

Enrollment Management Advisory Committee Meeting

Minutes

December 3, 2019

Attendees:					
X	Trevor Guthrie, President, Associated Students	X	Jeff Livingston, Faculty, History	X	Barbara Johnson*, AA/S, Enrollment Management Services
X	Al Renville, VP Student Services, Butte College	X	Jeni Kitchell*, AVP, University Budget Office		Tracy Butts, Interim Dean, Humanities and Fine Arts
X	Baohui Song, Faculty, College of Agriculture	X	Kaitlyn Baumgartner Lee*, AVP, University Advisement	X	Tom Rosenow*, Interim Director, Institutional Research
	Barbara Fortin, AVP, Enrollment Management Services		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
X	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, Median 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

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 3:16 p.m.

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

- A. Agenda approved
- B. Minutes from 11/19/19 approved with the amendment of indicating that Jeff Livingston was present by proxy, with Rick Ford as his proxy
- C. Introductions
 - 1. Laurie McConville of Information Resources will present at today's meeting
- D. Announcements
 - 1. Barbara Fortin's last day on campus is December 12, 2019
 - 2. Revised EMAC EM will be an introduction item at Academic Senate on Thursday, December 5 and an action item on December 12.
 - 3. Blackboard will be down from December 25-27, 2019
 - 4. Grades for Fall 2019 are due December 31. For Spring 2020, finals will be done on May 15, and grades will be due May 22. For Fall 2020, finals will be done on December 16 and grades will be due December 21.

II. How Enrollment Distributions Reveal a Need for Targeted Retention Strategies (Laurie McConville)

- A. [Cohort Modeling Segmentation presentation](#)
- B. If we look at first-time freshmen by segmenting according to grade point average rather than index band, we see that the enrollment curve is a normal population clustered around a "B" GPA. Retention and graduation rates, however, are on a sloping line with "A"-GPA students having the highest persistence to graduation.

1. Correlation between high performance in high school and tenacity in college
- C. For 2019, we admitted over 18,718 students –a 6% reduction in first time freshmen, despite a 20% increase over previous year’s admittance; we only got a 13.64% yield. For 2018, we admitted 15,622 students, and got a 17% yield.
- D. Big influx in applications in last few years, but they weren’t finished. There were 25,000 apps, but some weren’t completed online.
- E. You can look at the situation with a marketing lens – break groups of students into segments, treat each segment as if it was a person, and then model it in a waterfall testing strategy, looking at the primary characteristics of risk and success.
 1. The testing strategy would be to pick out a subpopulation of a segment and perform an action on that subpopulation, testing it.
 2. Successful testing and determination of effective levers would help stabilize continuing enrollment, which could create a virtuous cycle of self-advertising.
 3. We have BCSSE (Beginning College Survey of Student Engagement) data on first year students: how much studying they anticipate needing to do, how they feel about their chances of graduating from Chico State, etc. We have that data from students who attended Summer Orientation. We have the data associated with each student who filled it out, and can associate it with GPA data. However, the crucial gap is that students who did not attend orientation may be among the most vulnerable to not continuing.
- F. Highest impact practice would be to perform the testing treatment in the first 4 weeks of school.
 1. Difficulty of implementation is compounded by capacity issues on the part of faculty (large class size, etc.).
 2. Test versus control might be something like: randomized test group gets 5 emails, and control group only gets 2 emails. Did it make a difference?
 3. Important to centralize communications: Advising, Registrar and other offices are all emailing students, so we would need to ensure that student doesn’t get too many emails and just shut down.
 - a) Some wraparound services provided by student support programs such as EOP.
 - b) CSU, Northridge is piloting a program in which students who enroll in 15 units will be allowed to drop the class without extensive signature requirements, up to the very end of the semester (but before finals). This is showing signs of improving persistence.
- G. A positive byproduct of increasing persistence is that we then admit fewer first time freshmen (because of the number of seats in the university), and then can be more selective in the students we admit. This creates a virtuous cycle of increasing numbers of high-GPA students.
- H. Graduation Initiative 2025 has some initiatives around retention, but perhaps need further scaling up for equity of students that we reach. We need to tease out what are the high-impact practices to scale up. It may be beneficial to bring EMAC and GI 2025 groups together for collaboration and information sharing.
- I. New technology rollouts (e.g., Chico State 360) will allow us to collectively see what touchpoints a student has had.

III. Enrollment updates (Barbara Fortin)

- A. Because of unplanned absence, Barbara was not available to provide an update in person.

- B. An update was sent out via email to the EMAC group on Thursday, December 5. [EMAC Enrollment Update 12-3-19](#)

IV. Spring 2020 Registration update (Michael Allen)

- A. [Spring 2020 Registration update](#)
- B. Finished up orientation/registration last week. New student registration for fully-admitted students starts Monday, December 9th through Friday, December 13th.
- C. Add-drop opens January 6; census is February 17. Headcount, we are down 165. FTES are up, due to raising the unit limit to 18. In our average unit load, we are over 14. During the week of January 6 we will send out a notification to everyone who does not have 15 units, who needs 15 units to stay on track. That week we will see a bump in units, when we raise the cap to 21.
- D. We had over 500 transfer students attend transfer orientation, which was much higher than typical. About $\frac{3}{4}$ of those students were fully admitted. Conditionally-admitted students may not be able to enroll until January, after all of their outstanding items have cleared.
- E. Application period for Fall 2020 closed November 30.
- F. The National Student Clearinghouse has data we can access, showing the destinations of students that we admitted but who did not enroll.
- G. It will be important for us to think about last year's yield of 13% as we formulate our strategy for Fall 2020. Should we plan for a yield of 13%, or for our historical average of 17%?

V. Upcoming meeting

- A. Butte Hall renovation: Scheduling task force and space usage
- B. Chico State 360 project update with Kate McCarthy
- C. December 17, 2019
3:15 p.m. – 4:45 p.m.
SSC 122

Meeting adjourned at 4:46 p.m.

Respectfully submitted,

Barbara Johnson, AA/S, EMS