

Enrollment Management Advisory Committee Meeting

Minutes

February 2, 2020

| Attendees: | | | | | |
|------------|---|---|---|---|--|
| X | Annabel Grimm, Vice President of Business and Finance Designee | X | Kaitlyn Baumgartner Lee, AVP, University Advisement* | X | Taryn Burns, Student Academic Senate |
| X | Baohui Song, Faculty, College of Agriculture | X | Michael Allen, University Registrar, Office of the Registrar* | X | Tawnie Peterson, Staff Council Chair |
| X | Barbara Johnson, AA/S, Enrollment Management Services* | | 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 | X | Tom Villa, Faculty, Finance and Marketing Department |
| | Dan Reed, Director, Financial Aid and Scholarship Office* | X | Quinn Winchell, Faculty, Media Arts, Design and Technology Department | X | Tony Waters, Academic Senate Chair Designee |
| X | Diana Dwyre (Co-Chair), Faculty, Political Science and Criminal Justice | X | Rick Ford (Chair), Statewide Academic Senator | X | 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 President Designee |
| | Jerry Ross, AVP, Enrollment Management | X | Tanya Morgan, community member | X | 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 12/1/20 meeting approved
- C. Introductions
 - 1. Ella Snyder, designee for Associated Students
 - 2. Dr. Jennifer Gruber, new Interim AVP for International Education and Global Engagement
 - 3. Ann Sherman, VP of Business and Finance, has a designee for regular attendance but was able to join the meeting
- D. Announcements
 - 1. none

II. Admissions Director search update (Mike Allen)

- A. Search committee has reviewed all applications received, in a blind review (no identifying information such as name, location, name of university attended, etc.)
 - 1. Four people were selected to interview. Three have been scheduled, and the fourth accepted a position elsewhere and so removed himself from consideration

2. Zoom interviews will be completed by February 16, after which recommendations will be given to Jerry
- B. For the finalists who are moved on in the process, we will schedule full-day Zoom interviews in lieu of the traditional campus visits, hopefully in early March
 1. We are hoping to be able to extend an offer to a candidate in March

III. Spring 2021 and fall 2021 enrollment updates (Mike Allen)

- A. Right now we are about 800 students behind, year over year – about 4.8%. This is in line with our projections and planning
 1. We are at about 15,400 headcount for spring 2021. This includes all Stateside data; it does not include those online programs that are self-support, such as the new Online MBA
 - a) It might be a good practice to include data around self-support programs in our updates at these meetings, but it is very complicated
 - (1) Although we partner with RCE, we really are very separate
 - (2) When online state-support programs start to grow (due to great RCE promotion of these programs), the need for faculty growth becomes a problem. The coordination could be improved. It is difficult to grow programs when we cannot add faculty
 - (3) Open University is another example of the complicated intertwining of State Support and Self Support programs
 - (4) It was suggested we have Clare participate in an upcoming meeting
 2. We had budgeted conservatively for fall, and then further budgeted that we would be down from that in spring
 - a) Although headcount is down, average unit load is up, from 14.28 in spring 2020 to 14.94 this spring.
- B. Fall 2021 applications are closed
 1. We came in lower on first-time freshman applications: 18,299 this year versus 19,999 for fall 2020.
 2. This year's transfer applications were up: 7,304 versus last year's number of 7,005
 - a) Leadership team is starting to plan ahead around the implications of a larger transfer class
 3. It was reported in the media that UC applications were significantly up, and CSU applications were generally down. This was attributed to the UCs not requiring standardized test scores
 - a) This is plausible, in that students with good GPAs who are from underrepresented populations (acknowledging that standardized tests can contain biases which disadvantage those populations) may take the chance to be more aspirational in where they apply
 4. Enrollment report from near original deadline (original extension was to December 15) shows 12,989 total applications, compared to 27,142 the prior year
 - a) We more than doubled that intake after the original deadline, to 25,603 applications

- (1) Mike Allen suggested that the vaccine rollout may be a factor
 - (a) Even with the vaccine, instruction will likely not look like it did pre-COVID
- (2) After the Chancellor's announcement regarding the majority of classes being in-person for the fall, the rental market did improve. Nevertheless, we will likely be renting all the way into September (the market is usually leased up by May)
- (3) Anecdotally, it seems that many students want to be face-to-face
 - (a) Silver lining is that traditionally-online students may get more attention as we learn more about how to function virtually
 - (b) There is concern about students signing leases, only to find out later that they might not have any in-person classes. We will likely only have 25-30% in-person classes
 - (i) Students might face credit defaults or bankruptcies in this situation due to not being able to get out of their leases; this will be an incredible barrier after they graduate and enter the job market
 - (ii) Student employment on- and off-campus will suffer as well
- b) We have currently admitted just under 12,000 students at this time, which is ahead of where we were last year
 - (1) Our Multi-Factor Admissions process, which functions as a sort of auto-admit feature, is a big part of that
 - (2) We are also doing rolling notifications, by sending an email to notify students as soon as they are accepted, following up with the packet in the mail
 - (3) The transfer admissions process is much more involved, and transfer admissions generally happen after FTF

IV. Fall 2021 Schedule planning (Mike Allen)

- A. The question was raised, how aware are new applicants and continuing students about the nature of our fall offerings? (Most classes online, with about 25-30% in person)
 - 1. The University hasn't reached agreement on what the communication to students will be
- B. The fall 2021 schedule is due to Office of the Registrar today
 - 1. After that point, we will have a better sense of percentage of classes are online
 - a) Some of the scheduling thus far may have been expedient: colleges creating schedules that are aspirational, just in case more in-person is possible. It will continue to coalesce in the coming weeks
 - (1) Engineering is planning for largely in-person. We don't know yet what the virus will be doing in 6 months, so the thinking was that it is better to create an in-person schedule and pivot if needed
 - 2. It is concerning that we have not yet put out a clear message to the students as to the most likely scenario, according to our best assessment
 - a) It was pointed out that we might simply not be involved in the meetings where this is being discussed; the current status would be known by University Communications

- b) Ann Sherman mentioned that the 30% target has been in place for a couple of months now, but some faculty members have not been told of a cap. Mike Allen, in his work on the fall scheduling committee, was not told of such a cap either
 - (1) Percentages are likely to be by major – agriculture will likely be largely in-person, while liberal arts classes may be largely virtual

C. The schedule will go live March 8, and priority registration starts April 26

D. What is the status of COVID testing?

1. CSU system has been looking at a variety of vendors for testing. Chico State is looking at the vendor that SLO has been using, which has allowed them to keep more people in their residence halls

a) It is about \$150 per test, from Avelino. We're looking at testing about 7,000 people/week

(1) Reserving \$3M out of HERFF funds that we received, and are hoping that will be enough

(2) Hoping for weekly tests, stratified testing for residence halls, athletics and students in in-person classes

(3) Emily Fleming Nuester suggested some quick daily tests that are \$5-10 per test

(a) We are looking at real biologic tests, which take several days to get results

(i) There may be opportunities for at-home tests in the future

(b) Emily Fleming Nuester suggested that there are 5 microbiologists on campus, including a virologist, who can be very helpful in this effort

b) We've been unable to get reagents for our machine in the health center. Initially it was because we were low on the county priority list, and now there is an issue with the reagent supplier

E. Is there any way to upgrade Holt Hall to Smart Classrooms (having projectors installed in classrooms), so that we can try from there to add Hy-flex functionality?

1. Ann Sherman is hoping that CARES Act funding can help with this, as well as green space connectivity. She has also noted the request for additional Hy-flex cameras, which have been difficult to procure

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

A. The Curriculum Advisory Board has, as part of its procedure, a request for EMAC to provide input on the call for general education classes for the following year, that CAB can post to its website

1. The CAB chair took some language from an email thread between himself and Rick Ford, and used that as EMAC's official recommendation

a) This statement was to the effect that a call for additional courses should be based on the data around bottlenecks in general education, and whether additional sections could be added

- (1) We do currently leverage degree audit data and provide that to CAB each semester, so that they have data relative to bottlenecks
 - (a) CAB also reaches out to Office of the Registrar and other student services for data
- (2) We are currently looking at possible student behaviors relative to wanting to wait on classes that they would prefer to take in-person, and what that will mean for progress to degree
- (3) We might have more transfer students than FTF next year, which seems like a useful piece of information in determining numbers of lower-division GE courses
 - (a) This trend may be short-lived, if data around community college enrollment and birth rates are indicative

2. Rick has suggested possible wording for a recommendation to CAB: "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."

- a) Are there other considerations that would precipitate a need for new courses?
 - (1) Attention should be paid to the mix of FTF and transfer
 - (2) There is also the relationship between transfer majors and college class offerings; some requirements may be lacking. An example might be business transfers getting priority in ECON classes
 - (a) We want to be sensitive to programmatic requirements offered in the lower division

B. A motion was made by Tyson and seconded by Tanya to adopt Rick's statement for a recommendation

1. An amendment was suggested to add that CAB should consult with EMAC regularly regarding the mix of FTF and transfer students
 - a) There is the concern that people will make permanent programmatic changes (hiring, etc.) as the result of temporary trends. A list of backup courses that can meet requirements would help the University stay more nimble, rather than devoting resources that would then lock us into a particular set of classes to teach
 - b) The hope is that Cabinet would be setting the goals for mix, and then Admissions recruits accordingly
 - c) There is some rigidity in the current structure, which might be made to be more flexible (substituting classes in a different pathway, etc.). We might not want a new call for courses every time
 - (1) Students report a struggle completing upper division GE because it needs to be in the same pathway. Also there are fewer upper division courses. Having more transfers will magnify this issue
 - d) The recommendation was given for folks to review the existing feedback which has been given to CAB and which is posted on their web page:
<https://www.csuchico.edu/ge/new-course-proposal-process.shtml>
 - e) There has not been a specific deadline given, but CAB meets next Monday and is hoping to have EMAC's feedback for that meeting

- f) We may want to consider making this process a regular part of the EMAC meeting schedule
- 2. Diana Dwyre moved that we table the motion, and Peter Kittle seconded that motion
 - a) The group voted 9-2 to table the motion and continue this as a discussion item at the next meeting

VI. HCX- replacement to Student Center (Mike Allen)

- A. This agenda item was not discussed due to time constraints. Mike encouraged everyone to attend one of the trainings which have been scheduled every week with every college
 - 1. This training provides vital information on our brand-new Student Center

VII. Upcoming meeting

- A. February 16, 2021
 - 1. Via Zoom teleconference

*Meeting adjourned at 4:55 p.m.
Respectfully submitted,
Barbara Johnson, AA/S, EMS*