

Enrollment Management Advisory Committee Meeting

Minutes

May 5, 2020

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

In attendance: * = *Ex-officio Members (non-voting)* X = In attendance

 ** = *Featured Guest*

Meeting convened at 3:15 p.m.

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

- A. Approve agenda, with possible inclusion of suggested topic of including technology costs as a financial aid item
- B. Minutes from 4/21/20 approved with suggested changes by Jeff Bell
- C. Introductions
 1. Jerry Ross is the new AVP of Enrollment Management Services. He started with Chico State on April 27, 2020
- D. Announcements

II. EMS COVID-19 Continuity Planning (Kaitlyn Baumgartner Lee, Jerry Ross)

- A. Regarding EOC planning groups, Academic Programs needs to identify their scenarios for criteria for alternative modes of instructions before faculty depart on May 22nd. Student Support Programs and Enrollment Management groups will enact their plans after Academic Programs crafts their plan, keeping in mind the health and safety of all campus constituents, as well as federal government, state and county directives
- B. EOC is really trying to stay apprised of governor’s directives, regarding “Phase 2” guidelines and other evolving changes

C. A lot of work has been done to get CARES Act funding out to students, over the last couple of weeks. 7,000 students received block grant funding, to be followed by an application process for students who either need more funds or who don't qualify for CARES Act funds

D. Regarding next fiscal year's budget, Jeni Kitchell said that we should expect a clawback of the initial January budget. The suggested 5% increase is off the table. We should expect a "maintenance budget" in June, either flat year-over-year or perhaps with increases to cover healthcare/retirement increases; there could be a reduction from that budget in August or September after tax revenue is known

III. Fall 2020 Admissions Update (Kim Guanzon)

A. We are continuing to be flexible with late applications. A lot of students are creating backup plans, as well as students who just didn't get their applications in on time. We continue to make admissions offers

1. These offers are primarily going out to transfer students, but we do have some first time freshmen. We sent out 30-40 offers of admissions last week, and an additional 30-40 offers this week

B. We are working on several virtual approaches to increase intent to enroll numbers and reduce summer melt

1. We are working on an Instagram Live for next week

2. We average about 20 signups per day for our virtual tours, most of whom are Fall 2021 prospects

C. We typically lose about 15% of students between the Intent to Enroll deadline and the start of classes in fall. It has varied between 14-16% over the last 5 years

1. What our summer melt will look like this year may depend in large part on what method of instruction we proceed with for the fall

2. Many students are asking about deferments

a) Freshmen can defer for up to 1 year, but they cannot defer and attend another college. If they attend elsewhere, they would no longer be a first time freshman, and we do not allow lower-division transfers

D. Al Renville reported that at Butte College, continuing student registration for summer FTES is down 30.19% from last year. Headcount for summer is down 37.7%. For fall, FTES projecting 35.3% down; in headcount projecting 34.1% down from last year. The number one reason reported for not enrolling is whether instruction will be in-person or virtual. Butte College expects to make a decision by mid-May on method of instruction; they are hoping for a lot of hybrid, but likely to be largely virtual

1. At the Butte County level, there is an education task force which includes the Presidents of Butte College and Chico State, and others

IV. Fall 2021 multi-factor admissions review process (Kaitlyn Baumgartner Lee, Rick Ford, Kim Guanzon)

A. There will be a significant process change to determine what the admissions factors will be, complicated by the speed with which Admissions will need to prepare and open for the Fall 2021 admissions cycle

B. [CSU Admission for Fall 2021 – Additional Admission Criteria](#) contains list of possible factors which can be taken into consideration. Factors include low income, partner school, veterans status,

first-generation, free and reduced lunch, etc. This may give campuses flexibility to admit at a lower GPA than 2.5.

1. For campuses that are impacted for freshmen, it will be possible to use a higher GPA than 2.5
- C. We do not yet know what the deadline will be to establish our admissions criteria. So far a lot of the attributes that they suggest are things that we have been filtering on all along. There will be additional elements in the application that we will be able to consider
- D. One suggestion is to put a smaller group together to look at alternatives, in advance of our next EMAC meeting
1. Jeff Bell, Rick Ford, Diana Dwyre and Tom Rosenow have all volunteered to be a part of that group, which should also include Kim and Jerry
 2. An additional goal would be to strongly revitalize our recruitment and outreach, to shore up enrollment
- E. High schools are offering CR/NC, which may artificially inflate GPAs (for example, a student might have 2 As and 2 CRs, rather than 2 As and 2 Cs which would produce a lower GPA)
1. Cal Poly SLO looks at fall semester senior year coursework, unlike the other 22 CSUs.

V. Temporary suspension of some provisions of EO 1037 (Michael Allen)

- A. There is a new FAQ page to help students understand the grading changes:
<https://www.csuchico.edu/sro/spring-2020-grading.shtml>
- B. All F grades will automatically be switched to a NC, which will not impact their GPA. For D grades, students will have the option to email a form requesting the grade be changed to CR
1. On the form is an acknowledgement that the student understands that if the course fulfills a degree requirement, by changing the grade to CR, the course will no longer fulfill degree requirements
 - a) For our campus, the credits would only go toward electives; the class with a CR would no longer count toward general education requirements. The student would then need to repeat the course
- C. The President has signed off to allow all WUs to be converted to Ws. This process will happen automatically, and communication will go to affected individual students, after the fact
1. Students have until the Friday before finals to withdraw. Students have been given this information.
- D. Faculty are asked to enter the grade as usual; Office of the Registrar will then convert grades after the fact. The roster grade will still be required

VI. Financial aid for technology

- A. A suggestion had been made regarding adding the cost of computer and connectivity to the cost of attending school so that it can be covered by Financial Aid
1. This has already been happening for years, case by case, if a student presents with the information. There are also a couple of programs where it happens automatically (recording arts, a couple of others)
 2. This topic will be discussed at today's Deans meeting based on some surveying done by Kate McCarthy and her group; it will also be a topic at the GI Advisory Committee meeting this week

VII. Upcoming meeting

- A. May 19, 2020
Via Zoom teleconference

Meeting adjourned at 4:40 p.m.

Respectfully submitted,

Barbara Johnson, AA/S, EMS