

Enrollment Management Advisory Committee Meeting Minutes

December 17, 2019

Attendees:					
	Trevor Guthrie, President, Associated Students	X	Jeff Livingston, Faculty, History	X	Barbara Johnson*, AA/S, Enrollment Management Services
	Al Renville, VP Student Services, Butte College	X	Jeni Kitchell*, AVP, University Budget Office		Tracy Butts, Interim Dean, Humanities and Fine Arts
	Baohui Song, Faculty, College of Agriculture		Kaitlyn Baumgartner Lee*, AVP, University Advisement	X	Tom Rosenow*, Interim Director, Institutional Research
	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		Tami Adams, Staff Council member
	Dan Reed, Director, Financial Aid and Scholarship Office	X	Michael Rehg, Faculty, College of Business		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, Median Arts, Design and Technology Department
X	Jeff Bell, Assistant Dean, Natural Sciences		Sara Trechter, Interim AVP, International Education and Global Engagement**		Library member, vacant

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 3:20 p.m.

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

- A. Agenda approved
- B. Minutes from 12/3/19 approved
- C. Introductions
- D. Announcements

Graphic sent by Tami Adams re: national declines in high school graduation rates:

[Big Drops in High School Graduates in the Northeast, Midwest](https://csuchico.box.com/shared/static/57ep6c9wpntperzly1h47gs9goprq6z.png)

(<https://csuchico.box.com/shared/static/57ep6c9wpntperzly1h47gs9goprq6z.png>)

NPR piece on December 16: [Fewer Students are Going to College. Here's Why That Matters](https://www.npr.org/2019/12/16/787909495/fewer-students-are-going-to-college-heres-why-that-matters)

(<https://www.npr.org/2019/12/16/787909495/fewer-students-are-going-to-college-heres-why-that-matters>)

II. Enrollment updates (Michael Allen, Kim Guanzon)

- A. Spring 2020 registration
[EMAC Registration Update \(https://csuchico.box.com/s/b04liv6vz1j6tuaqfokovfeqbpbk9xjqk\)](https://csuchico.box.com/s/b04liv6vz1j6tuaqfokovfeqbpbk9xjqk)

New student registration finished last week. Numbers will remain fairly stable until Add/Drop opens on January 6. Spring 2020 headcount is 15,270; FTES is 13,775. Four to five months ago

we were projecting headcount at 16,300; if we hold to trends in recent past, we will finish out at headcount of 16,100.

We still have about 200 conditional enrollees (completing an A course). We will likely get about half of those students. We also have about 25 conditional reinstatements. We'll also have some transitory populations such as High School Scholars.

870 new transfer juniors have been matriculated and are ready to register; there are about 915 total undergraduate matriculants. Combined with graduate students, that is over 1,000 headcount.

There are about 376 students who have not yet registered, but have no holds.

Drops for non-payment of fees will happen tomorrow, the 18th. The bulk of those folks are juniors and seniors who will pay in January.

Registration starts on January 6th. Electronic add/drop continues until January 31st. Census will happen on February 17th.

B. Fall 2020 admission applications

[Fall 2020 Domestic Undergraduates as of Dec 16 2019](#)

<https://csuchico.box.com/s/w2fdguff59bdyqxdhy0izy5l9dsn6q9v>

Applications are down system-wide.

We have been admitting, but decisions have not been released as of yet; likely after January 1st. (This is an Office of Admissions decision, historically guided by VPSA/Cabinet level philosophies.) Sonoma and Sac State typically send their first round of offers before Christmas; UCs send out their packets in March. For Chico State, one round of packets will go out this week: 177 transfer juniors who were seen at an on-the-spot admission appointment in the fall and were admitted immediately. This year was a pilot of that program, trying to further build relationships with community colleges, so we want those students to feel special.

Office of Admissions is building its own auto-admit program. What was sent by CMS was faulty, so Admissions is working with Enterprise Solutions to build a more robust program.

In the group of 5,101 freshmen that have been admitted so far, there are 768 admits in our service area; there are 88 potential WUI students. The focus is on high-achieving, service area, and out of state. The thought is that Admissions will send out about 9,500 – 10,000 acceptance packets in the first round.

As of now, we haven't received December ACTs or SATs, which impacts about 1700 applicants. Those test scores should come in this week, and then indexes will be calculated.

To ensure good yields, Admissions is implementing calling campaigns and working with the colleges. We are exploring college-specific tours, which no other campus does.

To begin to calculate yield expectations, the suggestion was made to look at last year's numbers, and then back out the late admits and Cal Poly SLO redirects to get a truer sense of what last year's yield percentage was.

A. Scheduling optimizer

The first model has been run. There were some data cleanliness and preferences issues, as well as issues with ADA accommodations.

The team is hoping to send out the results to ASCs and chairs after January 1st, for their review. After that initial look, they will re-run the model without Butte Hall and without the 5 classrooms we are losing as a result of the Physical Sciences building going down. This will give a truer picture of space deficits when Butte Hall goes offline.

The new Science building is scheduled to open on time. For Fall 2021, we will plan that there will not be additional new classrooms available in the Multipurpose Building (old Physical Sciences building). Thus, Fall 2021 will experience the greatest space constraints, before the Multipurpose Building comes online.

As models confirm that our historical scheduling schemes cannot be accommodated with Butte Hall going offline, it will be important to have conversations around the timing of classes. There are times of day (8am, 3pm, 4pm) that have more open availability for class scheduling than the favored time slots (TuTh 11am, for example).

B. Scheduling task force

The scheduling task force is tasked with figuring out solutions to the scheduling issues resulting from space constraints.

The recent open forum was attended by about 30 people and went well.

Four subgroups of the Scheduling Task Force have been meeting regularly: Data, External Research, Strategic Concerns and Communication.

The group has identified peak time as Monday through Thursday 9am – 2pm. The team is determining what percentage of classrooms will need to be outside of that prime time window. Research shows that it is not General Education classes which are taking up the prime time classes, but rather major classes.

IV. Chico State 360 project update (Kate McCarthy)

A. [Chico State 360: Enhancing Academic Advising in the Colleges](https://csuchico.box.com/s/oofgs2pw19ket7g9hqbwr5xsa4mxb6g4)

<https://csuchico.box.com/s/oofgs2pw19ket7g9hqbwr5xsa4mxb6g4>

The model for advising is that students start their advising experience in Academic Advising Programs with GE advising, graduation requirements, etc.; they then move into major advising with faculty or professional advisors; finally, they move to Graduation Advising when they are near graduation. In actuality, it is extremely complicated, with the addition of support programs and all of the other advising students get.

Advising is currently very varied, decentralized, unevenly accurate, unevenly compensated, and possibly inefficient. Students report feeling “pinballed” around through departments.

There is in recent years much more collaboration between faculty and staff with regard to advising than historically. The campus is piloting cross-divisional advising positions which have been very successful.

This initiative is funded significantly with GI 2025 base dollars.

a) The first component is a shared advising platform, which is being rolled out to campus. This is a Salesforce platform, which we call Chico State 360. We've owned the licenses for a few years now; this is not this year's GI money.

b) The second component, funded by this year's GI dollars, is embedded College Advising and Retention Specialists (CARS). These are Student Service Professional IIIs, for each college that doesn't already have one. These are Academic Affairs employees, reporting to Associate Deans, but who are professionally trained advisors with a dotted line over to Academic Advising Programs. Getting to an equitable level across all colleges meant different things in different colleges: some needed a time base extension, some needed a personnel reclassification, and some needed a whole new position.

(1) These positions will not advise students except on an overflow basis. The logic is that faculty were not trained in graduation requirements, whereas the professional advisors are trained in advising as their professional orientation. They will provide coordination and communication, with common job descriptions. Some will oversee Student Success Center programs or tutoring programs. They will be able to provide analysis for strategic planning and initiatives.

c) The Salesforce platform facilitates report generation, viewing and sharing of notes and advising given to students, as well as an overall view of what support programs a student is a member of.

(1) Notes in Salesforce will be FERPA-applicable; students have the right to request to see them.

d) Faculty Advising Team (one faculty from each college) and CARS Advisory Team have been formed. Information Resources has hired two support personnel: a functional support person and a technical one. Training of faculty advisors will be handled on a centralized basis.

The suggestion was made to lend some attention to training students on the Degree Progress Report.

V. Upcoming meeting

- A. January 21, 2020
3:15 p.m. – 4:45 p.m.
SSC 122

*Meeting adjourned at 4:51 p.m.
Respectfully submitted,
Barbara Johnson, AA/S, EMS*