

Enrollment Management Advisory Committee Meeting

Minutes

November 19, 2019

Attendees:					
X	Trevor Guthrie, President, Associated Students		Jeff Livingston, Faculty, History	X	Barbara Johnson*, AA/S, Enrollment Management Services
	Al Renville, VP Student Services, Butte College		Jeni Kitchell*, AVP, University Budget Office	X	Tracy Butts, Interim Dean, Humanities and Fine Arts
	Baohui Song, Faculty, College of Agriculture	X	Kaitlyn Baumgartner Lee*, AVP, University Advisement	X	Tom Rosenow*, Interim Director, Institutional Research
X	Barbara Fortin, AVP, Enrollment Management Services	X	Kim Guanzon, Director, Office of Admissions	X	Tyson Henry, Chair/Faculty, Computer Science
X	Chiara Ferrari, Chair, Academic Senate	X	Michael Allen*, University Registrar, Office of the Registrar	X	Tami Adams, Staff Council member
	Dan Reed, Director, Financial Aid and Scholarship Office	X	Michael Rehg, Faculty, College of Business	X	Sharon Barrios, Interim Dean, Office of Graduate Studies**
X	Diana Dwyre (Chair), Faculty, Political Science and Criminal Justice	X	Rick Ford (Co-Chair), Statewide Academic Senator	X	Quinn Winchell, Faculty, Media Arts, Design and Technology Department
X	Jeff Bell, Assistant Dean, Natural Sciences	X	Sara Trechter, Interim AVP, International Education and Global Engagement**		Library member, vacant
X	Mike Guzzi, AVP, Facilities Management and Services (guest)	X	Holly Ferguson, AA/S, Academic Publications & Scheduling Services (guest)	X	Jennifer Aceves, AA/S, Academic Publications & Scheduling Services (guest)

In attendance: * = *Ex-officio Members (non-voting)* X = In attendance
 ** = *Potential ex-officio members (non-voting), pending Academic Senate and presidential approval of revised EM*

Meeting convened at 3:18 p.m.

I. Approve agenda, introductions and announcements (Diana Dwyre)

- 1) Agenda approved.
- 2) Minutes from 11/5/19 approved.
- 3) Introductions: Quinn Winchell, Lecturer, Media Arts, Design and Technology, has joined the committee as the CME representative.
- 4) Announcements:
 - a) At 11/14/19 FASP, EMAC Executive Memorandum 10-019 revisions were considered as an action item. One significant change made: Membership, first bullet, “eight full-time faculty members,” the word “full-time” has been removed. This change was approved, and the EM will proceed to full Academic Senate as in introduction item on 12/5/19 and likely as an action item on 12/12/19.
 - b) Tyson Henry has joined the Scheduling Policy Task Force as co-chair with Holly Ferguson.

II. Butte Hall renovation updates (Michael Allen, Mike Guzzi, Holly Ferguson, Jennifer Aceves)

- 1) Construction: Mike Guzzi
 - a) Butte Hall renovation:
 - i) Turner and AC Martin are the design/construction team awarded the renovation work.
 - ii) Turner built the Student Services Center; AC Martin designed Sutter Hall and did 2005 Master Plan.
 - iii) User groups of faculty/staff will be convened, for about three to four months of planning on what needs to go back into Butte Hall.

- iv) Current design ideas include:
 - (1) Net Zero energy use.
 - (2) Pop-out on bottom floor with student collaboration space, classrooms (possibly including an auditorium-style jumbo classroom), and grab-and-go food space akin to Butte Station.
 - (3) Overlook facing the creek.
 - (4) Make the building inviting from all sides, as Butte/Holt is highest traffic zone on campus.
 - (5) Academic icon with student collaboration space.
- v) Currently looking at percent fill of each classroom in the building (i.e., a 30-seat room that only gets filled 50% of the time).
- vi) Servers in data center may be relocated if it makes economic sense.
- vii) Total all-in cost is \$89M, including fees to State of CA and furniture.
- b) Refurbishment of old Physical Sciences building:
 - i) By 2023 there will be a net gain of classroom space on campus.
 - ii) Right now we are at net loss of three classrooms from old Physical Sciences building to new Science building.
 - iii) Considering test-fit of layouts currently to fit classroom and office space. Potentially 22 hard offices, 13 classrooms, and up to 190 faculty cubicles.
 - (1) Working with Holly Hunt to make sure that faculty ADA needs are being considered.
- 2) Ad Astra Optimizer: Michael Allen, Holly Ferguson and Jennifer Aceves
 - a) Widely-used software which uses programmed rules to assign classrooms.
 - b) Jennifer Aceves is analyzing data from colleges on pedagogical use, faculty needs, and faculty preferences for each classroom to create rules, section by section.
 - i) After this process will run mock of 2018-19 scheduling, and see where it deviates from actual for fine-tuning.
 - ii) Once the rules are fine-tuned, will re-run without Butte Hall; this will provide a clear picture of the scope of issues we will face when Butte goes offline.
 - c) This software is strictly for room assignment; it does not shift timing of any class.
- 3) Scheduling Policy Task Force.
 - a) Two elements of scheduling are addressed in creating a Scheduling Policy:
 - i) Placement of day, time, structure: Responsibility of departments.
 - ii) Assignment of rooms: APSS is involved.
 - b) Met with President and some cabinet members; task force has their full support. They suggested the group bring a pilot recommendation to Academic Senate in January 2020, so that campus can pilot some of the Task Force's recommendations starting in spring 2021.

III. First-Time freshmen [admission overview](#) (Kim Guanzon)

- 1) CSU Admissions Index
 - a) For fall 2020, we are nearing the end of application filing period, 11/30/19. Applicants are being admitted, but admits packets have not gone out. FTF are admitted on self-reported information, so will need to be verified later in the cycle.
 - i) 10,000 completed applications to date with 13,000 in progress.
 - ii) Service area is first priority to be processed, then special populations.
 - iii) Start with a relatively high Admissions Index threshold.
 - iv) We don't admit transfers until January. Priorities are the same, but also include veterans.
 - b) Formula for calculating index is: $(\text{College prep GPA} \times 800) + \text{SAT Reasoning Test (Math and EBRW/Critical Reading) Total}$ (see PowerPoint for ACT calculation).
 - i) Admissions will use "superscoring": If student takes SAT or ACT test more than once, we use highest math sub-score and highest reading sub-score to calculate highest total (but only from similar versions of SAT or ACT).

- c) Strategies:
 - i) Admitting priorities: Service area, special populations (e.g., EOP, Foster Youth), then out of service area.
 - ii) Once filing period closes, review and analyze applicant pool by index bands.
 - (1) Have 10 years of historical show rates for each index band.
 - (2) Consider number of FTF in each index band, multiply it by our historical show rates for that band, and determine enrolled estimate.
- 2) Fall 2019 admitting analysis.
 - a) All leading indicators were positive (e.g., deposits, Choose Chico attendance, housing applications); initial concern was that we would be over-enrolled.
 - i) UC's and CSU Long Beach went to their waitlists late in the cycle, likely affecting our high-achieving yield; most students at that level have a variety of schools from which to choose.
 - ii) Question about high number of "denied for incomplete application": in higher index band? This was due to new CSU mandate; we are required to redirect every CSU-eligible FTF that we don't accommodate. We were asked to code those students in a certain way, as "deny," with modification on the back end so that information can go back to CSU for redirection. In prior years those students had been left in an "applicant status" rather than coded to "deny."
 - b) CSU application fee has increased to \$70; it is yet to be determined how that will impact fall 2020. If a student qualifies for a fee waiver they can apply to up to four campuses before they have to pay the \$70 application fee.
 - c) We start admitting as soon as applications are loading, and we will continue admitting until 4/1/20. Most admitting is done by 3/1, and then remaining admits are determined based on estimated yield and other early indicators. EOP decisions are made at that time (some of whom are already admitted and some who have yet to be admitted). All admitting must be complete by 4/1/20 so the Chancellor's Office can redirect CSU eligible applicants to another campus.

IV. Upcoming meeting (Dwyre)

December 3, 2019

3:15 p.m. – 4:45 p.m.

SSC 122

Meeting adjourned at 4:48 p.m.

Respectfully submitted,

Barbara Johnson, AA/S, EMS