

MINUTES

ENROLLMENT MANAGEMENT ADVISORY COMMITTEE MEETING

September 5, 2017

| | | | | | |
|---|--------------------------------|---|---------------------------|---|--|
| x | Adam Stoltz | x | Daniel Parks* | | Jodi Shepherd |
| x | Allen Renville (Butte College) | x | Diana Dwyre | x | Judy Hennessey |
| x | Baohui Song | x | Dylan Gray (AS Pres) | x | Kaitlyn Baumgartner Lee* |
| x | Barbara Fortin | x | Jed Wyrick (Senate Chair) | x | Michael Rehg (Chair) |
| x | Becca Chanes, Student Senator | x | Jeff Bell | x | Rick Ford |
| x | Ben Juliano | x | Jeff Livingston | x | Theresa Cox* |
| x | Chris Souder | x | Jennifer Meadows | | |
| | Dan Reed | x | Jim Aird | x | Jennifer Ott, Assistant Director of Financial Aid and Scholarship, guest |
| | | | | x | Gayle Hutchinson, President, guest |

In attendance:

* = Augmented Members (*non-voting*)

X = In attendance

Meeting convened at 3:15 p.m.

I. President Hutchinson (3:15 time certain)

Q & A with President Gayle Hutchinson.

- Diana Dwyre: Question regarding housing availability.
- Answer: University is commissioning a firm to assist with updating the campus master plan this coming year, which would include on-campus housing considerations. Moving forward on purchasing additional properties to increase student housing.
- Al Renville: Question regarding balance between Chico State enrollment and its impact on the community.
- Answer: Working with Chico Chamber to find solutions so quality of education and the greater community are not compromised. University adds to the vibrancy of Chico.
- Baohui Song: Question on meeting enrollment targets.
- Answer: Target is hard to hit and strive to be as close as possible. We do not want to be too far over target, but remain within 1% above/below target. Incremental growth is desired and need to be mindful of balancing resources.
- Rick Ford: Questions about recent DACA announcement and what to say to groups and students.
- Answer: Shares CSU/Chancellor White's concern about impacts to our students. Get in touch with senators and congress people to log protests. Let students know that they are supported. If in six months this issue is not resolved, people are going to lose their jobs.
- Al Renville: Question regarding recruitment of international students.
- Answer: Supports recruitment. Endorses the plan that is currently under consideration to increase international student enrollment to 5% of overall enrollment. Supports the importance of internationalization to a comprehensive university. Barbara Fortin has invited Frank Li, Interim AVP of International Education, to present the current plan draft at the October meeting.
- Chris Souder: Question of relevance of educating international students who immediately return to their home country after graduating.
- Answer: International students should be viewed more as ambassadors, building bridges with other countries to share best practices, and creating benefactors of the program.

II. Approve Agenda (Michael Rehg)

Agenda approved.

III. Introductions and announcements (Rehg)

New and returning committee members introduced.

IV. Minutes from 5/16/17 meeting: (Rehg)

- Minutes approved.

V. Enrollment Management Advisory Committee (EMAC) [Executive Memorandum 02-109](#) (Rehg, Fortin)

EM 02-109 overview:

- Considered how the committee is relevant to enrollment management.
- Reviewed the charge of committee and the functions per the EM: See [Power Point Presentation](#).
- Overview of the committee charge and facets of Enrollment Management Services (EMS Leadership Team: Adam Stoltz, Kaitlyn Baumgartner Lee, Jennifer Ott (for Dan Reed): See [EMS Overview PowerPoint Presentation](#) (reviewed through slide 25)
- Resources provided before the meeting for context:

[CSU Enrollment Management Policy and Practices](#)
[Chico State Strategic Enrollment Management Plan](#)

Links to EMS annual reports:

[Academic Advising Programs](#)
[Admissions](#)
[EMS](#)
[Financial Aid and Scholarship](#)
[Office of the Registrar](#)

VI. 2017-18 EMAC focus (Rehg)

Considered how the committee can advise EMS and the university regarding enrollment issues.

- Reviewed list of potential focus: See [2017-18 EMAC Potential Focus Power Point Presentation](#).
- Asked committee members to consider which issue they are interested in to provide members an opportunity to become more involved. Email interest to Rehg. Sub-committees would report research, findings, and recommendations at EMAC monthly meetings.

VII. Enrollment Updates (Al Renville, Fortin, Stoltz)

- Butte College enrollment:
 - FTES hoping to be 1% over for 2017-18, but currently fall 2017 is down 3%.
 - Fall 2017 FTES down 378 from fall 2016. Headcount is down 502 students.
 - Reductions due in part to financial aid disqualifications, and CSU and UC enrollment expansion.
 - Fill rate was 80% this time last year; currently at 74% for this year.
 - Plans to increase enrollment include: 1) Initiating a College Promise Program which will include an enhanced financial aid program. Plan to fund local high school students with all unmet financial need, including books. 2) Expect a high school dual enrollment program to be in place in six

months. 3) Plan to expand online instruction for nursing, alcohol and rehab, and construction programs.

- Working hard on retention and recruitment. Today have 1,000 fewer students than had five years ago.
- 2017-18 enrollment target, fall 2017, spring 2018, and fall 2018 enrollment updates: Fortin distributed [EMAC Enrollment Update](#).
 - When the CSU budget was finalized in July, learned via the budget documents that our 2017-18 resident FTES funded enrollment target had increased from 15,197 to 15,250, an increase of 53/.3%. Given we had used +1% in our 2017-18 enrollment planning model, we are able to absorb the increase.
 - Based on current fall 2018 headcount and FTES, estimate 2017-18 annualized resident FTES will be +1.8% over the target of 15,250. Once fall census is finalized, will re-evaluate the 2017-18 enrollment planning model and consider if the spring 2018 new student goal should be reduced. Striving to not be more than 1% over target.

Meeting adjourned 4:49 p.m.
Respectfully submitted, Theresa Cox, EMS AAS

IX. Action Items:

Next meeting: Tuesday 10/3/17, 3:15-4:45, SSC 122/124.