

Enrollment Management Advisory Committee Meeting Minutes

November 1, 2022

Attendees:					
X	Adam Irish, Faculty, Political Science and Criminal Justice Department	X	Jennifer Gruber, AVP, International Education and Global Engagement*		Peter Gitau, Vice President of Student Services, Butte College
	Ann Sherman, Vice President of Business and Finance	X	Jerry Ross, AVP, Enrollment Management	X	Rick Ford, Statewide Academic Senator
X	Baohui Song, Faculty, College of Agriculture	X	Jodi Shepherd, Faculty, Library Acquisitions, Collections and Evaluation	X	Serge Desir, Director, Office of Admissions
X	Barbara Johnson, AA/S, Enrollment Management Services*		Kaitlyn Baumgartner Lee, AVP for Student Success Initiatives and University Advising*	X	Sharon Barrios, Dean, Office of Graduate Studies*
X	Corinne Knapp, University Housing*	X	Kentiner David, Director, Financial Aid and Scholarship Office*	X	Tanya Morgan, community member
X	Tag Engstrom, Faculty, Biological Sciences Department		Krystal Alvarez, AS President	X	Tawnie Peterson, Staff Council Chair
X	Feng He, Faculty, Kinesiology Department		Marianne Paiva, Chair, Academic Senate	X	Tom Rosenow, Interim Director, Institutional Research*
X	Jaime Raigoza, Faculty, Computer Science Department	X	Michael Dills-Allen, University Registrar, Office of the Registrar*	X	Tracy Butts, Dean, Humanities and Fine Arts
X	Jeff Trailer, Faculty, Management Department	X	Brad Martin, Faculty, Music and Theatre Department	X	Steve Wildhaber, International Education and Global Engagement
				X	Tammera Shinar, Dean of Student Enrollment Services, Butte College

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

Meeting convened at 3:17 p.m.

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| I. | Approve agenda, introductions and announcements (Baohui Song) |
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- A. Agenda approved, with the change that Tammera Shinar will update the group in Peter Gitau's behalf
 - B. Minutes of 10/4/22 meeting approved
 - C. Introductions
 1. Tammera Shinar, Dean of Student Enrollment Services at Butte College, is attending on behalf of Peter Gitau
 2. Kentiner David, Director of Financial Aid and Scholarships Office, has joined the committee
 - D. Announcements
 1. Institutional Research has updated the graduation and retention, enrollment, applications and degrees dashboards. We have also added a new dashboard regarding lower division GE dfw rates, on our special topics page
 2. The 60th annual University Farm celebration is coming up next Saturday. There will be a tour, and a dinner for which you can order tickets
 3. International Education Week will be the week of November 14-18. IEGE will host a number of activities, including Koffee and Kudos on Monday

II. Undergraduate enrollment and admissions updates (Jerry Ross)

- A. [EMAC enrollment updates](#)
- B. Spring 2023 is showing positive signs, considering enrollment declines at community colleges
 - 1. The conversion rate from Applications to Admit has gone up, due to the hard work of the team. We are now performing initial evaluations on self-reported grades
 - a) This translates to being up about 6% in IEs, with 2 weeks to go before the deadline
 - b) We will continue to take late applications, potentially until December 1
 - c) For FTICs, it is always a small number in spring; we are down a little bit but it is not a big population for us for spring
 - d) Our projections had shown a continued downward slope, so this is a positive trend
 - 2. The cycle is never linear; we always see a surge right at the end before deadline
- C. Fall 2023 domestic undergraduate admissions cycle opened October 1
 - 1. Our first decision release will happen this afternoon or tomorrow, which is the earliest Chico State has ever released decisions that we know of
 - a) For fall 2020, we released decisions in late January/early February; we have released decisions progressively earlier since then. This allows us to begin working with admitted students to yield them much earlier
 - b) We are up on applications a little bit. Last year we got 2/3 of the total applications in the last month, and ½ of our total applications in the last few weeks
 - 2. A question was asked about out-of-state marketing. With the focus on meeting our Chancellor's Office funded target, which is based on California domestic FTICs, we are directing our efforts primarily on in-state marketing and prospect development rather than out-of-state

III. Butte College enrollment and admissions updates (Tammera Shinar)

- A. For fall 23, we have leveraged our dual enrollment programs to stabilize enrollment and create a nice pathway
- B. We are up about a thousand students, but our biggest challenge is getting students to take a full load of 12 units. Easing out of the pandemic there seems to be a little apprehension about taking a full load
 - 1. Trying to be strategic about creating academic pathways. Students will be able to get work-based learning opportunities while in the programs
 - 2. We are reimagining our Career and Assessment Center to be a full service Career Center. We are partnering with the County, and with Chico State's Career Center
 - a) We are onboarding Handshake, which is the job board that Chico State's Career Center uses
- C. We are conducting an audit of our Financial Aid, to tighten up student academic progress so that students don't use up all their Pell grant at community college
- D. Our recruitment office is getting ramped back up, with a second full-time recruiter and soon, a third
- E. We are engaged in a re-enrollment campaign to connect with students and encourage them to register
- F. We are dealing with an influx of fraudulent applications, which is taking up some time to deal with
- G. There is now "B to C Guarantee" signage around campus, and there has been a lot of positive response around campus
 - 1. She and Peter wanted to learn more about the full launch, which was intended to involve the two campus presidents. Jerry will follow up

IV. International student enrollment history and updates (Jennifer Gruber, Steve Wildhaber)

- A. International Enrollment Trends
 - 1. Definition:
 - a) non-immigrant degree-seeking and non-degree-seeking students and scholars
 - b) Recent alumni who have approved work authorization (OPT, OPT STEM)
 - c) Students with foreign transcripts
 - d) DACA, AB 540
 - e) Refugees, asylees, temporary protected status
 - 2. Fall 2022 is just slightly above fall 2021 for enrollment: 267 versus 264 FTES. They come from 48 countries. Of the 267 students, 30 are J-1 exchange
 - a) India, Kuwait, Japan, UAE, and China are top 5 sending countries
 - b) This year we have visiting scholars from Serbia, Hong Kong, Spain and Turkey

3. The majority of international students are concentrated in the College of ECC and College of Business. Some of this has to do with sponsoring countries placing students in programs, but is also a reflection of the desire of international students for STEM-related programs, and the extended Optional Practical Training (OPT) that goes along with it (up to 3 years in total). For undergraduate programs at Chico State, 82% of international students are in STEM-designated programs, and at the graduate level, 90% of international students are in STEM-designated programs
 4. Across the US, students from China and India account for 53% of international students
- B. International enrollment at Chico State
1. The pandemic decreased our numbers, but we have started to see an uptick
 2. We started to see declines a little earlier than that, however, primarily due to the loss of Saudi government authorization to send students to Chico State. About a third of our international enrollment was students from Saudi Arabia, so that had a big impact. Also, a Brazilian scholarship program which sent students to Chico State ended, which was an additional setback
 3. The closure of the MS in Computer Science, followed by the suspension of the MS in Electrical and Computer Engineering, flatlined the graduate international numbers. When the MS in Computer Science reopened, numbers began to tick back up
 - a) On the undergraduate level, transfer admission guarantees (essentially a restatement of the CSU minimums) provided a boost to international enrollment, but the pandemic then led to volatility of numbers
 - b) There has been declining yield on the undergraduate international side since fall 2015
 4. US visa backlog continues to interfere with the ability of international students to attend university in the United States
 5. We saw a 45% increase in international applications for fall 2022, a peak we hadn't seen in about 8 years
 - a) Unfortunately, we had a 50% melt rate, largely due to visa difficulties, but also due to students who communicated their intent to enroll but then did not engage further
 - (1) Of the 180 students we thought would come for fall, we had 95 students. This was very difficult for programs who were expecting these students
 6. Spring 2023 looks good so far, with 162 international applications. Spring 2022 was also good, with 156 applications. The mix is trending toward graduate programs as a bigger contributor overall
 - a) Yield will likely continue to be a problem due to visa appointment difficulties
- C. Trends they are seeing:
1. An increase from South and Southeast Asia, and sub-Saharan Africa, particularly Nigeria
 - a) Virtual recruitment opportunities have expanded Chico State's reach
 - b) India continues to show growth, but is program dependent (STEM). The current 18-24yo population in India is more than 5 times larger than that population in the US (~150 million versus the US's 26 million)
 - c) Sponsorship rules for Kuwait and UAE require in-person courses; numbers of new students depends on Ministry of Higher Ed and health of the economy
- D. Challenges include staff limitations; limited capacity in programs of interest; staying nimble in an ever-changing market; and limited recruitment budget
1. External challenges include national currency volatility; global politics; safety concerns (gun violence and anti-Asian hate crimes); strong competition from UK, Canada, New Zealand and developing East; and uncertain State Department visa issuance or consulate staffing

V. Discussions (Baohui Song, Jerry Ross)

- A. The group discussed details around the possibility of having service on Enrollment Continuum groups count as service on this Committee, for faculty members on the committee. This would allow us to cancel some of the year's monthly meetings, but still meet the objective of providing a mechanism for faculty and administrators to advise and provide input to enrollment management activities
1. Many staff and faculty are part of these groups already, and so having these monthly meetings would be repetitive for many folks, as well as representing a more onerous time commitment
 2. Members of Cabinet and Marianne Paiva were consulted and agreed this would be a good approach
 - a) Faculty who are participating in Enrollment Continuum workgroups agreed that prep time for the meetings, as well as lack of consistent timing in the Enrollment Continuum meetings, are important considerations
 - b) It should be kept in mind, where can faculty members be involved in such a way that does the most good?

3. It was pointed out that the EM mentions meeting twice monthly, and that the fewer times the committee meets as a group, the less influence the committee will have
 4. So far in these meetings, we have heard reports, which we can bring back to our Colleges. What are our actual recommendations? What would have impact for the University? We seem to be less of an advisory committee and more of an update mechanism
 5. In addition to this committee and the Enrollment Committee, the committee members each have tasks and action items that they need to work on in this challenging enrollment climate. Admissions is trying to get decisions out earlier, which cascades to earlier deadlines for each member of the committee to get things done. This is a 'do or die' period for us, where we need to make headway to fix our enrollment, so it would be fine for the committee to meet less often so as to free up time to make progress
 6. This committee has been largely about updates; there have been very few items that required votes over the past few years. There have been some items about which EM has requested consultation, but one question is, what items do folks envision needing a vote on?
 - a) Although shared governance is important, faculty are being asked to do something to shore up enrollment, especially for programs that are struggling. The only thing really that faculty can do is recruit from a shrinking pool of students. If these meetings provide resources and collaboration, that would be useful. If it's just reporting out, that won't fix our enrollment issues
 - b) The times in which the committee can provide recommendations on something (such as number of units, or admissions index [when we used the index]) is relatively rare
 - (1) Encouraging seniors to enroll in graduate programs might be a recommendation we could make. Also, getting full engagement with scholarships opportunities might be another recommendation
 7. Working on Enrollment Continuum issues is not cost-free. The preparation time is substantial
 8. Our problem at hand is pretty clear – we need students. If the Enrollment Continuum teams will net us more students, then that is what faculty time and energy would be best directed towards
 9. We don't seem to have an immediate task that would necessitate meeting monthly
 10. If we want to change the cadence of meeting, we should probably change the EM
- B. At the December meeting, we will have Sharon present her work on graduate schools, and Feng and Jeff will also share their work

Meeting adjourned at 4:52 pm

*Respectfully submitted,
Barbara Johnson, AA/S, EMS*