

Enrollment Management Advisory Committee Meeting Minutes

October 6, 2020

| Attendees: | | | | | |
|------------|---|---|--|---|--|
| | Al Renville, VP Student Services, Butte College | X | Jerry Ross, AVP, Enrollment Management | X | Tanya Morgan, community member |
| X | Baohui Song, Faculty, College of Agriculture | | Kaitlyn Baumgartner Lee, AVP, University Advisement* | | Taryn Burns, Student Academic Senate |
| X | Barbara Johnson, AA/S, Enrollment Management Services* | X | Kim Guanzon, Director, Office of Admissions | X | Tawnie Peterson, Staff Council Chair |
| X | Elizabeth "Betsy" Boyd, Chair, Academic Senate | | Michael Allen, University Registrar, Office of the Registrar* | X | Tom Rosenow, Interim Director, Institutional Research* |
| | Breanna Holbert, President, Associated Students | X | Peter Kittle, Chair, English Department | X | Tom Villa, Faculty, Finance and Marketing Department |
| X | Connie Huyck, Executive Director, University Housing* | X | Quinn Winchell, Faculty, Media Arts, Design and Technology Department | X | Tracy Butts, Interim Dean, Humanities and Fine Arts |
| X | Dan Reed, Director, Financial Aid and Scholarship Office* | X | Rick Ford (Chair), Statewide Academic Senator | X | Tyson Henry, Chair/Faculty, Computer Science |
| X | Diana Dwyre (Co-Chair), Faculty, Political Science and Criminal Justice | X | Sara Trechter, Interim AVP, International Education and Global Engagement* | X | Shawn Ryan, Orientation and New Student Programs** |
| X | Emily Fleming-Neuster, Faculty, Biological Sciences Department | X | Sarah Blakeslee, Library Research, Instruction and Outreach | X | Mike Guzzi, Facilities Management and Services** |
| | Jeni Kitchell, AVP, University Budget Office (designee for VP Business and Finance) | X | Sharon Barrios, Interim Dean, Office of Graduate Studies* | | |

In attendance: * = *Ex-officio Members (non-voting)* X = In attendance
 ** = *Featured Guest*

Meeting convened at 3:15 p.m.

I. Approve agenda, introductions and announcements (Rick Ford)

- A. Agenda approved with the following changes:
 - 1. Delete Al Renville's report and Mike Allen's updates from agenda, as both members are absent
- B. Minutes from 9/15/20 approved, with the following clarification to be included in today's minutes:
 - 1. Item II.B.2 of the 9/15 minutes states "It is great that average unit load has not fallen, even with the drop in FTES.
 - 2. Item 11.B.2.a states "Rick commented that this is the largest unit load he has seen; we generally run from 13.6-13.9. In terms of faculty workload, each 0.5 increase in unit load, multiplied by 16,000 students, represents 8,000 student hours that are accommodated with no additional tuition generated. This is financially challenging."
 - a) This section is clarified as follows: "For example, if the typical class had 30 students, 3 WTU, costing \$10,000 in salary and benefits to teach, then accommodating the extra 8,000 student hours would cost \$900,000 extra without any extra tuition or state support. (8,000 student hours / 3 units per class (hours) / 30 students per class =

90 classes @ \$10K per class = \$900,000. We calculate this based on the assumption that faculty work load does not increase.”

- b) Ramifications are either financial or class size/quality of instruction
 - (1) Pedagogy also determines the size of class; also, class size does not linearly correlate to workload
- c) Perhaps Jeni Kitchell can comment on these extra costs at the next meeting

C. Introductions

- 1. Shawn Ryan, Orientation and New Student Programs, will be presenting today

D. Announcements

- 1. Records has finished summer degrees, fall applications, fall student enrollment, fall race and ethnicity. IR is validating right now, and will then submit the data and update the fact books. This should be done tomorrow
- 2. There is a new proposed order from Department of Homeland Security and State Department, to eliminate “duration of status” as a visa category for student visas. This would limit students to 4 years, or in some cases 2 years depending on the country. Beyond that, the student would need to apply to finish their degree, and their application could possibly be denied
 - a) In the information Barbara sent out, there is a link to provide comments on the proposal
 - b) This could potentially devastate our International population, even more than the current US administration has already
 - c) We are not sure if there are CPT (curricular practical training) and OPT (optional practical training) implications

II. Fall 2020 enrollment and spring 2021 admissions updates (Kim Guanzon)

- A. Fall 2020 applicant cycle completed; we are working on spring 2021 and fall 2021
- B. For spring 2021, we have 847 students admitted thus far. 35 are freshmen, and 812 are transfer students. 768 acceptance packets have gone out
 - 1. We opened the Intent to Enroll process yesterday, and have received 26 intents to enroll
 - 2. We modified the transcript deadline date, and will be admitting students for another 3-4 weeks
 - 3. We are a little behind where we were last year on admitting. The applicant pool is down from last spring. Undergrad we are down 14.5% overall; for transfer students we are down 16.9% year over year
- C. For fall 2021, we loaded the first group today into PeopleSoft
 - 1. It was asked what the mix is from first time freshmen and transfers, in service area and out of service area. In spring, the majority of our admits are in service area

III. Summer Orientation update/review (Shawn Ryan)

- A. [2020 Summer Orientation presentation](#)
- B. Equity gap of intent to enroll students who attend orientation

1. African American students 17.8% less likely to attend orientation than white students; Latinx students are 9.8% less likely than white students, and those identifying with 2 or more races are 7.2% less likely than white students to attend orientation
 - a) We implemented the following interventions: we eliminated the financial barrier by waiving the \$95 orientation fee; we eliminated the logistical barrier by having a virtual experience; we also supported students with phone calls and additional orientation sessions. We also created digital communities, social media communities
- C. Summer Melt: students who have confirmed to attend Chico State and decide not to attend
 1. Opportunity Melt: college-intending students who are admitted, but don't enroll in any college- this is about 20% of admitted students nationally
 2. Opportunity Gap: the unequal or inequitable distribution of resources and opportunities
- D. Our primary goal was access; after a variety of interventions, we reduced the equity gap. Melt decreased across the board, and participation in Orientation decreased
 1. Overall percentage of intent-to-enroll students who enrolled went up from 81.9% to 82.4%.
 2. Interventions aided student populations that have historically had the highest melt: African American, Latinx, First Generation, transfer students and students from the LA service area
 3. Shawn has been working with Trey on ideas for other ways to connect with different populations, so that students can see staff who are representative of them

IV. SEM Plan workgroup formation process (Jerry Ross, Rick Ford)

- A. Jerry has received approval for a SEM Plan steering committee. He worked with VPSA to develop and refine a list that they took to Cabinet. Cabinet thought the steering committee was too large, and also had specific suggestions for people that they wanted to include.
 1. The final list of steering committee members aims for diverse representation, and representation on key issues
 2. Tom Villa asked what the logic was on having two colleges represented, but not the others. Jerry described how Cabinet thought it was important to have a dean, and suggested Dean Lau. They also suggested Associate Dean Sehrawat due to her expertise, not necessarily due to representing College of Engineering
 3. The concern was also raised by several members that there is only one faculty member on the committee. Members felt strongly that faculty who are currently in administrative roles aren't necessarily representative of faculty concerns. The desire was raised to register an official complaint about the lack of faculty representation.
 - a) The suggestion was to make a recommendation that would go to EC. Diana Dwyre moved that we request additional faculty representation on the steering committee, and proposed the following wording for the recommendation:

(1) “The Enrollment Management Advisory Committee notes that the proposed membership of the SEM Plan Steering Committee includes only one faculty member. We strongly recommend, in the spirit of shared governance, that at least three more faculty members, such as the Chair of Chairs and the Chair of Cab (or their designees), be included as members of this important steering committee”

b) If size is a concern, perhaps not have both a Dean and Associate Dean. It seems like people were chosen for the committee because of who they are specifically. There were questions around why RCE was represented, as well as the Career Center.

4. Diana Dwyre moved that we forward the above recommendation to EC, and Tyson Henry seconded the motion

a) The motion was put to a vote, and passed unanimously

V. Facilities update (Butte Hall/Old Physical Sciences) (Mike Guzzi)

A. Update on timing of new plans, which have changed because of COVID-19 and budgets. It turns out to be a better plan, in total

1. Final completion date on new Science Building is scheduled for November 6

a) Science teams will start to move in around the end of November

b) The building will be available for use in spring 2021

2. Demolish Physical Sciences Building, rather than renovate it, including Head House and greenhouse

a) We will figure out something to put there temporarily for a couple of years, until we build on the site

3. We will then start the process of designing the new Butte building, which will be located on the site of the old Physical Sciences building. It will likely be about 4 stories maximum, and will be set back from the creek a little more.

a) Start construction likely in 2022. Bidding will start in the next couple of months

b) Fall of 2024 would be the likely occupancy target

4. For now, renovate/do upgrades to current Butte Hall

5. We can move everyone from Glenn Hall into Butte Hall, while we demolish and build a new Glenn Hall

6. We will then move everyone from AJH and Modoc to Butte Hall during those demolitions

a) Butte Hall can also be surge space for renovations of Holt Hall

7. At the end, we will demolish Butte Hall and put a new residence hall in its place

8. Between Butte and Holt, we have nearly a third of all classrooms on campus. We needed to look at what it will be like to have that much classroom space spread out on that end of campus

9. The current Butte Hall does not have seismic concerns, and the asbestos is contained

10. The data center which is currently in Butte, will be housed in its own 1,500 sq. ft. building just north of Butte, in the place where ADA parking spaces are now. This will free up about half of the 4th floor of Butte

11. Total number of classroom spaces and faculty offices should not have a net change

VI. SEM Plan workgroups

A. We have sent out brief draft descriptions of the SEM Plan workgroups

1. Please send Barbara your top 3 preferences for a workgroup
 2. Jerry has some ideas on who to chair each committee, that he will take to the Steering Committee for their approval
- B. We hoped to have the second meeting in October be the first meeting of workgroups, but the timing may not work

VII. Upcoming meeting

- A. October 20, 2020
 1. Via Zoom teleconference

Meeting adjourned at 4:48 p.m.

Respectfully submitted,

Barbara Johnson, AA/S, EMS