

M I N U T E S

ENROLLMENT MANAGEMENT ADVISORY COMMITTEE MEETING

October 1, 2019

X	Trevor Guthrie, President, Associated Students	X	Jeff Livingston, Faculty, History	X	Theresa Mundy*, AA/S, Enrollment Management Services
X	Al Renville, VP Student Services, Butte College	X	Jeni Kitchell*, AVP, University Budget Office	X	Tracy Butts, Interim Dean, Humanities and Fine Arts
X	Baohui Song, Faculty, College of Agriculture	X	Kaitlyn Baumgartner Lee*, AVP, University Advisement		Tom Rosenow*, Interim Director, Institutional Research
X	Barbara Fortin, AVP, Enrollment Management Services	X	Kim Guanzon, Director, Office of Admissions	X	Tyson Henry, Chair/Faculty, Computer Science
X	Chiara Ferrari, Chair, Academic Senate	X	Michael Allen*, University Registrar, Office of the Registrar		Communication and Education member, vacant
	Dan Reed, Director, Financial Aid and Scholarship Office		Michael Rehg, Faculty, College of Business		Library member, vacant
X	Diana Dwyre (Chair), Faculty, Political Science and Criminal Justice		Rick Ford (Co-Chair), Statewide Academic Senator	X	Tami Adams, Staff Council member
X	Jeff Bell, Assistant Dean, Natural Sciences				

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

X = In attendance

Meeting convened at 3:15 p.m.

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

- Agenda approved.
- Minutes from 5/7/19 and 9/3/19 approved.
- Introduction of Tami Adams representing Staff Council.
- Still seeking members for vacancies in Library and College of Communication and Education.
- Barbara Fortin is retiring in December 2019.
- Recruitment of Fortin's replacement: Executive Committee meeting on 10/4/19 to determine if this search will be a full Executive Management Evaluation and Development Committee search or a modified EMEDC search in collaboration with Human Resources and the recruitment firm, Another Source.

II. Butte College enrollment (Al Renville)

- Nothing new to report regarding fall 2019 enrollment.

III. Enrollment updates (Barbara Fortin) [Handout](#) and [PowerPoint](#)

- Fall 2019 census was 9/20/19. Headcount and FTES have declined since the first week of the semester, including for new students. Expect fall census to be finalized the week of 10/14/19.
- Progress toward 2019-20 resident FTES funded target: Current forecast is to be -243/1.5% under the 15,560 target.
- Funding does not need to be returned to the Chancellor's Office if the funded target is not met.
- Each year's resident FTES funded target is determined by the Chancellor's Office in concert with CSU overall budget forecasts and projections for new enrollment funding from the state.
- Most CSU campuses enrollment is trending above their funded targets, some significantly.
- Per student funding is about \$11,000.
- President Hutchinson received guidance from the Chancellor's Office that Chico State will be held harmless from impacts for not achieving the funded targets due to the Camp Fire.
- For spring 2020, enrollment plan includes enrolling over 1,367 new students. Goal is to enroll as many students as possible, both continuing and new.
- Fall 2019 to spring 2020 continuation rate estimate is 88.19%; if the rate can be improved, could make up the 189 headcount deficit from fall 2019 and meet the funded target.

- Requested Institutional Research provide a deeper analysis of continuation rates and the groups of students impacted (e.g., graduated, continuing, non-returners) to inform retention strategies.
- Spring 2020 continuing student registration begins 10/28/19. Outreach to continuing students has begun. Faculty provide significant support in retaining continuing students.

IV. Fall 2020 admission planning (Kim Guanzon) [PowerPoint](#)

- Launched 2020-21 enrollment cycle today, with both the admissions application and FAFSA opening.
- Admissions application is open through 11/30/19, with extended dates for international and graduate applicants.
- Application fee has increased from \$55 to \$70. Additional funds will be used for administrative purposes at the Chancellor's Office (e.g., Cal State Apply and redirection processing).
- Fall 2020 Chico Preview Day open house is 11/2/19. To date 828 visitors registered, with 312 students. Increase over fall 2018 registrations at this time last year: Total was 343 with 118 students.
- "Chicoween" is happening same weekend as Preview Day. Concerns that houses surrounding campus will be littered with trash. Admissions staff will patrol the area early Saturday morning, cleaning up any visible messes. Associated Students are discouraging out-of-town guests during Halloween weekend with a "Keep It Local" campaign.
- Date of Preview Day is planned with many factors in mind, including Sacramento State and other regional CSUs open house dates and the recruitment travel calendar. Pushing the date to November provides more opportunity to promote attendance with still plenty of time to apply for admission by 11/30/19.
- Reviewed CA High School Graduate Forecast. High school graduates are declining slightly for 2019-20, will increase steadily through 2023-24 and then decline through 2026-27. Important to note that CSU-eligible (pre-college coursework completed) percentages are increasing.
- Housing information is included in admit packets.
- Nontraditional-aged students may be challenged in finding housing (e.g., children, pets) however the traditional-aged college student should find ample housing in Chico.
- Admissions surveyed fall 2019 admitted/not enrolled students. Small sample results included that housing and affordability of housing were not critical factors in students choosing not to attend Chico State.

V. Butte Hall renovation planning (Mike Guzzi, AVP of Facilities and Capital Projects) [Presentation](#)

- Physical Science building will be renovated with the goal of providing an ongoing flexible space for campus for the next 10-15 years.
- Not all offices currently in Butte Hall will be able to have an office for the two-year renovation period.
- Butte Hall occupants will be able to attend meetings on upcoming planning. Input will be welcomed in how flexible space will be used.
- Physical Science renovation budget allows for only the first two floors to be set up for classroom and office space. Third floor will remain shelled out unless more funding can be acquired. Money is set to start being spent for the renovation in 2020 so renovation cannot be postponed.
- The analysis of class scheduling is completed. It showed inefficiencies in how classes are scheduled. The recently formed scheduling policy work group, which includes Jeff Bell and Michael Allen from EMAC, will draft a policy and seek broad cross-campus input.
- Whitney Hall and Physical Sciences buildings were identified as needing earthquake retrofitting.
- Working on getting permit permission process accelerated so time is not lost and renovation delayed.
- Expecting a crunch in class space that cannot fit in the new science building. Specifically for general use classroom space.

Meeting adjourned 5:00 p.m.

Respectfully submitted, Theresa Mundy, EMS AAS

VI. Upcoming meetings (Dwyre)

October 15, 2019

3:15 pm – 4:45 pm

SSC 122

VII. Upcoming meeting action items

- Funding received per student: Clarify how calculated.
- November and December potential topics: Out-of-state and international enrollment; invite Connie Huyck and Dan Herbert to discuss ongoing housing issues; and Admissions Index calculation and how the first-time freshman admitting threshold is determined each fall admitting cycle.