

MINUTES

ENROLLMENT MANAGEMENT ADVISORY COMMITTEE MEETING

April 2, 2019

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|---|-----------------------------|---|--------------------------|---|----------------|
| X | Alisha Sharma, AS President | | Jeff Livingston | X | Theresa Mundy* |
| X | Al Renville (Butte College) | X | Kaitlyn Baumgartner Lee* | | Tracy Butts |
| X | Baohui Song | X | Kim Guanzon | | Tom Rosenow |
| X | Barbara Fortin | X | Michael Allen* | X | Tyson Henry |
| X | Dan Reed | X | Michael Rehg (Chair) | | |
| X | Diana Dwyre | X | Rick Ford | | |
| X | Jed Wyrick (Senate Chair) | | Tawnie Peterson | | |
| X | Jeff Bell | | | | |

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

X = In attendance

Meeting convened at 3:17 p.m.

I. Approve Agenda (*Michael Rehg*)

- Approved

II. Minutes from 3-5-19 (*Rehg*)

- Minutes modified just before meeting. Hold on approval until May meeting.

III. Introductions and announcements (*Rehg*)

- None

IV. Spring 2019 Grading Timeline (*Michael Allen, Kaitlyn Baumgartner Lee*)

- **Fall 2018 Debrief**
 - Fall 2018 grades were due 12/31/18.
 - On 1/2/19: 1,530 students were missing at least one grade.
 - On 1/4/19: 128 students were missing grades.
- **Spring 2019 Grading Notification Timeline and Communication Plan**
 - May 6: Video message to be released on Blackboard regarding importance of meeting the grading deadline and will be delivered to all faculty, deans, associate deans, and department chairs. Will underscore importance of timely submission due to the many processes needed to make grades official and ultimately support students. Students will be featured to aid in connecting the idea of student success.
 - Recommended video be shown again at faculty meeting in fall 2019.
 - May 17: Email to all faculty, deans, associate deans, department chairs, AAS's and ASC's, letting them know grade rosters have been created and grading can begin.
 - May 27, 29, and 31: Reminder emails to faculty if they have missing grades. Deadline is May 31.
 - Summary of faculty with missing grades will be sent to deans and associate deans.
 - June 3: Report Delayed grades will be reported to deans and associate deans.
 - Next year spring grades will be due May 22, 2020.
- **Impact for students**
 - Financial aid status.
 - Eligibility for involvement in AS programs.
 - Graduate school applications.
 - Employment opportunities.
 - Prerequisite courses for next semester course registration.
 - Academic standing.
 - Graduation.

V. CSU Statewide Senate Updates *(Rick Ford)*

- Board of Trustees meeting: Much discussion on 4th year of quantitative reasoning requirement for CSU admissions. They had 10 speakers with all 10 against the idea. Primary concern is fear of negative impact on underrepresented groups. Admissions Advisory Council is compiling data on actual impact. Belief is impact will be minimal. For this requirement students would not have to wait until 4th (senior) year to take this requirement. There will be several course options that will be made available to satisfy this requirement.
- Students who take 4th year of quantitative reasoning are three times less likely to be ranked as underprepared as those students who only take 3 years.
- 2025 is first year that this requirement would be required.
- Next senate meeting is mid-May.
- No budget update at this time.
- Senate report coming out Thursday, 4/4/19 for anyone looking for more comprehensive information.
- Regarding the GE Task Force report, it is anticipated that it will not be accepted. It was introduced to the Statewide Senate in March and will be voted on in May.

VI. Enrollment Updates *(Al Renville, Barbara Fortin, Kim Guanzon)*

- **Butte College**
 - Started fall 2019 registration for continuing students last week.
 - Continuing College Promise program. Students must maintain a 2.2 GPA and a minimum of 12 units.
 - All new incoming students enrolled in 12 units or more will have tuition paid.
- **Spring 2019 census and 2018-19 annualized enrollment** [Enrollment Update](#)
 - +383/2.5% over CSU funded resident FTES target.
 - -67/.4% under University budget resident FTES goal.
 - Same funded target for the past two years.
 - Non-resident enrollment continues to decline.
 - Trying to devise strategies in recruiting more international and out-of-state domestic students. Strategies will require resources to implement.
- **CSU preliminary budget and funded resident FTES target** [\(attachment D\)](#)
 - Preliminary budget was released in March. Chico State received enrollment growth funding to grow to 15,479 FTES, or 1.5% over the 2018-19 funded target. Funded growth of 2% is projected system wide.
- **2019-20 enrollment plan update** [Enrollment Plan update](#)
 - Striving for 15,859 resident FTES to offset the continued decline in non-resident and international students.
 - Spring 2020 new student goal was increased by 40. With finalizing spring 2019 census, determined both the FTES multiplier and the continuation rate from fall 2018 to spring 2019 dipped slightly so needed to increase spring 2020 new students. Can't count on fall 2019 FTES multiplier and continuation rates increasing so have to close the gap with new students.
 - Hope spring 2019 to fall 2019 continuation rate and/or FTES multiplier tick up so we can back off on the large spring 2020 new student class.
 - Planning conservatively for projected international student increases (365 non-resident FTES estimate – actual for 2018-19 was 427) so we don't have to try and make it up in spring 2020. Estimate for fall 2019 new international students is 120. Applications are reported to be up 20%. Application period for international students closes on May 1.
 - If we are able to enroll more new students for fall 2019 and/or have an increase in a continuing student rate from spring into fall, then that will directly impact what we will need to offset for spring 2020.
 - Campus has demonstrated we have the capacity for a 2% growth overall, including housing based on changes to turning some single occupancy rooms into double occupancy.
 - Change from previous years in how the campus is looking at enrollment in terms of how it is tied to the budget.

- A funded international student includes both the tuition and a general fund revenue/allocation.
- Chico State is considered an impacted campus as we were not able to accommodate over 2,000 first-time freshmen applicants.
- Rick Ford moved to endorse lobbying for a 2% funded resident FTES target for 2019-20. Seconded by Diana Dwyer. 13 yes votes. None opposed. Motion carried.
- [2019-20 Strategic Enrollment Management EMS Initiatives \(informational\)](#)
 - Highlights many initiatives underway throughout EMS, in collaboration with many University partners, to support enrollment goals.
 - Provided for informational reference.
 - Makes best sense to align Strategic Enrollment Management Plan update in alignment with the University Strategic and Master plans.
- **Fall 2019 admissions application cycle**
 - Admissions right on track. All freshmen admitting is complete. Kept index at 3350. Minimum index is 2950.
 - Very close to completing transfer admitting. Then will send out final round of acceptance packets.
 - Choose Chico reservations are significantly up.
 - Over all we are poised to meet fall 2019 new student goals to support the 2019-20 target.
 - Percentage of admits from students of color are up for both freshmen and transfers.
 - 5/1 is intent to enroll deadline.
 - New student financial aid packaging has begun.
 - Housing application opened Wednesday, 3/27, at 6 pm. Connie stated they had received approximately 600 applications.

VII. Review EMAC Executive Memorandum 10-019 draft (*Rehg, Diana Dwyer*)

- Move to wait until 5/7 EMAC meeting to discuss EM. Terms of office and membership items need to be discussed.
- One hour meeting on April 16 to focus specifically on EM.
 - Recommended changes on first line:
 - “to meet regularly to participate fully in” – delete and add “to provide shared governance and oversight to...”
 - Add “participation in Strategic Enrollment Planning”. Consider what we can do for them.
- Jed Wyrick indicated the President suggested a different way of thinking about enrollment, to be discussed further in fall.

Meeting adjourned 4:54 p.m.

Respectfully submitted, Theresa Mundy, EMS AAS

VIII. Next Meeting:

Tuesday, May 7, 2019
3:15 pm - 4:45 pm
SSC 122

IX. Action Items:

- Elect new Chair and Vice Chair for 2019-20 academic year.