

## Enrollment Management Advisory Committee Meeting

### Minutes

March 5, 2024

Attendees:					
	Autumn Alexis Alaniz	x	Jaime Nelson		Stefani Baldivia
x	Brad Zuniga-Butte College	x	Jeff Logsdon		Tag Engstrom
	Ben Duarte		Jeff Trailer		Tanya Morgan
x	Charlene Armitage		Jennifer Underwood		Tawnie Peterson
x	Corinne Knapp	x	Jennifer Gruber	x	Tracy Butts
	Corey Sparks		Jodi Shepherd	x	Tricia Douthit
x	Dann Sargent		Kaitlyn Baumgartner Lee		
x	Denise Crosswhite	x	Kentiner David		
	Emily Haung	X	Matt Thomas		
x	Feng He	x	Michael Rehg		
	Holly Kralj		Serge Desir		
x	Hossein Zakeri		Sharon Barrios		
x	Jaime Raigoza	x	Marianne Paiva		

#### I. Butte College Enrollment Update – Brad Zuniga

- Brad shared slide on enrollment status.
- Snapshot of spring enrollment. In about a month our continuing students will begin registering so we don't have any number for fall enrollment
- Spring enrollment is still fluctuating, and is moving up and down, but mostly moving up. It's volatile data, so we don't anticipate that we will end where we currently are. It will probably come down a little bit as we get towards the end of the semester.
- As of yesterday, this weekly report is comparing last year at the same time – spring 24 compared to spring 23.
- As a reminder, enrollments are a single student enrolling in one class. Right now, we are up a little over 12%. The week before we were up about 11%, so we've seen a 1 – 2% increase each week over the last couple of months, which is really exciting.
- Our head count is slightly up from last year at 2.68% up. That means our students are taking more classes and they're enrolling in more courses.
- We are anxious to see how the semester will end, but like many other community colleges, we are trending in a positive direction.
- Question: I'm wondering which of those numbers, if you can tell from your sheet, might help us forecast the future transfer load for us.
- Answer: One of the pieces of data I've wanted to provide this group in particular is a snapshot of our transfer students. So, the students who are nearing transfer status and what their majors are. That's a piece of data that I want to work with our research office. I don't think it would be too difficult for us to pull that. It just doesn't show up in any of our reports currently. I assume

that would be something that would be really interesting to you to see a breakdown of our majors. I will work on getting that in the near future, but the current report doesn't break it down like that.

## II. Enrollment Management Update – Jeff Logsdon

- Spring updates:
- Headcount is 13,179 and that's up 1.2%
- FTES is 12,191 and that's up 1.6%
- If I remember from a couple of weeks ago, it was only up about one half percent.
- There is a bit of work being done to finalize census, but that where the numbers are right now.
- The average unit load for spring is 13.74 which is a little higher from last year which I believe was 13.7.
- I believe Serge said this is the first time we've had consecutive spring semesters be up in a long time.
- Fall updates:
- We have a little over 1 thousand more FTIC applications than we did last year at this time.
- We are up 5% on FTIC apps.
- We have 8% more students admitted than last year.
- We have 5% more Intent to Enrolls.
- Yield is basically flat.
- Transfers are down 2% on transfers. I check this twice a week and it tends to hover around flat, down 1%, up to 2% and back down to 1%.
- We are far ahead, we are 38% up on admitting and our transfer advisors are heads down this week and next week, and hope to see an even greater lead on that. The transcripts just came in from all transfer students.
- It IE's are up 8% despite the 2% decline in application. Overall, we're down here.
- Overall, we are up 3% on apps, 13% on admits, and up 6% on IE's and practically flat on our yield at the moment.
- FASFA Simplification looms, and we're waiting to see how that will affect us. The Financial Aid office is working hard on that.
- **Question:** Is there a difference with FASFA depending upon if it's a new student, a transfer student or continuing student? Does it affect those 3?
- It is affecting all of the, but will defer to Kentiner:
- **Answer:** The FASFA rollout due to the FASFA Simplification Act has created some technical challenges for families. Some students are experiencing submitting applications, some are experiencing completing the process. Usually the data for schools once the applications are processed is available to schools in October. We are not getting our data until at least mid-March. Even then, they are projecting that they're going to deliver data in batches. It will be stretched out over a period of time. We don't know how long yet, but we will not get all of our processed Financial Aid applications at the time they open the valves in mid-March. We'll get a limited number of batches to test the system and make sure it can handle the delivery, and then they will increase the batches of time. There is also the CADA which is the California Dream Act

application for California AB540 students. That is not experiencing as many technical difficulties as FASFA, but it's following the same deliver timeline. Financial Aid offices usually start getting data in October and we start rolling stuff out and building and infrastructure to deliver award notifications to students. Last year we did deliver award notifications in January. We are busy building the infrastructure, but it's all new because FASFA changed. The calculations are different, the language is different, processing is different, but we can't build all of it because there are lots of unknowns still. We are hoping that by the time they begin delivering the FASFA data, we can be close to being ready to grab that data and produce award notifications. That's the best case scenario. If that happens, we can begin delivering award notifications before the intent to enroll of June 1<sup>st</sup>. We will make sure we're communicating with families who are still experiencing difficulty getting their FASFA applications through. First to help them navigate, second to make sure that we are considering them for our limited financial aid funding sources that we offer on a first come basis regardless when their FASFA is processed. We're also establishing a direct communication line for these families, so we could make sure they are getting what they need before they do their intent to enroll at Chico State. We complete with community colleges for our students. If they don't have their FASFA, their financial aid award notification in hand to make an informed decision about going to college, they will just stay home and go to their local community college.

### III. College of Behavioral and Social Sciences – Matt Thomas

- Ryan asked that I share the things that we're doing on the recruitment side of BSS.
- One of the first things we're doing thanks for Jeff, is actively working on call campaigns.
- We have multiple departments that have already gotten a good start on making call to some of our potential students.
- We've got other departments that are getting ready to do that.
- We also have college ambassadors in BSS, and they have all been trained, and those students are going to be making calls as well.
- I believe they're going to match up with people who have been accepted within their majors.
- We've got department and major emails going out to admitted students.
- The college is about to send out a postcard campaign and it's going to use the primary language for the family.
- We've got a number of college student life in a day videos that are going to be on the college You Tube page, but we're also putting them on Instagram and Reels, and Tick Tock to get the message out. What it's like to be a public health major, things like that.
- Question: Is any of that information in Spanish?
- Answer: If the primary language is Spanish, the postcards are in Spanish. I think we're using Spanish, Hmong and English for our 3 types of postcards.
- Question: So, none of the videos are in Spanish?
- Answer: No, none that I've seen so far. We're using whatever the primary language is of the student who's agreed to take the footage for us.
- Jeff: I will share what has come out of BSS calling. Folks campus wide are working on this and we really appreciate everybody that's doing this. Jeff shared the report ADMS F24 Campaign Caller and Status.

- Denise is going to start soon and HFA is working on some stuff.
- I think most of the colleges are on it so far, and I see College of Ag even got started.
- We can see if they are making calls. We can see if they talk to a student, if they left a message or had a conversation, we can see the notes that they wrote and we'll start to be able to connect this to intent to enroll data and see how effective this is and who's most effective, and then what tactics were they using, and really learn about how this particular activity is helping enrollment or not, and how worthwhile it is, and how we can be more effective at it.
- I'm really excited about this from an Admissions standpoint, and really appreciative of everybody jumping on board and joining us to collect data this way.
- **Question:** Have you considered texting?
- **Answer:** We use SMS messaging in Admissions which is very short, I think it's 140 characters and it is very call to action based. For example: Go check your email, we need a transcript. I know some of the colleges are using longer form text messages to try to do some actual engagement. There's a number of tools out there that folks are using for that.

### III. College of Agriculture – Denise Crosswhite

- I am giving an update on our recruitment as is kind of connects to our enrollment.
- Our goal for this coming fall is to increase our number of students in in the college to pre-pandemic levels.
- Our priorities are identifying which schools are our key feeder schools. Jeff in the Office of Admissions our amazing partners are trying to get us help with this. We definitely know that students who come to our farm are more likely to come to our campus, so we definitely try to focus on that.
- We have been making calls for a few weeks and now we're using the campaign through 360. It's a little bit easier to assign to students. I'll be doing training with our Ag Ambassadors this afternoon or evening and then they'll be starting tomorrow.
- We are very fortunate to have a well-funded as Ambassador program that does recruitment all through the State in a variety of ways. We know what brings our students here.
- We are one of four campuses with a college farm, unlike a lot of you who have competitors at every single CSU, we're competing against Cal Poly, Pomona, Cal Poly San Luis Obispo and Fresno State.
- One of the things that sets us apart is our number of scholarships. We do have the most recruitment scholarships of anyone at Chico State, so really focusing on that is important.
- The one thing that's new is our Animal Science has a new option. Now we have Animal Science Prevent and Animal Science Food Animal Production. In the past they have all been Animal Science. This will allow us to fine tune our communication with those folks.
- As I mentioned, we know that if we get students to our farm, we're more likely to get them to come here. Our first priority is making sure that we are doing recruitment visits and farm tours. We do on average, about 5 – 7 families a week through the farm, and then also multiple classes.
- We have events. We have some big events that we go to and then those phone calls, digital media, and emails. We try to do some in Spanish as well. We do school visits and career fairs as long as we're not overlapping with Admissions.

- As I mentioned our college has Ag Ambassadors. We have about 40 and we try to go to as many events as we can and spread the word about all the amazing things we have.
- We also have a program called Activate, we'll be in our 3<sup>rd</sup> year this year. I'm doing some data collection, but overall what we're finding is students who apply and attend this event are staying in our program longer and they are likely to have a higher GPA.
- One of the interesting byproducts of this data collection is we noticed that students applied but did not show up. We're our lowest enrollment in the next semester and their lowest GPA. So, this year we really did a lot to reach out to those students who said they wanted to come but then didn't show up that day, because that indicated that they were interested and they're engaged, but maybe they lack the follow-through. We saw those numbers change a little bit this year.
- Our applicants for this year are up over last year. About 83% of our applicants are first time in college. Our students have already submitted their intent to enroll, so our highest would be our Ag Ed. and Ag Comm.
- 66% of our applicants are Animal Science. 61% of those are Pre-Vet option, and that really the majority of our students.
- I tried to collect data about where our students are coming from. We know the majority of our students are coming from Southern California. There are only 196 admits are from north of Sacramento. So, we know that it is an issue for everyone.
- These are our top community colleges with 33% of our transfers.
  - Modesto – 28
  - Butte College – 23
  - Hartnell – 21
  - Allen Hancock – 19
  - Questa – 15
- After this, it's kind of spread out.
- Our enrollment over time – Pre Covid-we're actually above 2017 and this year our goal is 328 which would take us well above 2019 which is our high.
- **Question:** I think 66% came from Animal Science, but if I understand it's one of the newest ones.
- **Answer:** No, Animal Science has been a major, but now we have 2 options. So, it used to be that all students just came in as Animal Science Majors. Now they get to choose if they're Animal Science Pre-Vet or Animal Science Food Production.
- **Question:** Was the Pre-Vet there before?
- **Answer:** It was. So, we advised for Pre-Vet but did not have an official program. For the last 5 years, it's been our largest major.
- **Comment:** I really like the approach that you look at the data, analyze the past and figure out the students that join the events. That's a great approach to look at the past data.
- **Comment from College of Ag:** Our program is exceptional because we have Denise and Lindsey that work so hard. I don't think we'd be the same if we didn't have them. It's amazing the way they reach out to people. They work weekends and encourage faculty to help and this is a result of their hard work.