

Enrollment Management Advisory Committee Meeting

Minutes

April 7, 2020

Attendees:					
X	Al Renville, VP Student Services, Butte College	X	Jeni Kitchell*, AVP, University Budget Office	X	Sharon Barrios, Interim Dean, Office of Graduate Studies**
X	Baohui Song, Faculty, College of Agriculture	X	Kaitlyn Baumgartner Lee*, AVP, University Advisement	X	Tami Adams, Staff Council member
X	Barbara Johnson*, AA/S, Enrollment Management Services	X	Kim Guanzon, Director, Office of Admissions	X	Tom Rosenow*, Interim Director, Institutional Research
X	Chiara Ferrari, Chair, Academic Senate	X	Michael Allen*, University Registrar, Office of the Registrar	X	Tracy Butts, Interim Dean, Humanities and Fine Arts
X	Dan Reed, Director, Financial Aid and Scholarship Office	X	Michael Rehg, Faculty, College of Business	X	Trevor Guthrie, President, Associated Students
X	Diana Dwyre (Chair), Faculty, Political Science and Criminal Justice	X	Rick Ford (Co-Chair), Statewide Academic Senator	X	Tyson Henry, Chair/Faculty, Computer Science
X	Jeff Bell, Assistant Dean, Natural Sciences	X	Sara Trechter, Interim AVP, International Education and Global Engagement**	X	Quinn Winchell, Faculty, Media Arts, Design and Technology Department
X	Jeff Livingston, Faculty, History	X	Sarah Blakeslee, Library Research, Instruction and Outreach	X	Shawn Ryan, Orientation and New Student Programs***

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 3:15 p.m.

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

- A. Agenda approved
- B. [Minutes](#) from February 18, 2020 meeting approved
- C. [Minutes](#) from March 3, 2020 meeting approved
- D. Introductions
 - 1. Daniel Grassian, Vice Provost for Academic Programs is joining us today as a guest
- E. Announcements
 - 1. Jerry Ross has accepted the role as our new Associate Vice President of Enrollment Management Services. He will join us on April 27, 2020, and will spend the first month or so shadowing Kaitlyn.
 - 2. Butte College is conducting online classes for spring and summer 2020. They are also conducting orientation activities online. They have not experienced a lot of students stopping out with refund, but don't have a good sense of participation. Faculty report that Zoom classes are not very well-attended. They have received 2 grants for housing and food insecurity, and will be able to provide \$230,000/month to give out to students.

3. There is no confirmation yet on whether the external review of EMS by consultants from AACRAO (American Association of Collegiate Registrars and Admissions Officers) will be taking place
4. Elections for upcoming year's EMAC Chair and Vice-Chair will happen on May 19th, the last EMAC meeting of the year. If anyone is interested, let Barbara know
5. AS elections were held last week, so we now know next year's officers. Trevor will bring the new president to meetings so she can get a feel for what next year will look like
6. Mike Allen has been in communication with Mike Guzzi regarding the delayed move into the new Science building. The Office of the Registrar is working on a new schedule for fall 2020; some class times will need to be shifted
 - a) Butte Hall going offline will shift accordingly
 - b) The scheduling provisions recently endorsed by Academic Senate have now been codified into an [interim Executive Memorandum](#). Rick expects the Academic Scheduling Advisory Committee will begin meeting in the fall

II. EMS COVID-19 continuity planning (Kaitlyn Baumgartner Lee, Kate McCarthy, Sara Trechter)

- A. For campus, the Emergency Operations Center has been active. In EMS, we are having weekly Enrollment Continuity update meetings with student services practitioners.
- B. A message went out to faculty requesting a strategic line of approach on student engagement
 1. If the faculty is unable to connect with student directly, they are requested to notify Academic Advising for an attendance check
 2. If the student is having technology issues, refer them to Keep Learning site (<https://www.csuchico.edu/keeplearning/>)
 3. If there are other issues, please refer them to the college based teams, which consist of College Advising and Retention Specialists (CARS) paired with Academic Advising interns
- C. International Education and Global Engagement is dealing with difficulties due to the closure of US Consulates around the world
 1. Mail delivery services around the world are closed, which affects applications
 2. There are issues getting transcripts and tests, as well as sending documents
 3. Department of State and Department of Homeland Security are not in alignment
 4. If consulates are open, economy doesn't crash and if we are in-person in the fall, there should be a decent number of international students for the fall. Disruptions in each of these categories are being taken into account in enrollment planning
 5. Study Abroad staff as well as faculty around campus have been working hard to get Study Abroad returnees enrolled into classes at Chico State this semester
- D. It is too soon to know whether we will be virtual for the fall, although teams of folks are planning for every contingency
- E. Anecdotally, students are reporting that one thing they really miss is the beauty of campus. Communications personnel have been pushing out photos of campus to students.

III. Fall 2020 admissions update (Kim Guanzon)

- A. Choose Chico and campus tours were canceled, replaced by a series of videos. So far there has been a President's video and a Choose Chico video. Another set of videos will go out later this month, with student testimonials and some Senior Sendoff footage

- B. An Instagram campaign launched over the weekend, which has gotten good traction and a lot of click-throughs
- C. Admissions is working with Ashley Person, Academic Affairs conduit between Admissions and academic colleges for coordination of yield activities. Some colleges have done welcome letter emails, others are doing calling campaigns
 - 1. Admissions called all the undeclared admits
- D. They are working on a webinar, which will take place later this month, to address topics such as Housing, Financial Aid, Honors, and Admissions. This will include breakout sessions for the colleges
- E. Intent to Enroll reminders are going out, with embedded videos. Our Intent to Enroll deadline has moved to June 1. About half of the CSUs have moved their deadline to June 1, and the others have stayed with the May 1 deadline
 - 1. Intent to enroll numbers are tracking roughly with historical rates
 - 2. There are fewer transfer admits than last year; this is due to ineligibility, or incomplete packages, or borderline eligibility pending academic performance this semester. We have been admitting down to 2.0 GPA.
 - a) New guidelines from CO are that transfers with 48 units completed can be considered as upper-division; this may help us to yield additional students
- F. We are not yet sure whether economic recessionary conditions will cause some students to stay and earn graduate degrees. There has been interest; however, some students who have already applied may not be able to attend because there is not much financial aid available for graduate students
- G. In the undergraduate world, some local students who would otherwise have gone away to school are now expressing an interest in staying local and going to Chico State
- H. The decision to go to an index of 2950, which is the lowest we can go, was a Cabinet-level decision
 - 1. There are few applicants down in those ranges, which will lessen the impact (only about 125 additional applicants, only a percentage of which would come to Chico)
- I. Admissions Office has been very flexible with late applications
- J. On Friday, Admissions sent out an email to admits, prospective students and high school counselors advertising a virtual pre-tour and virtual tour. By Monday, there were 434 registered attendees for admitted-student virtual tour, and 31 students for the prospective-student tour, as well as 200 registered for tomorrow's virtual tour

IV. Recent documents from Chancellor's Office (Kaitlyn Baumgartner Lee, Rick Ford)

- A. [Enrollment Planning for Summer 2020 and Fall 2020 Terms](#)
 - 1. We will continue to ensure that Chancellor's Office communication is logged through EOC, and make sure that information gets to key campus stakeholders
 - a) Different campus constituents have been on conversations around what our summer and fall enrollment will look like, including Credit/No Credit
- B. [COVID-19 Interim Impacts on CSU Undergraduate Admissions Policies and Practices](#)
 - 1. This document has guidelines around aspects of Admissions, exercising flexibility and accommodating students
 - a) Regarding fall 2020 first-time freshmen, there are several changes

- (1) Credit/Pass grading structure; implied is that students will still need to complete A-G coursework. However, not all schools fired up virtual coursework at the same time, which could result in equity issues
- (2) Early Start has been suspended for summer- will be optional, but will not be facilitated system-wide
- (3) Deadline date for final transcripts: Rick has lobbied against this, but deadline is now moving to middle of fall semester. The problem is that a borderline student who has self-reported their A-G critical courses may not pass a course. This may suppress Intents to Enroll to remote campuses like Chico, as students don't know what Chico's response will be once final transcripts come through
- (4) Admissions is going to gently encourage students to adhere to a July 15 deadline

V. SAT/ACT for Fall 2021 Freshmen (Rick Ford)

- A. In the COVID-19 Interim Impacts document referenced above, there is a section on Fall 2021 First-Time Freshmen, which also has some big changes
 1. Treatment of SAT/ACT will change, as a result of College Board cancellations of standardized tests. Chancellor's Office may eliminate consideration of these tests for fall 2021 consideration. This will create a large burden for campuses with regard to impactation (and 20 out of 23 campuses are impacted) – a prospective student can only generate a high enough index by including the board scores
 - a) In his review, Jeff found that high-school GPA was a much better predictor of student success (as measured by graduation rates and DFW rates) than standardized tests. Also, standardized tests present equity issues
 - (1) One problem with eliminating tests is in calculating credit/no credit grades
 - (2) It was pointed out that in Jeff's review, the population of students studied is already a population that does not have low GPA or low test scores. However, Jeff said that he studied special admits and service-area admits, which do have low GPA.
 - (3) Rick will share recent UC analysis of standardized testing, which has informed his thinking in favor of standardized testing
 - (4) It is not clear what the timeline is for CSU to make decisions around this. There was a meeting with the Presidents yesterday wherein these ideas were discussed

VI. Summer onboarding/orientation activities (Shawn Ryan)

- A. [Summer 2020 Orientation presentation](#)
- B. Orientation has been planning multiple channels (small group, virtual, etc.)
- C. Chancellor's office just mandated all orientation activities be conducted in online format
- D. Students will still need mentorship, advising, other forms of support
- E. Registration scheduled to begin on April 15. Proposed plan is a 3-part process:
 1. Student selects an Orientation session based on major

2. Student reviews an online Orientation program with videos, text and quizzes. This helps reduce the information overload of the Summer Orientation session
 3. Student attends a virtual small-group session with students of the same major. This will likely include major advising and peer advising, as well as course registration
- F. Orientation staff will develop Zoom Q&A sessions, live sessions and social media presence on multiple platforms. These will incorporate peer advisors sharing their experience. The approach is to maximize opportunities for a personal connection with each student. We also want to help develop social media student-to-student connections via various subject matters (hobbies, majors, etc.) so that students can feel connected to each other well in advance of Welcome Week
- G. A look at historical data of students who don't attend Orientation:
1. 21% of students who confirm enrollment don't attend Orientation, and some don't register
 2. First-generation students are 7% less likely to attend orientation. Nearly 4 in 10 transfer students don't attend Orientation
- H. Orientation staff are attempting to reduce fees as much as possible, as well as providing fee waivers
- I. For undeclareds, the Career Center has developed a 15-20 minute self-inventory called Focus 2. Once the student has taken this assessment, it will suggest 3 possible majors that are at Chico State, to at least get them thinking about possible majors
1. Students will have academic advisors they can meet with over Zoom

VII. Upcoming meeting

- A. April 21, 2020
Via Zoom teleconference

Meeting adjourned at 4:51 p.m.

Respectfully submitted,

Barbara Johnson, AA/S, EMS