

Enrollment Management Advisory Committee Meeting Minutes

November 3, 2020

Attendees:					
	Al Renville, VP Student Services, Butte College	X	Jerry Ross, AVP, Enrollment Management	X	Tanya Morgan, community member
	Baohui Song, Faculty, College of Agriculture	X	Kaitlyn Baumgartner Lee, AVP, University Advisement*	X	Taryn Burns, Student Academic Senate
X	Barbara Johnson, AA/S, Enrollment Management Services*	X	Kim Guanzon, Director, Office of Admissions		Tawnie Peterson, Staff Council Chair
X	Elizabeth "Betsy" Boyd, Chair, Academic Senate	X	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		Tom Villa, Faculty, Finance and Marketing Department
	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	Emily Fleming Nuester, Faculty, Biological Sciences Department		Sarah Blakeslee, Library Research, Instruction and Outreach		
X	Jeni Kitchell, AVP, University Budget Office (designee for VP Business and Finance)	X	Sharon Barrios, Dean, Office of Graduate Studies*		

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

Meeting convened at 3:17 p.m.

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

- A. Agenda approved
- B. Minutes from 10/6/20 meeting approved
 - 1. For item A.2.c, Jeni Kitchell confirmed that each 0.5 increase in unit load would result in about \$900,000 in additional cost, assuming that we add extra class sections rather than increase faculty work load. There are additional factors as well that influence what the costs are
- C. Introductions
- D. Announcements
 - 1. Institutional Research is updating the Fact Book to include summer degrees confirmed

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

- A. For spring 2021 continuing student registration, we are in week 2. The last appointment will be tomorrow. We are currently behind where we would normally be for the last 3 years, by about 700-1,000 students. We are at 8,400 enrolled headcount right now, and normally we would be at about 9,100 – 9,500 students registered at this time

1. Registration will remain open until November 20
 2. We haven't seen an increase in Planned Educational Leaves, so we're hopeful that students are just putting things off. There is a lot of anecdotal evidence that students are tired, possibly experiencing food or housing insecurity
 - a) Typically, seniors are the last to register. We don't have data yet on whether students who have applied for graduation have registered
 - b) Taryn mentioned that many students she has heard from are waiting for confirmation on whether their desired classes and labs will be in-person or virtual
 - (1) The mode of instruction is fairly well settled, so we will make sure that we communicate that out so that students don't wait
 - (a) We are anticipating progression challenges, as students have been avoiding signing up for classes that they would prefer to take in person
 - (i) Attendance in supplemental instruction and tutoring sessions has decreased dramatically across the CSU, which will also impact progression
 - (a) There is fairly significantly reduced student engagement overall
 - c) New transfer students can register at orientation sessions from November 30 – December 2. There will be an orientation for new first-time freshmen on December 3. Conditional admits will register during add/drop. All fully admitted students will be able to register starting December 7
- B. We are at over 1,300 admits for spring 2021, with 355 Intents to Enroll. Reminders will start on Thursday, and calling campaigns are underway
 1. We continue to be flexible with late applications and late transcripts
- C. We are continuing to load applications for fall 2021. Admitted students have not been notified yet
 1. We have admitted about 1,000 students. We are tracking slightly behind on admits due to the new admission requirements. The automated process for Multi Factor Admissions criteria has not been delivered yet, so we are doing manual review
 - a) Right now we are focusing on high-GPA and on service area. We are also giving students extra points if they have taken additional A-G coursework beyond the minimums, as well as if they are from a CSSC partnership school, are foster youth or have extracurricular activities
 - (1) We have always given priority to service area and foster youth, and have always admitted CSSC partner school students at minimum index (which will now be minimum GPA)
 2. The application deadline is December 4. We should have a better sense of numbers by December 10th or 11th
- D. Chico Preview Days kicked off yesterday. In terms of student registrations, it appears to be about half spring 2021 registrants and half fall 2021 prospects

III. Overview of new class schedule (Mike Allen)

- A. Mike gave a demonstration of the new class schedule, including what it will look like when further enhancements are rolled out in February
 - 1. The data in the class schedule is more or less live (a couple of minutes delay)
 - 2. This class schedule is ADA-compliant, HEOA-compliant and is device-responsive
- B. Some faculty gave the feedback that the new system is slow to load and cumbersome
 - 1. When advising many students in a day, one after another, some faculty like to have printouts that they can just flip through quickly so they can suggest classes to students. To scroll through the online schedule takes twice as long. The question was posed as to whether it would be possible to print a list view of the classes
 - a) If students use Degree Planner/Smart Planner, they will have their careers planned out and advising sessions will go more quickly
 - (1) The question came up about predicted timing of classes so that conflicts are minimized. The suggestion was made to look at archived schedules to see when classes have typically been held
- C. On the status of classes, the number shown is the number of seats available, not the number of seats taken. Once the class is full, you can see the waitlist seats available and the waitlist cap
 - 1. It would be great if this schedule was consistent with RCE's schedule, in terms of showing the number of seats taken versus number of seats available
 - 2. You can no longer see specifics if a class is over-enrolled (for example, if you enroll 42 students but the cap is 35, it shows the class as having 35 students). We don't want to change the cap because then if seniors drop, other folks would be able to enroll

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

- A. Steering Committee update: the committee met last month. There was an EMAC resolution to add additional faculty, and that resolution worked through the process
 - 1. Diana Dwyre, Tyson Henry and Janell Bauer have agreed to join the committee
 - a) We don't need to go back to the President for approval, we just need to let her know
- B. Jerry's goal for the Steering Committee is to develop goals which they can then take to the workgroups for further refinement and strategy development
 - 1. For this week, we are hoping to zero in on specific goals for recruitment and yield
- C. We are beginning to finalize the workgroups, and have finalized most of the chairs
- D. We haven't yet communicated with workgroups; we wanted to finalize chairs and the charge of each committee
 - 1. We will likely not be ready for workgroups to meet in two weeks, but it would be a good next step to have the chairs get together
- E. The question was raised as to whether there would be engagement opportunities on the workgroups for staff or students
 - 1. Jerry confirmed that there will absolutely be staff on the workgroups. We are working on what the best way is to include student participation on the workgroups as well, knowing how busy they are
- F. Rick wanted to know if we really have time to do this and do it well. The President has confirmed that she would like to honor the May deadline

1. Jerry affirmed that these issues that the strategic enrollment management plan addresses are things that we absolutely must be talking about now, given the realities we are facing right now
 - a) Betsy, speaking on behalf of Academic Senate, agreed that Senate finds that these will be crucial conversations to have right now. There is concern whether, given the significance of this, we will be able to make the deadline

V. Admissions transition (Jerry Ross)

- A. Office of Admissions Director Kim Guanzon will be transitioning out of her role at Chico State. She has accepted the Director of Admissions role at CSU, Monterey Bay
 1. Kim's last day "on campus" will be November 10
- B. We will not name a true Interim Director for Admissions. Jerry will be the de facto Interim, with help from Barbara and the assistant directors in the Admissions Office
- C. For the national search, Mike Allen will chair the search committee, and we are finalizing the committee now; Rick will be the EMAC representative on the committee. The position posting will go live very soon, and will run through January 4
 1. We will conduct a couple of campus "listening sessions," where the campus community will provide their thoughts on what they want to see in a new Director of Admissions

VI. Upcoming meeting

- A. December 1, 2020
 1. Via Zoom teleconference

*Meeting adjourned at 4:44 p.m.
Respectfully submitted,
Barbara Johnson, AA/S, EMS*