		Adam Stoltz
x	Judy Hennessey	x	Dan Reed	x	Diana Dwyre
x	Ben Juliano	x	Michael Rehg		
x	Jeff Livingston (Chair)		Allen Renville (Butte College)	x	Bill Loker (Guest)

In attendance:

* = Augmented Members (*non-voting*)

X = In attendance

Meeting convened at 3:22 p.m.

I. Approve Agenda (*Livingston*)

- Agenda approved as submitted.

II. Introductions and Announcements (*Livingston*)

- Barbara Fortin: Staff from the CA Department of Finance, Governor's Office, and CSU Chancellor's Office will visit campus on 5/8.
- Vu Nguyen: Associated Students is celebrating its 75th Anniversary on 5/10. Reception will be held in BMU 10am – 2pm. Also celebrating Year of the Wildcat, opening of Urban Roots market, and the official dedication of the Wildcat statue location on the BMU south side outdoor plaza at 11 am.

III. Minutes from 3/28/17 EMAC Meeting (*Livingston*)

- Minutes approved.

IV. Graduation Initiative 2025 Update (*Bill Loker, Dean of Undergraduate Education*)

- Graduation Initiative (GI) 2025 Chico State goals: *See handout*.
- CSU GI began in 2007. Since then graduation rates have steadily increased and we reached our 2009 goals in 2015. New goals were established in 2015.
- In 2016, the message from the CA Governor's Office was "become more efficient...and increased funding will be tied to graduation rates increases."
- CSU Chancellor's Office (CO) reevaluated GI goals, resulting in increased expectations and the addition of First-Time Freshman (FTF) four-year and Transfer two- and four-year graduation rates.
- 2016-17 one-time \$1.3 M allocation and uses document was reviewed. *See handout* for details of programs supported (e.g., Supplemental Instruction, U-Course design, spring 2017 courses sections for seniors, Winter Sessions grants, Enrollment Management Services efforts (academic and graduation advising, data/IT support), minority male student success pilot programs, Blackboard Learn Predict (early alert) pilot, data warehouse infrastructure, and EOP summer math program enhancement).
- One-time funding requests were submitted to the Provost and VP of Student Affairs, who made final allocation decisions.
- Question from Baohui Song: How do we focus on long-term goals to increase graduation rates beyond the next few years if GI 2025 funds are short-term?
 - Considering investments in faculty development and support for teaching.
 - Curriculum development may include changes to GE writing course requirements and be impacted by CO policies changes under review for core and optional courses.

- Question from Diana Dwyre: How will additional faculty and tenure density issues be considered?
 - Governor’s Office would respond that any additional resources should be spent on GI 2025 and one-time funding is challenging to use for new tenure-track faculty hires.
 - Chico State currently has the third highest tenure-track density in the CSU.
- Rick Ford commented on CO’s academic preparation plan: Focusing on new FTF remediation needs with plans to improve the Early Start Program (i.e., increase remedial mathematics courses units to three) and other initiatives to support remedial requirements completion in first year.
 - Loker added that 50% of our FTF needed remediation in the past; now about 36%.
- Betsy Boyd commented that it becomes difficult to track which programs/initiatives are having the most significant impact as too many variables are undergoing change simultaneously.
- Diana Dwyre commented on the frustrations in communicating with students: Email does not seem to be effective and texting would be more effective to reach students.
 - Fortin referenced recent investment in High Point financial aid automation/messaging software and upcoming Customer Relationship Management (CRM) software implementation. Both IT systems will utilize texting as a way of communicating with students and should increase messaging effectiveness.
- The updated GI 2025 long-term plan was due to the President on 4/20, for submission to the CO on 4/28. The GI Team and other campus groups were consulted for input.

V. Enrollment Updates (Fortin)

- 2017-2018 enrollment target, and fall 2017 registration and new student information reviewed. *See handout.*
- Reviewed fall 2017 new FTF and Transfer diversity information. *See handout.*

VI. Other:

- Ben Juliano announcement: WASC Open Forum on 5/1 from 1-5 pm. Seeking input on self-study, with particular focus on student success.

Meeting adjourned 4:45 p.m.
Respectfully submitted, Theresa Cox, EMS AAS

Action Items:

Next meeting: Tuesday 5/16/17, 3:15-4:45, SSC 122/124. Will include EMAC annual report to Academic Senate and elections for 2017-18 EMAC leadership.