

M I N U T E S

ENROLLMENT MANAGEMENT ADVISORY COMMITTEE MEETING

Sept 3, 2019

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| 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 | | Tracy Butts, Interim Dean, Humanities and Fine Arts |
| X | Baohui Song, Faculty, College of Agriculture | X | Kaitlyn Baumgartner Lee*, AVP, University Advisement | X | 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 |
| X | Dan Reed, Director, Financial Aid and Scholarship Office | X | Michael Rehg, Faculty, College of Business | | Library member, vacant |
| X | Diana Dwyre (Chair), Faculty, Political Science and Criminal Justice | X | Rick Ford (Co-Chair), Statewide Academic Senator | | Staff Council member, vacant |
| 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.
- Edits to minutes were discussed and will be finalized at the 10/1/19 meeting. Vote taken to approve minutes. All approved.
- Regarding recent media attention on Chico State enrollment, University Communications Department leads efforts to ensure accurate information is reported to the media. First-time freshmen estimates in early August were misinterpreted as overall enrollment declines.
- Board of Trustees are considering requiring a fourth year of quantitative reasoning for first-time freshmen and will vote in November. The change would be phased in over the next seven years and the fall 2026 first-time freshman class would be the first group held to the new standard. Proposal provides a provision to be “held harmless” for students attending a school that does not offer a fourth year of quantitative reasoning in their curriculum.

II. Butte College enrollment (Al Renville)

- Spring 2019 enrollment was down over 900 students. For fall 2019 headcount is down 770, but Full-time Equivalent Student is similar to fall 2018. Lower headcount with stable FTES is due to the College Promise program, which provides two years of free tuition; student must complete 12 units per semester and maintain a 2.0 GPA. In general, CA community colleges becoming more competitive since students can go for free under the Promise program.
- Over 1, 300 students applied for College Promise last year; of those students who applied, 97% completed the FAFSA. 81% of students continued from spring 2019 to fall 2019. Retention rates are dramatically higher. Normal retention is about 60%.
- More students attending full time.
- Chancellor’s Office has agreed to maintain enrollment funding, or hold harmless, for three years given enrollment continues to drop due to impacts from the Camp Fire.
- Two fall 2019 bright spots over fall 2018: International students increased 5% and out-of-state students increased 4%. International program has gained notoriety and have invested in out-of-state recruitment.
- Over the past five years, headcount has dropped by 2,500 students.
- Given the fall 2019 770 headcount decline, programs funded by student fees are impacted (e.g., busing, health services).

- Legislature passed bill AB705 that eliminated all math and English classes below transfer level so Butte College can only offer only transfer level classes. Students are doing well in this new structure.
- This transition may result in more transfer students entering CSUs. 80% of Butte's transfer students have moved into the CSU system. UCs are also intentionally expanding CA transfer student enrollment.

III. Enrollment Management overview (Barbara Fortin, Jeni Kitchell)

[PowerPoint Presentation](#)

- Review of overall enrollment process.
 - Begins with Chancellor's Office providing Chico State with a funded budget target based on CA resident FTES. Preliminary funded target is part of the March budget and is finalized in June and communicated in July.
 - The annualized enrollment plan is based on the funded target. If enrollment exceeds the funded target, only additional tuition revenue is received.
 - Throughout the budget cycle, Enrollment Management consults with campus constituents to assess planning scenarios relative to the funded target.
 - Once the budget is finalized in late June, state funding does not change.
 - Budget planning includes two main components: State support and tuition and fees. Actual enrollment will determine amount of funding received from tuition and student fees.
- Enrollment update:
 - Fall 2018 to fall 2019 year-over-year decrease in headcount is 456.
 - 2019-20 enrollment plan included a headcount decline of 266/1.5%. Currently headcount is down an additional 200 students. A drop in spring 2019 to fall 2019 continuing students is the majority of the decrease. New students are 68 short of fall goals.
 - Based on fall 2019 enrollment as of 8/30, estimate 2019-20 resident FTES will -241/1.55% under the funded target. Will shore up fall enrollment as much as possible. Yet the spring 2020 new student goal is already ambitious. Also need to increase the fall 2019 to spring 2020 continuation rate.
 - 2020-21 enrollment planning will begin in late fall.

IV. Butte Hall renovation planning (Michael Allen) Renovation update emails. Ad Astra Optimization Project.

- In Fall 2021, Butte Hall will go offline for renovation. All faculty offices, lecture halls, and classrooms will be relocated.
- Mike Guzzi and Tom Ussery are working with Associate Deans and Support Unit Administrators to find alternate locations.
- Office of the Registrar is managing the Ad Astra Optimizer project to assist with the classroom relocation process.
- Losing 27% of classroom spaces and will likely require spreading classes throughout the week with more time periods.
- A scheduling policy is also under discussion, to likely include colleges limiting the percentage of classes during prime time. This allowable percentage is a key component of the scheduling policy consideration.
- Room capacity will be cleaned up. Enrollment capacity is another issue and is not in the scope of this project.
- This project is focusing on room assignment as opposed to room scheduling.
- Renovations planned for Natural Sciences as the overflow building. It is possible that there may be up to seven classrooms available there. Current planning models are based on no classroom space in the overflow building.
- Public forums for the Butte Hall renovation will be held throughout fall semester.

V. Upcoming meetings (Dwyre)

- Invite Mike Guzzi and Tom Ussery to the 10/1 meeting.
- EMAC Executive Memorandum 10-019 update: Michael Rehg reviewed with the Executive Committee on 8/30 and minor changes were recommended. Chiara Ferrari will send an email to Rehg and Dwyre with suggestions and Dwyre will distribute the updated EM to EMAC members.

Meeting adjourned 4:58 p.m.

Respectfully submitted, Theresa Mundy, EMS AAS

VI. Next Meeting:

October 1, 2019

3:15 pm – 5:00 pm

SSC 122