

## Enrollment Management Advisory Committee Meeting

### Minutes

May 4, 2021

Attendees:					
	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
X	Connie Huyck, Executive Director, University Housing*		Peter Gitau, Vice President of Student Services, Butte College	X	Tom Rosenow, Interim Director, Institutional Research*
X	Dan Reed, Director, Financial Aid and Scholarship Office*	X	Peter Kittle, Chair, English Department		Tom Villa, Faculty, Finance and Marketing Department
X	Diana Dwyre (Co-Chair), Faculty, Political Science and Criminal Justice	X	Quinn Winchell, Faculty, Media Arts, Design and Technology Department	X	Tony Waters, Chair, Sociology
X	Ella Snyder, Associated Students designee	X	Rick Ford (Chair), Statewide Academic Senator	X	Tracy Butts, Dean, Humanities and Fine Arts
X	Emily Fleming Nuester, Faculty, Biological Sciences Department		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	Ann Sherman, Vice President of Business and Finance
X	Daniel Grassian, Vice Provost for Academic Programs**				

**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 4/20/21 meeting approved
- C. Introductions
  - 1. None
- D. Announcements
  - 1. There will be a vaccination clinic on-campus next week. Over 200 people have signed up so far. Please encourage students to sign up for a vaccination
  - 2. Residence halls are open, including doubles and some triples. We have 1,630 applicants so far; 200 of those are sophomores, who are going to be part of our Sophomore Experience
    - a) Hoping to get close to full capacity of 2,200, but are very excited to be at numbers that are twice last year's
    - b) Once they reach capacity, they will start a waitlist
  - 3. There will be a blood drive tomorrow, which is the last one of the year. Blood supplies are critically low, so please give blood if you can
    - a) If you have had coronavirus and can give blood, they are looking for antibodies

4. There will be a talk given by Dr. Linda Lewis and Dr. Troy Klein on the subject of questions about the COVID-19 vaccine tomorrow at 12 noon

## II. Enrollment updates (Jerry Ross)

### A. [Fall 2021 applications/admits/intents to enroll as of May 4, 2021](#)

- B. This is a dynamic part of the year, and is particularly volatile this year as we try to bring in a class during a pandemic
  1. Applications and Admit numbers haven't changed considerably, but we are being very intentional in accepting "Hardship" applications
    - a) These are really just late applications
    - b) We have changed our process considerably, to make it a little easier on the person applying
  2. Intents to Enroll year-over-year comparisons are challenging as far as year-over-year comparisons, because of how we track the data
    - a) Right now we refer to previous Executive Summaries that we have provided to Cabinet, to find the closest year-over-year comparison date
    - b) We are slightly up in Intents to Enroll as far as the combined total of first-time freshmen and transfers
      - (1) We are behind last year in first-time freshman, but the gap narrows every time we run the report. Two weeks ago we were about 22% behind for first-time freshmen, and now we are around 6.4% behind
      - (2) Transfers are coming in very strong. We have admitted significantly less than we had for Fall 2020, but we are pacing a good bit ahead of last year
  3. We are continuing our messaging to bring in as many Intents to Enroll as possible
    - a) Just today we sent out an announcement to all admitted students that we are launching in-person tours on a limited basis for admitted students
      - (1) Tours will be small groups (no more than 10), all outside
    - b) We have our normal reminder emails, and are adding video content
    - c) Colleges are helping out with additional engagement – email and calling campaigns
    - d) We will continue to work all the way to the start of the fall semester to keep students engaged and reduce melt
      - (1) The question was raised of how we are advertising "hardship" applications
        - (a) Right now, not advertising heavily, mostly passive. However, once we get the process fully changed, we'll start reaching out to prospects who did not apply
          - (i) We will also do some sort of limited social media campaign, and will reach out to counselor contacts
          - (b) Jerry confirmed with the Chancellor's office that we are not running afoul of any rules by encouraging hardship applications. We cannot re-open Cal State Apply, but we can accept hardship applications
  4. The question was raised, how we compare this year to Fall of 2019, which was pre-pandemic

- a) We are pacing a good bit behind Fall 2019, for all points of the cycle (applications, admits, enrollment)
  - (1) This is why we have been focused on yield for this class for almost a year now
- 5. Are we able to identify/recruit folks who found out last week that they did not get admitted into a UC?
  - a) We are not able to identify these students directly; there is a lag with National Student Clearinghouse (it's not available until September)
    - (1) We know there is a big population out there, which is why we are working to reach out to those folks via high school counselors and other means
- 6. Jerry feels good about the trajectory we are on, but there are many unknowns. If we pace similarly to last year between now and June 1, we should be in a good place. However, we are bringing in a class in the middle of a pandemic
- 7. The question was raised about "melt;" is that from Intent-to-Enroll to enrollment?
  - a) You can define melt in a lot of ways; Jerry tends to define it as the difference between Intent-to-Enroll and actual final enrollments.
    - (1) Last year we had about 90% of transfer IEs go ahead and enroll, and about 82% of first-time freshmen
      - (a) We did not have a very intentional post-IE communication plan, other than Summer Orientation. This year we have a much more robust plan
- 8. How was the target derived?
  - a) Jerry and Jeni Kitchell based that 4,200 target number on what would be slightly higher than last fall, and is a combination of all new student types
    - (1) Last year we were at 4,040 for all student types
    - (2) We thought with a more intentional communication strategy we could do a little better than that
    - (3) Jerry is still feeling good about reaching that target
- 9. Tanya mentioned that students she has worked with are feeling like the communication from campus has not been very clear, or has been inconsistent. Do you have a schedule of how you've been communicating with them?
  - a) We have sent significantly more communication this cycle than in the past; there has also been a much greater variation of modalities (text, calling, emails)
- 10. Has anyone considered doing a student survey?
  - a) College Board has an Admitted Student Questionnaire, which we haven't done in at least a dozen years. We are considering doing that, going forward
    - (1) That would be done after the class is in, it goes out in the fall
  - b) Tanya felt, in general, it might make sense to survey the college students to see what they would want in terms of in-person/virtual

- (1) We have been updating our communications as percentage of in-person classes increases
- (2) Registration starts tomorrow

### III. IR: enrollment data resources and future plans (Tom Rosenow)

- A. Tom showed us the ABC dashboard, as well as the IR factbooks. He is looking at ways he can provide data to EMAC and other constituents
  1. The factbooks are not always as fine-grained as you might like, if you need to look at details. Insight and CRA, the data is becoming stale. IR is trying to get out of Insight and CRA, and work towards shutting those down
  2. Cognos allows exporting and data exploration once IR gets the user set up. The ABC dashboard is what Deans and Chairs can see
    - a) You can click on data elements to get to data at a very granular level
    - b) There is also an enrollment folder with dashboards that IR can use to report instruction mode to the Chancellor's Office, including by college
      - (1) You can also see when, during the week, classes are offered: what percentage are Tuesday/Thursday, etc.
  3. There are instructor, student and workload reports available to run
    - a) Is it possible to share data around popularity of different class times, that Associated Students can use as they advocate for students? Tom said that it is possible to share that data publicly in Tableau
- B. Cognos and factbooks should be able to provide the enrollment data EMAC members are looking for
  1. Chairs have access; Holly sent an email re: access
- C. IBM is changing the user interface again soon
- D. What is in place to protect student privacy, Level 1 data? Tom said that Chairs see all data, and it has always been that way
- E. As Enrollment Management works to get a Data Analytics person hired, this will be a perfect opportunity for them to get involved in building out tools to provide needed information

### IV. Fall 2021 registration and schedule planning update (Daniel Grassian, Mike Allen)

- A. Daniel has been using Tom's database a lot, and it has been very helpful
- B. The percentage of classes that have an in-person component is a little higher than the 59% which was reported, due to the Credential Program in the School of Education having in-person components that are not reflected in the reporting. The actual number is around 2% higher
- C. The number of Chico Flex sections is 330, about 9% of the total
- D. Registration opens tomorrow. Departments had until last Friday at 5pm to update their schedule
  1. Jennifer Aceves went in over the weekend and finalized the schedule. On Monday, she went through to ensure that every single class that has an in-person component has a class
    - a) The Registrar's office will pull reserve seats today. Tomorrow registration begins, and is scheduled to conclude on May 28

- (1) That will give 2 full business weeks to get done the necessary items before Summer Orientation
- (2) There was a question about whether departments understand the importance of reserved seats; a couple of departments felt that they didn't need to reserve seats. Mike mentioned that the reserve seat process is totally voluntary, however it is very important for incoming new students to have classes that are available for them to take
  - b) We will open for add-drop process 2 weeks before the start of the semester
- E. Normally at this time, the Registrar's office would be doing room assignments for the Spring semester; that has now been bumped back to June 14
- F. The Registrar's office will send a text reminder on Monday the 17<sup>th</sup>, encouraging students who have not yet registered to do so. This was a very successful tactic last semester, but was done later in the registration period, which caused problems for Academic Advising to get all of the resulting advising appointments into a tight window
- G. Students who are registering cap out at 18 units, a practice that was started in Fall 2019. Once add-drop begins, that cap will go up to 21 units
- H. For international students, if the mode of instruction changes, will the student be notified? If the mode of instruction changes, the department pulls the class roster and notifies the class
  - 1. The peak of room change requests was Saturday, and has tapered off since then
- I. Recently we have really pushed hard at PAC to increase the number of in-person sections. We've gone from about 49% to a little over 60%; do you think that this policy change was effective in getting more in-person classes, with the extra time afforded by delaying registration one week?
  - 1. Mike would say yes, but would add that last Tuesday, President Hutchinson and Provost Larson attended the Extended Leadership Forum and made it very clear that all departments were to have some on-site component. As of last Tuesday we had 10 departments with no on-site component, and having the President and Provost push on that really helped
  - 2. There are 2 programs that are below 20% online
    - a) Some Deans and Chairs are getting requests from students who would like to stay online. It won't be possible to please everyone
- J. Is it the goal to be in-person fully, in Spring 2022?
  - 1. The intention is to have no social distancing in the spring. We're not sure if that means we will return to a pre-pandemic situation; there may be some who continue to teach in a Chico Flex format
    - a) It may be better to think of this as a point to grow from; there will be certain things that don't go back to how they were (requiring wet-ink signatures, etc)
  - 2. Tyson mentioned that all but one of the lecture classes in his department are in-person. A few are "mode X" but only with special accommodations for students who want to take the classes remotely. He has heard several very tragic stories of students who have failed out of their classes and are very depressed. For the couple of people he has heard from who want to stay online, hybrid doesn't really work because they would still need to move to Chico. Tyson is concerned with how we might be implementing Chico Flex, and how it fits in to our Chico experience. We cannot compete with the giants (Georgia Tech, others) in the online space
    - a) Ann said she does not see any of that happening. Having come from a similar campus that was also a "laptop campus," she can talk extensively about what classes are effective online, which students tend to work best online and which do not. . She does

see, however, with upcoming demographic shifts, that there will not be enough traditional incoming freshmen for us to increase enrollment. As a result, we need to look at ways to meet students where they are. How do we continue the Chico experience for those who can be here, serve students in the north state, and help students achieve success? We've seen great successes with online programs: social work, religious studies. We need to explore that in a very thoughtful, meaningful way

b) Ella pointed out that although it was mentioned that some students want to be online, it may be the case for many of these students that they don't have the option of coming back to Chico right now: they might lack means/resources right now. Even after this pandemic, there will be challenges for students of all backgrounds, and we need to work with that the best way possible

#### V. Election of Chair and Vice Chair (Rick Ford)

- A. In the past we have asked for volunteers. Rick suspects that this might not be the best approach for this year. He would like to see what a good process might be that has the greatest chance of success of getting a Chair and Vice Chair for next year.
1. The election is held at the last meeting of the year
  2. The wording of the executive memorandum states "The chair and vice chair of the committee shall be elected every year at the last meeting in May from the faculty members on the committee. The chair and vice-chair terms shall be for one year and shall be renewable."
    - a) Rick has written to all the faculty to let them know that they are eligible, regardless of whether their term is expiring
    - b) There is some question as to whether the wording implies that faculty do the voting, or faculty are the only ones eligible. There may be an opportunity to clarify that wording
    - c) Rick suggested that we have a nomination round with everyone nominating who they think would be a good chair. After that, we go through to see if they would accept the nomination or not. If we have more than one nominee, we proceed with a vote. We don't, however, have a process in place for if every eligible faculty declines the nomination
      - (1) Diana mentioned that it has happened in the past that new officers were not elected at the last meeting in May, and so that business was taken care of at the first meeting the following September. That was under a different EM, however
  3. Rick asked if there was anyone opposed to his interpretation of the wording as meaning that the group of people eligible to be chair and vice chair consists of faculty members who are on the committee in May. There were no objections raised

#### VI. Upcoming meeting

- A. May 18, 2021
1. Via Zoom teleconference

*Meeting adjourned at 4:45 p.m.*

*Respectfully submitted,  
Barbara Johnson, AA/S, EMS*