

MINUTES

ENROLLMENT MANAGEMENT ADVISORY COMMITTEE MEETING

December 11, 2018

X	Alisha Sharma, AS President	X	Jeff Livingston	X	Theresa Mundy*
X	Al Renville (Butte College)	X	Kaitlyn Baumgartner Lee*		Tracy Butts
X	Baohui Song	X	Kim Guanzon	X	Tom Rosenow
X	Barbara Fortin	X	Michael Rehg (Chair)	X	Tyson Henry
X	Dan Reed	X	Rick Ford		
X	Diana Dwyre	X	Tawnie Peterson		
X	Jed Wyrick (Senate Chair)				
X	Jeff Bell				

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

Meeting convened at 3:16 p.m.

I. Approve Agenda (Michael Rehg)

- Agenda approved.

II. Minutes from 11-6-18 (Rehg)

- Corrected the following: \$274.000 to \$274,000.
- November minutes approved.

III. Introductions and Announcements (Rehg)

- Introduction of guest Sara Trechter, Interim Associate Vice President, Office of International Education (OIE).

IV. International enrollment updates with Sara Trechter

[PowerPoint Presentation](#)

Committee questions:

1. **What is the process to determine what fields/areas/majors for which to recruit? Are departments included in the planning in the early stages?**
 - Refer to PowerPoint presentation. First step in the recruitment process is determining the top 10 majors for international students, asking students what their interests are, and working with government agencies and schools. Factors also determining a student's major choice include country where students are from and who is sponsoring them financially.
 - OIE has contracted with agents to represent Chico State to prospective students; important to provide ongoing training to agents so they can consistently represent Chico State.
 - Target collaborative degree programs through agreements with international universities, which requires working with faculty to create Memorandum of Agreement (MOA's). This is a long process so is focused more on long-term recruitment.
 - OIE is interviewing campus graduate programs, determining what they have to offer international students to inform agents.
2. **In what countries and in what fields/areas/majors are we currently recruiting?**
 - IIE Open Doors report data is used to determine which countries are sending the most students. Refer to slide 3 of PPT.
 - Recruitment of students in Canada and Mexico has traditionally not been successful, so OIE does not recruit in those countries.
 - OIE works closely with US community colleges to recruit transfer students. Refer to Slide 4 of PPT to see community colleges with highest numbers of international students.
 - East Coast colleges have a different pool of students. OIE using cost of living in Chico and Chico State costs as selling points.

- 3. How soon will you know whether this year's efforts will result in more international enrollments? Do you have any early feedback?**
- It will be approximately 2 years to determine if this year's efforts will result in more international enrollment. Recruitment is about building relationships. It takes about 3 trips to any one location and meeting with high school counselors, government agencies, etc. to demonstrate serious intention in recruiting students.
 - Refer to [International Student Profile](#) document for expected fall 2018 international graduates.
 - Spring 2018 = 352 students, compared to fall 2018 = 347. Includes both degree-seeking and transitory (e.g., exchange) international students.
 - Spring 2019 = estimating 337 students, of which 58 will be new. The majority of new will be transfer students due to targeting of US community colleges. This number does not include non-degree seeking students.
- 4. We understand that some faculty resources have been targeted to specific departments expected to attract more international students. Which departments and how many new hires? And do you anticipate that more hires will be dedicated in this way in future years? If so, for which departments?**
- Hiring of 2 new faculty is currently underway in computer science and is directly tied to attracting international students. The new faculty positions were promised to the computer science department if the department would enroll 20 new international students this year and 20 more next year.
- 5. What is the office of international education doing differently now (compared with last year or two years ago) that you believe will be effective in increasing international enrollments?**
- More focus on US community colleges in other states, marketing price point, and location in California. Applications have gone up by 10% for international students.
 - Improved processing time for international applications.
 - Increased awareness of available scholarships and fee waiver programs for international students.
 - Consulting with University Advancement to increase funding for scholarships.
 - Chico State is back on the preferred list for Saudi Arabia, however that country now has a rule for their citizens to attend nationally recognized schools. Chico State is currently only regionally recognized.
 - US high schools with large international enrollment are targeted.
 - Working on enhanced media presence.
 - Unsure how Camp Fire and potential housing issues may impact international recruitment.

V. Unit limits during priority registration (*Kaitlyn Baumgartner Lee*)

[Link to current enrollment limits](#)

- The topic of enrollment limits during priority registration was raised throughout the fall 2018 registration cycle, in particular for REACH program students, some EEC majors, and in general accommodating 4-unit classes. Sometime in the 2000's the Chancellor's Office (CO) required campuses to implement some level of unit limits during registration cycles. In 2014, Enrollment Management consulted with the CO to determine if that mandate was still in place and learned it was not. Campuses have autonomy to determine how unit limits can assist enrollment management and support student progress-to-degree. Through the Graduation Initiative 2025, campuses are encouraged to review enrollment limit policies to assess if they are impeding paths to graduation.
- Students can currently enroll in either 16 or 17 units during priority registration, based on their projected earned unit level.
- Some majors advise students to enroll in more than 16 units in a semester. Current unit limits during priority are in conflict with these programs. During add/drop registration, unit limits are increased to 21.
- Inquiry has been made with the Budget Office to determine if there is a financial impact on modifying unit limits.
- Analysis is being done to determine how students are performing who enroll in higher unit loads.
- Course hoarding is a potential concern, however constraints are imbedded in the PeopleSoft registration system to prevent multiple enrollments in the same course.
- Recommend getting input from academic advisors in colleges and support units, department chairs, and faculty with high advising loads.
- Currently advisors are not able to change a student's unit cap in PeopleSoft for them to add another class.

- Suggestion to determine feasibility to change the unit number based on a student's major.
- Suggestion to research whether the last unit limit change from 17 to 16 was effective.
- Discussed Jeff Bell's recent research on wait-list activity and he noted that generally we're meeting demand.
- Next steps in this process: Explore potential of shifting the priority registration unit cap and also what can be done by major. There appears to be an interest to move the unit cap to 17 for students under 90 units.
- A decision would need to be made by early March 2019 to implement a change for fall 2019 priority registration, which begins in April 2019.
- Additional research and discussion will occur at the February meeting.

VI. Enrollment updates *(Al Renville, Barbara Fortin, Kim Guanzon)*

Butte College

Fall 2018 enrollment relative to Camp Fire:

- 12% of students had addresses in the fire area.
- 578 students lost housing: All have been given option to drop all classes and be held harmless (e.g., get full refund and clear record).
 - 40 students took advantage of complete withdrawal.
 - 181 students dropped units; mostly in math and chemistry classes.
- 141 faculty/staff lost homes but no classes have been cancelled.
- State legislature and CA Community Colleges Chancellor's Office working on holding the college harmless from enrollment reductions.
- Current spring 2019 continuing students (comparison of today relative to same time last year).
 - FTE:
 - 2,894 registered last year
 - 2,506 today
 - 388 fewer FTES
- Headcount:
- 6,768 registered last year
- 5,953 today
- 815 fewer students
- These numbers are consistent with number of students effected by fire.
- Fall 2019 applications: Down 225 applications from this time last year.
- 3 factors that will be affecting Butte College:
 - Housing
 - 20% of international students have indicated they are not coming due to lack of finding housing.
 - Historically at this time Butte has a 10% of housing population submit renewal for housing for next year. Currently that figure has jumped to 58%.
 - Cost of living
 - 3 out of 5 landlords Butte College works with has declared they are significantly raising rates for fall.
 - Work situations (e.g., lost employment)

Chico State, 2018-19 enrollment overview [Enrollment Update](#)

- Spring 2019 housing forecast: 92 beds available in University Housing; to date, have 80 completed applications so they have been able to accommodate everyone that has applied for spring. Dan Herbert has been assisting students as they present with housing issues.
- Spring 2019 pre-fire priority registration: Enrollment was solidly on track.
- Due to the Camp Fire and the extended campus closure, priority registration has been extended for current students and shifted the new student orientation program date and the new student registration week. Currently on second day of new student registration.
- Spring 2019 year-to-year comparison based on orientation, registration priority, and first day of new student registration:
 - Last year: 545 students enrolled on first day. This year: 617 students enrolled on first day.
 - Last year: New student total was 1,197. This year: Estimate 1,275 new students.

- Regarding freshmen required to take EO 1110/Academic Preparation courses in their first year: Students are receiving messages informing them to comply with EO 1110. No additional steps toward student compliance are currently being considered.
- At the 12/7/18 University Budget Committee meeting, reviewed the CSU Board of Trustees 2019-20 initial budget request that included 5% enrollment growth. This request is part of the CSU's expectation to contribute 481,000 graduates in the next 15 years to help fill the anticipated CA 1.1M degree gap. To reach that goal, funded enrollment growth needs to be 3-5% per year over the next decade.
- President Hutchinson has requested that the Chancellor's Office hold Chico State harmless if we are unable to meet funded enrollment growth expectations due to the Camp Fire.

VII. Other

Meeting adjourned 4:55 p.m.

Respectfully submitted, Theresa Mundy, EMS AAS

IX. Next Meeting:

Tuesday, February 5, 2019

3:15 pm - 4:45 pm

SSC 122

X. Action Items:

- For the February 5 meeting:
 - Invite Connie Huyck, Interim Executive Director of University Housing, and Dan Herbert, Director of Off-Campus Student Services, to provide housing updates.
 - Baumgartner Lee will provide updates on consideration of changing unit limits during priority registration.