

Enrollment Management Advisory Committee Meeting Minutes

February 18, 2020

Attendees:					
	Trevor Guthrie, President, Associated Students	X	Jeni Kitchell*, AVP, University Budget Office	X	Tracy Butts, Interim Dean, Humanities and Fine Arts
X	Al Renville, VP Student Services, Butte College	X	Kaitlyn Baumgartner Lee*, AVP, University Advisement	X	Tom Rosenow*, Interim Director, Institutional Research
X	Baohui Song, Faculty, College of Agriculture	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	X	Tami Adams, Staff Council member
X	Dan Reed, Director, Financial Aid and Scholarship Office		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		Sara Trechter, Interim AVP, International Education and Global Engagement**	X	Sarah Blakeslee, Library Research, Instruction and Outreach
X	Jeff Livingston, Faculty, History	X	Barbara Johnson*, AA/S, Enrollment Management Services		
X	Connie Huyck, Executive Director, University Housing***	X	Corinne Knapp, Associate Director, University Housing***	X	Dan Herbert, Director of Off-Campus Student Services***

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*
 *** = *Featured Guest*

Meeting convened at 3:18 p.m.

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

- A. Approve agenda
- B. Minutes from 2/4/20 approved
- C. Introductions
 - 1. Connie Huyck, Corinne Knapp and Dan Herbert are joining today to talk about on- and off-campus housing
- D. Announcements
 - 1. The Scheduling Pilot was endorsed by Senate; for the next couple of years campus will work from that pilot to inform scheduling.
 - a) References to “policy” were removed from the document. Holly will bring it back to committee (does not need to go back to Senate)
 - b) This pilot will sunset when Butte Hall comes back online, at which point campus will develop a permanent policy
 - c) Senate or the Scheduling Committee will create an ongoing scheduling committee

2. There will be a forthcoming communication in the next 24 hours from the President in reference to national and system picture around enrollment, as a follow-up to State of the University Address

a) Actions that the entire campus will be taking over the next few months to engage students

II. AVP EMS hiring update (Diana Dwyre)

A. AVP EMS search update

1. The first two of three candidates, Jerry Ross and Jose Rocha, have visited campus. The third candidate, Darla Cuadra, will visit tonight and tomorrow

a) EMAC meeting with candidate will be tomorrow from 11:00 am-12:00 pm

b) The open forum with campus is tomorrow at 10:00 am

2. Reference checks will follow, after which the search committee will meet a final time to make recommendations

a) Surveys will be open until February 25th, for campus constituents to provide feedback

III. Enrollment update (Michael Allen, Kim Guanzon)

A. [Enrollment update](#)

1. As of February 17, year over year, headcount is down about 550. Full-time enrolled student numbers are down about 450 from last year.

a) These are not final numbers; cleanup is progressing (processing withdrawals, etc.)

b) These numbers are very close to where we thought we would land, in our December 2019 estimate

2. Our articulation officer has completed all of the articulation agreements for Broward College in Florida. Broward may provide the opportunity for us to attract additional international students, as they have robust international partnerships

B. Admissions update

1. Admissions is admitting as quickly as possible; total admits are now over 15,000.

2. The President has authorized admitting down to an index of 3200

a) Approximately 1,100 students above the index of 3200 remain to be reviewed manually (the auto-admit process does not admit certain categories, so they must be manually reviewed)

3. The first round of Choose Chico postcards has gone out, along with supplemental communications

a) Registration for Choose Chico has been open for less two weeks. Three hundred thirty-three students have registered, with a total of 1,200 attendees; this is far more than we had last year at this time

(1) We were strategic in getting Choose Chico marketing embedded more fully in admit packets and other communications. The great thing about the Choose Chico postcard is it is seen by parents

b) For admittance, students learn by hard packet in the mail, as well as in their Student Center

- (1) Feedback is that the students really love the packet, with the Certificate of Acceptance and all of its information
 - c) Admissions is working with University Communications for additional communications options, particularly around Intent to Enroll. There will be an email going out, with an embedded video talking about why you should Choose Chico
 - (1) We want to make sure we don't oversaturate students
- 4. We are ahead of where we would normally be on transfer admittance; there will be a better sense of transfer numbers in the next two weeks
- 5. National Association for College Admission Counseling (NACAC) has changed its Code of Ethics to allow schools to continue to market to students even after a student has submitted their Intent to Enroll. This has essentially been happening anyway, with things like UCs turning to their waitlist in June. Admissions is working on ways to reduce melt
- 6. Chico State experienced a larger application drop this year than the rest of the system. Our year-over-year decline (at admissions deadline, not including anomalous system activities in June) was about 11% for first-time freshmen, compared to a system-wide decline of about 8%. The worst-hit campus was Humboldt, which is down 29% for first-time freshman; Stanislaus, Sonoma and Sacramento were also hit harder. Los Angeles and San Francisco did not suffer as severe declines as us. Bakersfield is the only campus that did not suffer application declines. San Luis Obispo was down 3%, but they receive over 60,000 applications per year so are not affected. The declines seem to be correlated with regions. In addition:
 - a) Students may find it easier to live at home and commute
 - b) There was also some concern about housing beyond first year of study
 - c) The economy is also doing well, which can be negatively correlated to enrollment
 - d) There also may be a perception in the public that Chico is not safe
 - e) It was suggested that perhaps there is a year delay in seeing the impact of the Camp Fire
 - f) Chico State's applications for our service area are down 25% but service area applications only represent 5% of our total applications
 - (1) A big portion of service area students are not CSU-eligible
 - g) We are analyzing National Student Clearinghouse data to see where students are going if they don't choose Chico, so that it can inform future strategies
 - h) The typical student applies to three CSUs with their application fees (in addition to UCs, etc.). It would be useful to know in those cases whether Chico was first, second or third choice; the Chancellor's Office has so far refused to share that data
 - i) There will be a meeting next week to talk about a possible texting campaign
 - j) The request was made as to whether it was possible to collect data on differences in yield based on date of admittance. This may be problematic because there are so many other variables (region, etc.).

- (1) As we are now using Salesforce as our system of engagement, we will be able to better see correlations between communication campaigns and intent to enroll

IV. Scheduling optimizer update (Michael Allen)

- A. We should probably refer to this as Classroom Optimizer, as this effort will not affect day/time of class scheduling
- B. The first-round optimizer effort has already gone out to Chairs, and feedback has been given; feedback was by and large good and what was expected
- C. The team has now sent out the second round, and is collecting feedback. Once the optimizer is very close to a workable stage, the team will rerun it without Butte Hall and the old Physical Sciences building
 1. Optimizer looks at only general-use and jumbo classrooms
 - a) There are some rooms that were designated as specialized or restricted use, which are now re-classified as general use
 - b) Mathematically, if we go to more MWF classes, we can fit all of our classrooms in. We can fit 9 class time slots per day into a MWF schedule, but only 6 into a TuTh schedule.
 - (1) There will be an impact on students' ability to hold part time jobs, if they have to take both TuTh and MWF classes
 2. Academic Publications and Scheduling Services (APSS) is working under the assumption that the old Physical Science building will not be open for classes in Fall 2021
 - a) There might be 5 classrooms in that building
 3. The suggestion was made that perhaps campus should keep the old Physical Sciences building open, despite the complication of the timing of receipt of money
 - a) There are multiple issues: seismic safety, asbestos, other issues
 4. The new Physical Sciences building will be open

V. On- and Off-Campus Housing outlook (Connie Huyck, Corinne Knapp, Dan Herbert)

- A. On-campus housing
 1. We have opened up housing in a rolling way, a little earlier, in the past couple of years. This year we are going to open applications on April 7 at 6:00pm, after Choose Chico (when most students have been admitted). Housing is allocated on a first-come-first-served basis
 - a) In the past, about 1,000 students have applied on the first day
 - b) We have spots available for 2,244 students to live on campus
 - c) We budget at about 96%, and have had up to about 400 students on the waitlist in the past
 - (1) Hoping to get housing assignments out before orientation
 - (2) For overflow, San Luis Obispo puts 3 students per room in their red brick buildings. There is not the appetite to do that here
- B. Off-campus housing
 1. There is a good amount of capacity in the city to house students. The choices are becoming even greater, with additional apartment complexes coming online

2. Chico is incredibly affordable, with rates as low as \$325/person for some properties, for individual rooms in a shared apartment or house (not needing to share bedrooms with roommates); the average is about \$500/person. For a 1-bedroom apartment not shared by anyone, it is about \$850

a) There is a strong marketing opportunity to showcase the affordability of Chico relative to other CSUs. It can save students tens of thousands of dollars over the course of a 5-year college career

b) We are ranked 19 out of 20 campuses in terms of expense of housing (meaning more affordable than almost all of the other CSUs)

(1) In the Statewide Cost of Attendance report, there are several schools (Channel Islands, Monterey Bay, Los Angeles, Long Beach, Fullerton, others) which housing costs are listed as \$6,000-9,000 per student. It is likely that these schools are putting together their data with the assumption of shared rooms. We should consider putting a lower number on our document, indicating the Chico cost for a shared room

VI. Discussion of possible future agenda items (Diana Dwyre)

A. Pathway minors

1. Curriculum Advisory Board (CAB) has come out with proposed pathway minors. They would like to consult with EMAC to discuss the enrollment impacts of pathway minors.

a) There will be impacts on specific colleges, shifting things around

b) The suggestion is made to have someone from CAB come to an EMAC meeting to consult with us

c) It would be helpful to know the numbers of students who choose pathway minors. There is a lot of activity involving GE changes, but we don't know the actual numbers who take Pathway minors: is it only 100 students?

d) Some pathway minors only have a limited number of classes because not a lot of course proposals were received

(1) If there are not enough courses, Senate may not recommend a given pathway

VII. Upcoming meeting

A. March 3, 2020

3:15 p.m. – 4:45 p.m.

SSC 122

Meeting adjourned at 4:53 p.m.

Respectfully submitted,

Barbara Johnson, AA/S, EMS