

## Enrollment Management Advisory Committee Meeting Minutes

February 16, 2020

Attendees:					
X	Annabel Grimm, Director, Division of Business and Finance	X	Jerry Ross, AVP, Enrollment Management	X	Tanya Morgan, community member
X	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	Michael Allen, University Registrar, Office of the Registrar*	X	Tawnie Peterson, Staff Council Chair
	Breanna Holbert, President, Associated Students	X	Peter Gitau, Vice President of Student Services, Butte College	X	Tom Rosenow, Interim Director, Institutional Research*
X	Connie Huyck, Executive Director, University Housing*	X	Peter Kittle, Chair, English Department		Tom Villa, Faculty, Finance and Marketing Department
X	Dan Reed, Director, Financial Aid and Scholarship Office*	X	Quinn Winchell, Faculty, Media Arts, Design and Technology Department	X	Tony Waters, Chair, Sociology
X	Diana Dwyre (Co-Chair), Faculty, Political Science and Criminal Justice	X	Rick Ford (Chair), Statewide Academic Senator		Tracy Butts, Dean, Humanities and Fine Arts
X	Emily Fleming Nuester, Faculty, Biological Sciences Department	X	Sarah Blakeslee, Library Research, Instruction and Outreach	X	Tyson Henry, Chair/Faculty, Computer Science
X	Jennifer Gruber, Interim AVP, International Education and Global Engagement	X	Sharon Barrios, Dean, Office of Graduate Studies*	X	Ella Snyder, Associated Students designee
		X	Jason Nice, Faculty, History Department**		Ann Sherman, Vice President of Business and Finance

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

*Meeting convened at 3:16 p.m.*

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

- A. Agenda approved
- B. Minutes from 2/2/20 meeting approved
- C. Introductions
  - 1. Peter Gitau, Vice President of Student Services, Butte College. Peter replaces Al Renville in his role at Butte College
  - 2. Jason Nice, Chair of CAB, is joining today
- D. Announcements
  - 1. New Student Center will go live tomorrow morning. Starting tomorrow when you log in to the Portal or Blackboard, you will see an announcement with a link to training videos. Trainings are still ongoing this week and next
  - 2. EMAC member Taryn Burns will be leading Smart Recovery (Self Management and Recovery Training) meetings for students on Mondays from 5:00-6:00pm while classes are in session. These meetings, hosted by WellCat Prevention, are designed to help anyone struggling with any type of addiction

## II. Admissions Director search update (Mike Allen)

- A. We have completed first round interviews. We interviewed 3 candidates and made a recommendation to Jerry on who we believe should move forward with a “campus visit” (virtual).
  - 1. We are drafting the agenda for virtual interviews; it will be typical of campus visits, only using Zoom modality
    - a) A visit with EMAC will be included
  - 2. We hope to have these meeting days take place in the first couple of weeks of March

## III. Fall 2021 admissions updates (Jerry Ross)

- A. Not a lot has changed since last update
  - 1. Transfer admitting is still a little slow, which is typical as the group finishes cleanup of the spring semester and transitions to fall admitting.
    - a) We are working on a process to auto-admit transfer students, to make the workload a little easier. We are a little understaffed and are working to change that, although hiring will not come in time to affect this cycle
      - (1) The transfer and FTF admissions processors have done an excellent job in admitting as many as possible, allowing us to pivot to yield activities as soon as possible
  - 2. As of right now we are still at a little over 14,000 admitted students for fall 2021; it is too early to project out the transfers, but for FTF Jerry believes we will land somewhere between 16,000 and 16,500
    - a) We are spending a lot of time with campus partners talking about yield, and are trying a lot of creative approaches to move away from the generic “submit your intent to enroll” messages
      - (1) Colleges are doing call campaigns; we are doing specialized email messages, etc.
      - (2) We have received approval to pilot an event at a Sacramento area drive-in movie theater. It will be targeted toward Sacramento-area admitted students
        - (a) There will be a short 15-20 minute program before a movie, and will give the students Chico State swag as they enter the theater
- B. Tyson expressed concern about the planned 30% in-person announcement. If other universities conduct classes in person, why would a student choose Chico State?
  - 1. We’re doing a number of things to communicate. We have shared the message about the fall plan, and we’re also helping share college-specific information with students
    - a) We are working with the decision that has been made regarding fall, and are trying to build a class around that, trying to shape the class within existing parameters
  - 2. Diana asked whether messaging around the whole year is going out, contextualizing fall as a transition semester
    - a) We are incorporating that into new messaging, and are working on that now
      - (1) In the academic planning work with Daniel Grassian, we are waiting for official word from the policy group; unofficially, they have been advised to plan for a normal in-person semester
  - 3. The class list is coming out March 8, which should help students and parents plan the fall semester
- C. If Butte County changes our risk level, class capacities may change

1. The announcement was that 30% of course sections will be fully or partially in-person. Rick wanted to know how the individual chairs' planning is being led to achieve that 30% in an intelligent way
  - a) The majority of the schedule has been built. EMS is not the entity which will police whether the 30% is put into practice
    - (1) Different deans have enacted this very differently. There was no guidance campus-wide about mix of online vs in-person
- D. Rick suggested that we will need to admit more than 16,500 in order to yield a class; however we are already likely to admit the vast majority of our applicants just to get to the 16,500
- E. Peter, prior to coming to Butte, was in Southern Utah; they have already returned to in-person learning. At Butte, they are thinking about 30% also.
  1. Some guidelines they are thinking about are: difficult to convert classes; how to use non-traditional spaces to increase capacity; equipping classes with streaming capability 40:51

#### IV. Feedback to CAB regarding need for a call for additional courses (Rick Ford)

- A. We are seeking input for feedback to be provided to the Curriculum Advisory Board (CAB). At the last meeting, we tabled the following motion: "From the Enrollment Management perspective, when data indicates a particular GE area has substantial bottlenecks and adding additional sections is not possible, then a call for new courses in that area should go out."
- B. A motion was made by Diana Dwyre and seconded by Tyson Henry to un-table the original motion, for further consideration.
- C. A motion was made by Diana Dwyre and seconded by Peter Kittle to replace the un-tabled motion with the substitute motion of items 1-4:
  1. EMAC generally recommends adding sections of high-demand GE courses whenever possible to relieve bottlenecks rather than making a call for new GE courses
  2. EMAC encourages, in particular, providing additional sections of high-demand GE courses that satisfy more than one requirement (e.g., GE, W, major, minor, USD/GC). More sections of these GE courses, rather than new courses, help shorten time to degree
  3. Whenever the need for new courses is identified, in keeping with the second item above, EMAC recommends that CAB give special consideration to new courses that satisfy multiple requirements
  4. Whenever a GE class is underutilized, EMAC recommends that CAB consider removing the course from GE so the resources can be directed to an overutilized course
  5. This motion passed with 10 in favor and none opposed
- D. Discussion followed. Jason Nice was curious whether this feedback was more general standing feedback, or specific to this year
  1. This was intended for the current context (enrollments neither wildly increasing nor wildly declining). We might change our recommendations as conditions change in the coming year, or the feedback could stay the same for some time
  2. Number 4 seems overly vague – what is the timeframe for the consideration of "underutilized." Also, redirecting resources is not always possible
    - a) CAB rules and practices are that GE courses must be offered every semester per EM, and by precedent if they not offered 2 semesters in a row, they are removed

- (1) A course has not been removed from GE during Jason's tenure as chair
- b) What is "underutilized"? This could mean a new class which just needs a chance to grow

- (1) A class which only has 10 people sign up for it and gets canceled should be trimmed, and classes which have long waiting lists every semester should have sections added

- (a) CAB would very much like specific feedback on pathways which are perpetually full versus perpetually not full

- (i) There are data elements that AAP does not have a very clear picture of

- (b) The system is complex in terms of colleges offering services to the majors of other colleges, and not having sufficient resources to add more sections

- (2) These recommendations are intended to open up a broader conversation about how resources are allocated across campus

- (3) Last year CAB encountered bottlenecks and asked deans to add more sections, which deans were not able to do, and thus there was a call for more GE classes. This year, because we have not identified any specific bottlenecks, there will likely not be a call based on enrollment. There may, however, be a call due to a programmatic need

E. The following amendments were suggested:

- 1. Jason made the suggestion to add the word "area" after GE

- 2. For number 4, Emily moved that we add "chronically" in front of underutilized; and consider "re-evaluating" or removing the course

- a) The motion to add "chronically" was not seconded

- b) The motion to add "re-evaluating"

- 3. Tyson moved to replace #4 with: "Whenever a GE class has chronic low enrollment, EMAC recommends that CAB consider removing the course from GE, so that the resources can be directed to overenrolled courses"

- a) Emily seconded the motion. Mike objected, suggested replacing "chronic" with a specific number of instances

- (1) “Whenever a course has low enrollment for three course sections in one academic year, EMAC recommends that CAB consider removing the course from GE, so that the resources can be directed to an overutilized courses”
    - (a) Jason believes this might be more appropriate as feedback to the EM, rather than as part of this process
    - (b) Diana objected to the amendment, wanting to hear Jason’s feedback
      - (i) Jason believes that if we started dropping low-enrollment classes, we might be acting not under the purview of CAB; it should be something that is worked out in GE policy
      - (ii) Peter suggested that this remains an issue that should be worked out by deans and their chairs, not in this venue
    - (c) Jennifer would like to speak against the amended language, and would like to strike #4 completely
      - (i) Diana would also like to speak against the amended language, and would like to strike #4
  - (2) A vote was taken on the amended language, with 3 voting yes and 8 voting no; the motion failed
  - (3) Diana moved that we strike item 4, which was seconded
    - (a) A vote was taken on striking item 4, with 10 in favor and 0 against
4. Tawnie moved that we add the word “area” after GE where appropriate. Tony seconded the motion
- a) The new wording on number 1 would be: “EMAC generally recommends adding sections of high-demand GE courses whenever possible to relieve bottlenecks rather than making a call for new GE area courses”
    - (1) Diana seconded the motion
- F. A vote on making recommendations 1, 2 and 3 as amended was conducted, with 14 in favor and none opposed. This will be our formal recommendation to CAB.
- G. Jason thanked everyone and wanted everyone to be heard. Since CAB has not heard of any bottlenecks, it may not seem as though they have not heard the feedback, but they have heard it

## V. Upcoming meeting

- A. March 2, 2021
  1. Via Zoom teleconference

*Meeting adjourned at 4:53 p.m.  
Respectfully submitted,  
Barbara Johnson, AA/S, EMS*