

M I N U T E S

ENROLLMENT MANAGEMENT ADVISORY COMMITTEE MEETING

September 4, 2018

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

In attendance: * = Augmented Members ([non-voting](#)) X = In attendance

Meeting convened at 3:17 p.m.

I. Approve Agenda (Michael Rehg)

- Jeni Kitchell, Interim CFO, will join the meeting at 4:15 pm to help represent 2018-19 enrollment and budget planning.
- Approved.

II. Introductions and Announcements (Rehg)

- New committee members: Tawnie Peterson, Staff Council; Tracy Butts, Interim Dean of HFA; Kim Guanzon, Interim Director of Admissions.

III. Minutes from 5-1-18 (Rehg)

- Approved.

IV. Elect Vice Chair (Rehg)

- Diana Dwyre elected Vice Chair for a one year term. Noted officers must be faculty. Quorum present. All in favor. None opposed.

V. EMAC [Executive Memorandum 10-019](#) (Rehg)

- Rehg noted that the proposed EM changes adopted by EMAC last year were for EM 02-109, but over the summer a newer version of the EM was found, EM 10-019. Since the changes adopted by EMAC last year were not approved, EMAC will focus changes on the current EM, 10-019.
- Dwyer made two points regarding wording of EM, suggested removing the word “advisory” from the committee name and inquired if there any objections to the wording of “participating fully in the development of policies and procedures” found in Charge of the Committee section.
- Sarah Trechter, Interim AVP, Office of International Education, has been invited to attend EMAC as a resource.
- EMAC is resourceful in decision-making and forming policies and procedures.
- Most people outside of Enrollment Management Services have no idea there is a new focus considering out-of-state enrollment.
- Suggestion was made for the chair and vice chair of EMAC join the EMS Leadership Team’s weekly meetings.
- Chico State is charged by Chancellor’s Office to improve 4- and 6-year graduation rates for first-time freshmen and 2- and 4-year graduation rates for transfers. What alternative objectives could be posed to make that metric work?
- The goal of the [Chico State Graduation Initiative Team](#) for 2018-19 is to assist students graduate one semester earlier; this focus will assist to improve overall graduation rates.
- The CSU Graduation Initiative began in 2009 and has gone through iterations of focus, with the most recent focus on improving graduation rates and reducing the underrepresented gaps in graduation rates.

- Better communication is needed with the GI Team and EMAC. Kate McCarthy, Interim Dean of Undergraduate Education, and Chela Mendoza Patterson, Interim AVP Student Life, are current co-chairs. Wyrick and other EMAC members are also on the GI Team.
- Chancellor's Office is tying new permanent base funding relative to GI 2025 goals and progress.
- Proposal made to request GI Team meet with EMAC.
- 2018-19 new GI 2025 funding allocated by provost to colleges based on pre-existing formula.
- There is concern that EMAC may start duplicating the work of GI Team.

VI. 2018-19 Issues and Topics of Focus *(Rehg)*

- International enrollment plan.
- Out-of-state enrollment consideration.
- Recommendations on GI 2025 goals and objectives. Main goal is to increase graduation rates.

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

- Butte College: Overall enrollment, in comparison with fall 2017, is down 233 headcount and 171 FTES. Their nonresident enrollment: international enrollment 220 and non-resident domestic about 300 students. Decrease in enrollment due to low unemployment rates and smaller high school graduating classes. Issued 511 Butte College Promise vouchers but fall 2018 enrollment still down.
- 2018-19 enrollment target, planning, and progress. Jeni Kitchell, Interim CFO ,AVP for Business and Finance, and Director of Budget Office, provided an overview of 2017-18 budget and enrollment actuals, May and June 2018-19 budget planning, and 2018-19 final budget projections. Key observations:
 - Reviewed [Budget Enrollment Revenue Projections handout](#).
 - Continuing to see a decline in international and domestic out-of-state students. How to offset the decline? As what occurred in 2017-18, need to increase resident FTES to offset nonresident decline.
 - While on track to meet the 2018-19 funded resident FTES target of 15,250, to offset the slide in non-resident FTES to meet overall budget needs, in early July Kitchell and Vice President for Student Affairs, Milton Lang, requested Fortin consider a new institutional goal, of 15,700 resident FTES. [Reviewed progress toward achieving the institutional goal as of 8/20/19 fall 2018 enrollment](#).
 - New target requires increasing new spring student goal from 770 to 1,200, an achievable goal, but will result in being .5% under the institutional goal. Admissions, in consultation with OIE and Graduate Studies, will strive to be above the 1,200 goal to reduce the gap as much as possible
 - Domestic and international non-resident students comprise about 3.5% of total enrollment, and has been declining the past three years.
- Bell noted that enrollment typically drops 5% between fall and spring semesters. What is the cost of adding students? Unknown what the incremental cost per student is.
- Reference to Insight Schedule Capacity report, though it was noted that numbers are not accurate due to room capacity vs. actual capacity, specifically in online classes.
- We can recruit based on major but cannot admit based on major as we do not have Impaction by all majors. Instead, transfer student admitting is based on GPA.
- Fall 2018 enrollment update: [Enrollment update handout](#).
- Chancellor's Office did not increase our funded resident FTES in the summer unlike the past three years. Chico State was one of four CSU's that did not receive a new funded target.

VIII. Other

- None.

Meeting adjourned 4:50 p.m.

Respectfully submitted, Theresa Mundy, EMS AAS

IX. Next Meeting:

October 2, 2018

3:15 pm - 4:45 pm

SSC 122