

Enrollment Management Advisory Committee Meeting

Minutes

November 8, 2023

Attendees:					
	Autumn Alexis Alaniz	x	Jaime Nelson	x	Stefani Baldivia
X	Brad Zuniga-Butte College	x	Jeff Trailer	x	Tag Engstrom
	Charlene Armitage		Jennifer Underwood		Tawnie Peterson
x	Corinne Knapp	x	Jennifer Gruber	x	Tracy Butts
x	Dann Sargent		Jodi Shepherd		Tricia Douthit
	Emily Haung	x	Kaitlyn Baumgartner Lee		
	Feng He	x	Kentiner David		
x	Holly Kralj	x	Michael Rehg		
	Hossein Zakeri	x	Serge Desir		
x	Jaime Raigoza	x	Sharon Barrios		

I. Chair Introduction – Jaime Raigoza

- Jaime introduced himself as the chair that was elected last May.
- Meeting will be held one per month. Meetings have been on hold for the last few months as the Academic Senate is evaluating the status of the meeting and what their expectations are. Meetings will continue on the 1st Tuesday of the month from 3:15pm – 4:45pm while the Academic Senate is evaluating.
- Several presentations were planned, but the speakers could not make it.

II. Enrollment Management Update – Serge Desir

- This is the 1st year since 2019 that we have stabilize our enrollment.
- Fall came in at 13,999 students (headcount and FTS) which is a better outcome that earlier projections.
- Census FTS count was quite a bit higher at 13,012.5. This is due to the hard work across campus from AAP, CARS, Facility Advisors and Orientation. Initially anticipated 12,890.
- This is the 2nd year in a row that unit count is 13.8 per student.
- Total new fall FTIC's and transfers is 3,932. This does not include Grad or International. This is Enrollment Management only.
- FTF and transfer – 2nd consecutive year the Office of Admissions had brought in a higher of new FTIC's.
- Year to year retentions for FTIC's is back at 83%
- Ready to Roar campaign is intended to encourage students to register sooner rather than later. Marketing materials will be all over campus.
- Modification have also been made to the language used around registrations. Priority registrations is now called Continuous Registration.

- We extended the opportunity for them to register for 4 ½ weeks and is now through December 20th.
- Modifications to orientation were made as data shows us that many new students coming in, especially our transfers actually get a lot more out of it by coming in January rather than December.
- Admissions is now looking at 3-4 years of data, including current cycle. We're a little down in terms of overall number of applications and admits.
- Transfers are a concern for the CSU, but we came in 40% higher for fall '23
- DEIN is the intention roll number – we are a little behind compared to last year.
- Pushing student to apply by December 15th, but will extend application to June 1st.
- We are removing barriers by extending the admissions deadline, no specialized late application process and admitting student who are lower division transfers.

III. Butte College Student Services Update – Brad Zuniga

- Still tracking enrollment for fall '23 semester
- There are a lot of late start classes and student who are adding and dropping classes all the way until the end of the semester.
- The enrollment numbers tend to fluctuate even as toward the end of the semester.
- Butte gets funding by enrollments as opposed to headcount and as of a few week ago was up by 15%.
- Headcount for fall is up about 800 students.
- Average unit load is up 1%.
- Registration for spring semester started last week, and a lot of effort goes into supporting current students helping them register for classes.
- Continuing students a little slow at registering, but we are seeing some increases.
- Compared to this time last year we're up 8% and head count is up by 1%.
- The data changes every week as students are registering.
- The trend across all of the community colleges and for the most part across the State is that they are seeing an increase across the state in enrollment.
- Continuing to invest in marketing and recruitment and in the process of creating a brand-new marketing department.
- Our target is getting over 10,000 FTS. There is a change in funding from our Chancellor's Office.
- If you're under 10,000 FTS, you're considered a small school. If you're over, you're considered a medium school and the difference in funding between those 2 categories is close to 2 million dollars.
- Butte is roughly 60% in person and 40% online.
- Have to consider that 50% of classes are CTE programs. Butte has more Career Technical Education than other community colleges. Those are all in person.
- Chico center has been very busy and is a popular location due to a lot of students live in Chico.
- A new center is open in Glen County which was opened last year.
- This allows students to complete all of their general ed in Orland including lab science which wasn't available before.

- We are a small school in terms of international students. The challenge with our international students is building those schedules for them. They have less flexibility in terms of taking online classes. We are constantly advocating to get more in-person classes for international students.

IV. Decommissioning EMAC Discussion– Jaime Raigoza

- Goal is to advise the Senate as per EM20-010.
- Opened discussion on if this committee can make a bigger impact, or if it should be decommissioned.

Excerpts:

- I think it's been somewhat of an issue with this committee on how much good do we do? I assume that because there's not a lot of little committees working on admissions and enrollment across the university because of the drop-in enrollment, they may look at this committee like you're not doing as much as those committees are. The purpose is we are supposed to inform the Senate, and in some cases, we would make recommendation that we would want sent to the Chancellor's office. That happened a couple of times in the past. There were issues with enrollment and faculty to student ratios. If it's not useful anymore, there would be no reason to keep it. So, if the university doesn't feel it's useful, that's their call.
- This came up because we have the new enrollment continuum, and the question became is this adding value given that we have the enrollment continuum now? How do we want this to be set up, or do we not need it anymore because we have other work groups? We have enrollment reports at UBS and updates in Senate from the VP's so is this helping people to do this, or is it time to let it go. Given that we have these other activities – that's the question. I think it's good for us to challenge ourselves once in a while on these committees in general. What do we need from this committee? If we don't know, let's disband it and do something else.
- The other committees that are operating right now, do they have charters, are they ad hoc committees? Eventually they're going to go away, then what do you do? You need another committee that's a permanent committee. I think because this committee allowed faculty to be involved, but I don't know how deeply involved most faculty are. It's up to the university and what they feel they need, and they are getting inputs from other areas already. So maybe at this point there could be on hold or just disbanded to be reformed at a later date.
- What I've observed over the years that I've been on this committee including the first reiteration of this committee years and years and years ago, and that it has long been questioned what is the purpose and value of the committee. It's usually a repetition of reports and report outs and information that we've heard many times. It was also always a question to me about

where is information going? The one area I have to say that I've seen has been the greatest value is the reports and the information from Butte College. This is the one place we are getting that information. So, I don't really want to push the committee too far in any direction, because I feel like this is a faculty committee. But my view is that I do have that question about is this a valuable committee.

- So, I've been the provost designee on this committee, I think, for 5 years now, and for those of you who've been on the committee for a while you know I have I've been calling for it to be disbanded for 5 years. I think for a number of the reasons that that people have already mentioned. I've it's not been my experience that information has flown from this meeting right necessarily back to the department, or even to the college. So, a lot of that information gets lost somewhere. I do know that now with the RCC and each of the colleges has a rep on that committee, in some instances, maybe 2 reps from each college. I do find that the updates will get from colleagues to be helpful. But you know I also find helpful is the little summaries that we get at the beginning of each month with a little bit of update in terms of where we are. I certainly appreciate it when we dropped down from every 2 weeks to twice a semester, which I think is has been more reasonable in in terms of the committee. But like some other people. I question the current usefulness.
- I can speak as part of the faculty. When I first signed up for this committee, I was very passionate about enrollment. I wanted to make an impact. During department meetings, I would share some information, but I haven't really seen a platform or an avenue where I can make an impact. Like voting. I haven't seen the vote, and we haven't done a vote but for last year to elect the chair. Members are changing all the time. That's why we see some new faces here.
- I was thinking something similar to what you just said. It's like every year there's a mass exodus of faculty from the committee, and I think then you almost have to do a reset to get everybody back on board at the beginning of the New Year. Because a bunch of new people showed up except for the Chair and Co-Chair, who were on the previous year. Now, I could be wrong about that. But it strikes me that a lot of people here today as I was going through, I don't think most, if any, we're here last year. Depending on whether or not this this continues, it sounds like, based on what I'm hearing, there's an opportunity to have conversations about restructuring it. One opportunity could be to see if people would be willing to have 2 to 3-year appointments, or overlapping appointments that way you have some continuity of membership. I think that could be something to consider if you're going to have terms where people are committed to this for a certain period of time. I think it also would help, for the chairs. When their voting goes through. Because I think people would feel more confident about taking that leadership role in this space.

- This has been very helpful for me. These are the issues that we need to address in order to make sure that we're getting the best value and use of everyone's time. I think that one of the things that we need to do is circle back with Serge, maybe, and talk about timelines. And you know when what kind of decisions are made, and when would it be helpful to be getting feedback so that it's timely for decision making? You know, when policies are processes need to be updated. You know, how do those come forward to get to get faculty input and things like this probably some pragmatic things that might be helpful for me to meet with Serge and talk about a few of these things. Is this the most effective way of dealing with that?
- Well, it should be a chat with me and Jen Gruber and Sharon Barrios because we want again to represent that broader thing. And then it probably also needs to copy a conversation with Kaitlin because that's where we're looking at least an element of retention. So, I I'm happy to have that conversation. But I do think it might be something that we want to make sure we include other enrollment managers in the conversation.
- The committee was also used for maybe delivering information or having conversations between faculty and student affairs. For example, about issues or products or processes that we may be implementing in student affairs that have a ramification on the academic side. So, this forum does provide that, and I have been able to have discussions like that. I don't know if there are other existing forums to handle those kinds of things. For example, if we're rolling out a new approach, and it will procedure a new product that impacts the academic side of the house. When and where do we have those discussions so we can all be on the same page and understand the different implications.
- I think that's a good point. It looks like the RCC and the enrollment continuum is mainly staff or VP's. I don't see any faculty on those committees. As far as I can tell, I don't know a lot about them. I've only seen the website with the team lead. So maybe you get faculty input, I'm sure you do but this committee is a formal one where faculty have the ability to make input, ask questions of administrators about enrollment? And we also used to ask about the budget because it was part of it. So, it's an arm of the Senate, basically. So, it's up to the Senate to say do we need this or not? Because if you get rid of it, then you're just getting input from the administration and the staff, which I mean, I don't really have any big problem with that. But a lot of people you know, other faculty really want make sure that they have a voice. It's just that, you know that arm of running a university where the faculty are supposed to be involved. You can look on it as we have this committee where we have shared governance between the administration and the faculty. That's just kind of an overarching issue. When I looked at the at the enrollment continuum, all those issues could have been addressed in this committee. Because they touch on exactly what we are supposed to be doing.

- Well, I think one question might be asking or assessing what have been the outcomes from this committee? From the faculty perspective, you know. What have faculty done, or how they reacted. I think that's one way to assess it. And then, if the answer is well, we can't really identify any, then the next question is, you know, do we need the committee? But also, if we don't want to give it up, then maybe what really needs to be done is to really refine what is the mission of this committee? You know what is the role of the faculty on this committee? What is it they're supposed to be doing? Because when this committee went 2 times a month it was difficult, I'll admit to come, because not much was getting done.
- I think 1 one of my criticisms I think of this committee is that because of lack of a flow of information between, let's say the faulty rep. their college, or even their department. Sometimes it felt like what we heard especially in terms of what was being expressed were personal concerns, or maybe even an individual department concern, and it gets to the point where it felt as though we did a lot of talking but there was never really any action. Someone could come in and say I think this is a concern. Whether it was a concern for anybody else. Then we spent time listening to that particular concern that didn't necessarily mean that it was actually an actual or a real or larger concern. And something about it at some point just started to feel like what we were doing was just summoning people to give us reports. Yes, you come and tell us what international numbers are looking like but then, what happened after that? Very little. And so, I think that in part, my criticism is well, what are we doing? For an hour and a half, 2 times a month could've been an email.
- Basically, our job was to inform the Senate. How often does that happen? Does anything really get done like you said? You know we're supposed to I think, be informing the Senate, and I think maybe that happens sometime to an executive committee when we sent them reports. But yeah, it's been hard to justify. I mean, I agree. You know, when I first got on the committee, I was like, Wow, this is a big waste of time. But I think the challenge I had was, well, how do I make it productive? How do I make this a committee that's worthwhile? And I think it's a good question for the Senate to take up and decide do you really need this or not? And maybe you need it in a different format. If there's a need to kind of manage this stuff, which obviously there's a need to manage enrollment management, or I don't know if we're not really managing that, we're just sort of interacting with the managers.
- I have a question just for maybe a show of hands, we talked earlier about restructuring. It's convenient on zoom. I prefer in person meetings, you know. It's a way to network and really understand more the meaning behind what the presenters trying to deliver! And so, would that be something to consider, going in person. And we still meet until the Senate decides. But is that something we want to give it a shot in December?

- The one thing we just talked about was that Butte College was critical in this space. So, I would say, Brad's schedule, and then faculty member schedules. I heard 2 different pieces there. One was actually to get in community with each other. So, we actually learn about each other, so we can get some good stuff done. And then the other part, 2 of the accessibility. Because I realized today we didn't have our community representative, did we? I'm still really thinking about those elements that we have found to be helpful, and whether that we stitch those together in other places or not. But, I defer to folks on the accessibility of the zoom or teams and people's ability to participate. separate from also the piece of us getting to know each other better, and building kind of bridges across campus in different ways.
- I know, especially the administrators and their meetings. There's no time to walk from one meeting to another like we used to have. So, I know it's hard. You got a zoom at 4. You got a zoom at 4 30. There's no time to do anything. So, until the until the university says we're going to get back together in person... I was surprised that the Senate didn't meet in person, because, there are so many times that you would interact with people that you didn't plan on. I feel like you're missing a lot if you don't. But obviously it's really convenient. I mean, it's super convenient. But the price you're paying. I'm not going to say one way or the other. I don't want force people to do something that the university is has not mandated.
- If EMAC decides to in person meetings, you, we might want to consider having a hybrid option because of individuals like Brad. If he decides he wants to drive here then that's great. But you know, depending on his schedule. If it's if it's like mine, or Kaitlyn's, or the Deans, it might be difficult for him and like. He had to leave early, for example. So that's something just to bear in mind if that's the direction to go. There is value in those in person meetings. You might still want to acknowledge and offer an opportunity for virtual.
- We're getting close on our on our time here. We'll meet again the first Tuesday of December. We'll have some similar reports, and I'll try to get a more talks, but feel free to email, me. Jaime Raigoza. We'll stick with on line. I'm not getting a lot of interest in going in person. We'll see you all next month.