

Welcome to

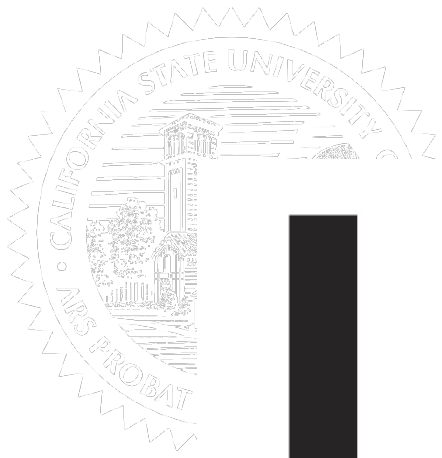


Networking Activity

You have until 11:40 am to talk to as many people as possible and do informal research:

1. # of schools to which they applied
2. What influenced their final decision to attend?

Be ready to share your findings...



LEAD6

Six Roles of a Leader at **Chico State**

SEPTEMBER 30, 2022



CALIFORNIA STATE UNIVERSITY, CHICO

Agenda

11:30 AM | Networking & Informal Research

11:40 AM | Introduction to LEAD6 – Ann Sherman, VP for Business & Finance

11:50 AM | Learning & Application – Isaac Brundage, VP for Student Affairs

12:50 PM | Announcements

12:55 PM | Conclusion

LEAD6 Leadership Model

INTRODUCTION

LEAD6

Six Roles of a Leader at Chico State

A monthly leadership forum, centered around a rotation of the six roles of a leader

Action learning, with and from our campus leaders (that's all of us)

Program Expected Outcomes:

- Cohesive leadership framework for CSU Chico
- Strong cadre of leaders across the campus
- Connections between leaders to improve efficiency
- Increased confidence in leaders on the part of our employees

Expected Outcomes for today:

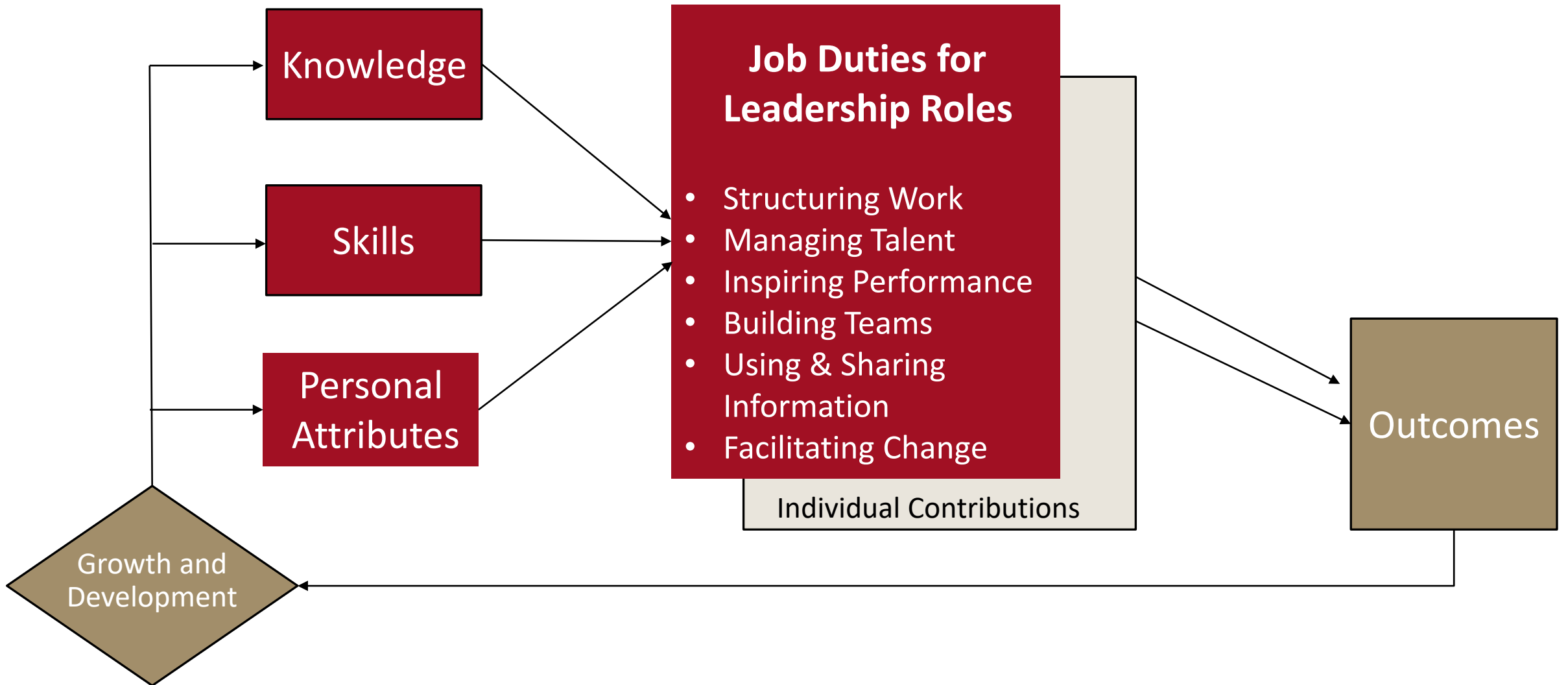
- Able to define our roles in student enrollment, engagement, and success
- Communicate ways we can impact enrollment and student success at the unit level

Why do we need a leadership model?

- So leaders know what is expected of them in order to “hold ourselves to high standards of professional behavior, ethics, and accountability”
- So employees know what to expect of their leaders
- To focus training and selection processes on areas of interest
- To reinforce our mission, vision, and enduring commitments



Multi-level Leadership Model



Why do we need both?

MANAGEMENT WITH OUT LEADERSHIP IS STAGNATION.

BUT LEADERSHIP WITHOUT MANAGEMENT IS CHAOS!

Using & Sharing Information: Admissions and Retention

DR. ISAAC BRUNDAGE, VICE PRESIDENT FOR STUDENT AFFAIRS

SERGE DESIR, JR., DIRECTOR OF ADMISSIONS

Funnel Fun

- [PollEv.com/sergedesir401](https://pollev.com/sergedesir401)
- Text SERGEDESIR401 to 37607 (text “Leave” when finished)

Funnel Fun

Admissions Funnel – responsibility of the admissions unit

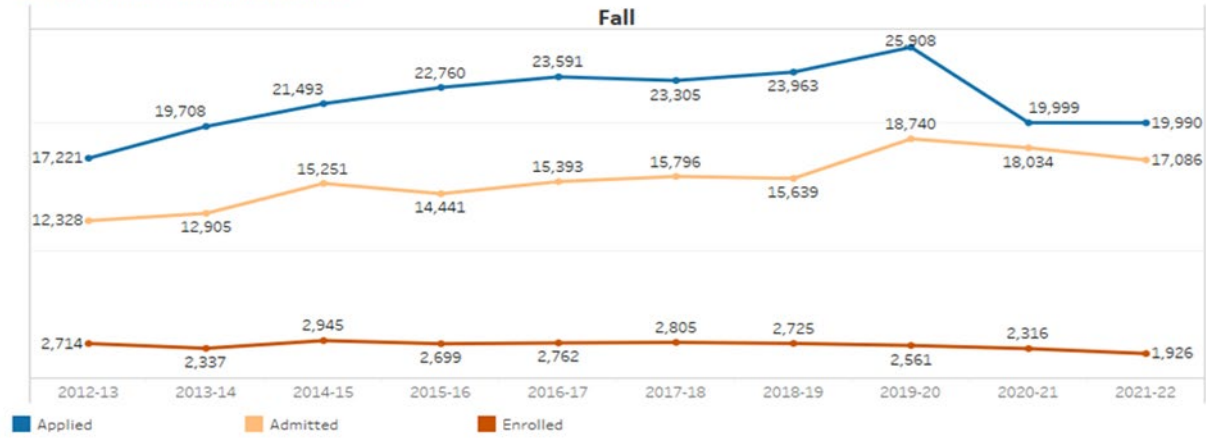


This dashboard presents longitudinal trends of new student applicants, admits and enrolled by key demographics. Select the filters below using the dropdown menu and click on the desired selection(s) to interact with the data. Hovering over each data point on all dashboards provides additional information.

College Year Multiple values	Type Fall	College of Major All	Department of Major All	Major or Concentration All
Applicant Entry Type First-Time Freshman	IPEDS Race/Ethnicity All	Gender All	Historically Underrepresented Groups All	
First Generation Status [1] All		Residence Area All		

NOTES:
[1] Neither parent obtained 4-year degree

Count of Applied, Admitted, and Enrolled



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California State University Chico, Office of Institutional Research (IR):
<http://www.csuchico.edu/ir/>
 Data Source: ERS (Enrollment Reporting System)

Recruitment v. Yield

- Yield is the real challenge, *not* recruitment
- 11% yield fall FTIC 2021 enrollment was 1,926
- 12% yield fall FTIC 2021 would have been 2,050
- 13% yield fall FTIC 2021 would have been 2,221
- 14% yield fall FTIC 2021 would have been 2,392

Breakdown: Revenue for One Student

- 1 student roughly brings in \$8,000/year
 - \$5,600 for tuition
 - \$2,400 for fees
- Dependent on FTES, residency, waivers etc.
- 125 students brings in roughly \$1,000,000.00
 - \$700,000 tuition
 - \$300,000 in fees

The Enrollment Continuum

Planning Team, Team Leads, and Champions

- 1. Recruitment, Admissions, and Barrier Reduction Team**
– Serge Desir and Ryan Patten
- 2. Retention Team**
– Kate McCarthy and Kaitlyn Baumgartner Lee
- 3. Curricula Revitalization Team**
– Daniel Grassian and Chong Yang
- 4. Marketing and Communications Team**
– Sean McGowan and Kate Post

Recruitment, Admissions, and Barrier Reduction

Increase the yield of new domestic undergraduate students by three percent while improving overall international and graduate student enrollment.

1. Improve the yield rate of admitted fall undergraduate domestic students by three percentage-points (11% in 2021 to 14% in 2023)
2. Modernize recruitment efforts
3. Accelerate financial aid notifications and scholarship awards to admitted students
4. Increase international and graduate student populations by 10%

Retention

Improve overall campus Year 1-2 retention rate by 4% over 3 years (85% by 2025) and improve URM year 1-2 retention rate by 7% over 3 years (no gap by 2025)

Six detailed objectives are in place to achieve these goals in alignment with the Advancing Equity Project, involving academic colleges, faculty in critical GE courses, HSI and Latinx leaders, and student services personnel working across units to coordinate and streamline student support systems.

Curricula Revitalization

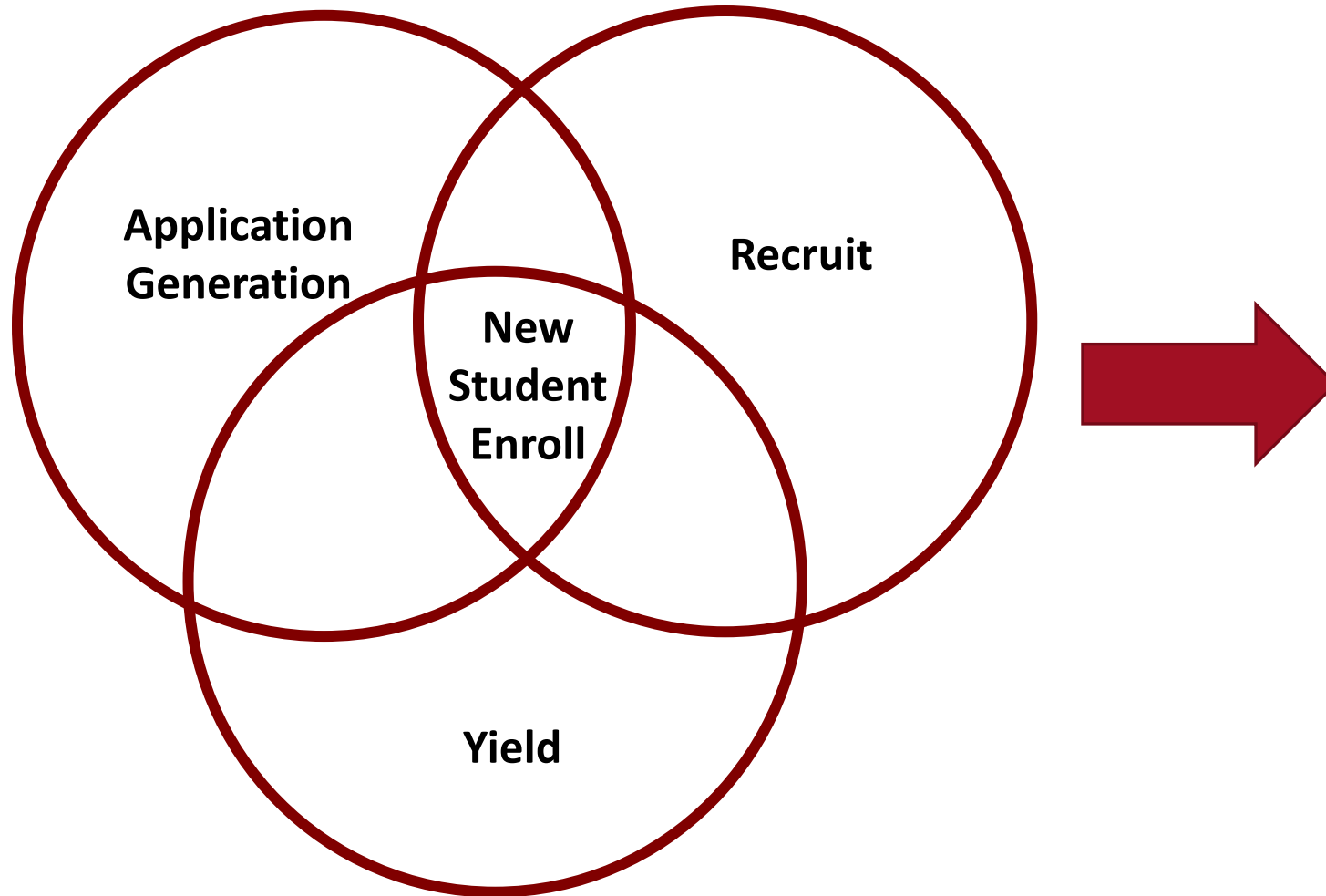
Increase high enrollment potential programs and revitalize enrollment challenged programs.

1. Set ambitious specific FA 23 and FA 24 enrollment goals for select undergraduate and graduate programs.
2. Each year, each college will create new or revitalized high-yield academic programs that comprise at least 15 to 20 percent of their existing academic programs (e.g., a college with 20 academic programs would create or revitalize 3-4 per year).
3. Each college and other applicable non-Academic Affairs units will identify and implement two to three curricular related methods to reduce cost, barriers, and increase programmatic efficiencies.
4. Identify programs that contribute to student perception of daunting enrollment obstacles (e.g., Nursing, select graduate programs) and implement ways to redirect students.

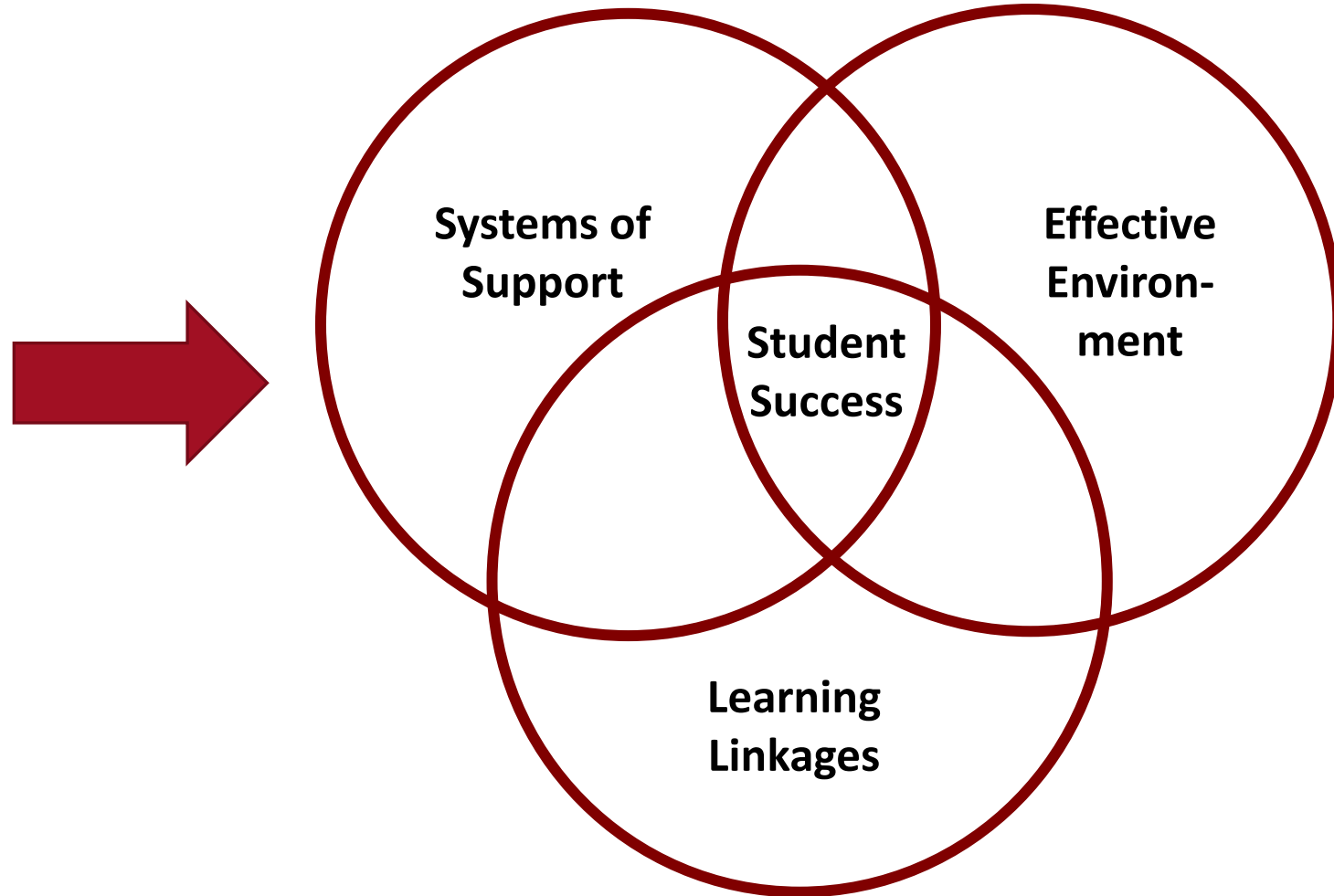
Marketing and Communications

Market to enroll by expanding brand awareness in target areas, growing prospect pools, and increasing measured engagements such as conversions to apply, request information, and schedule a visit.

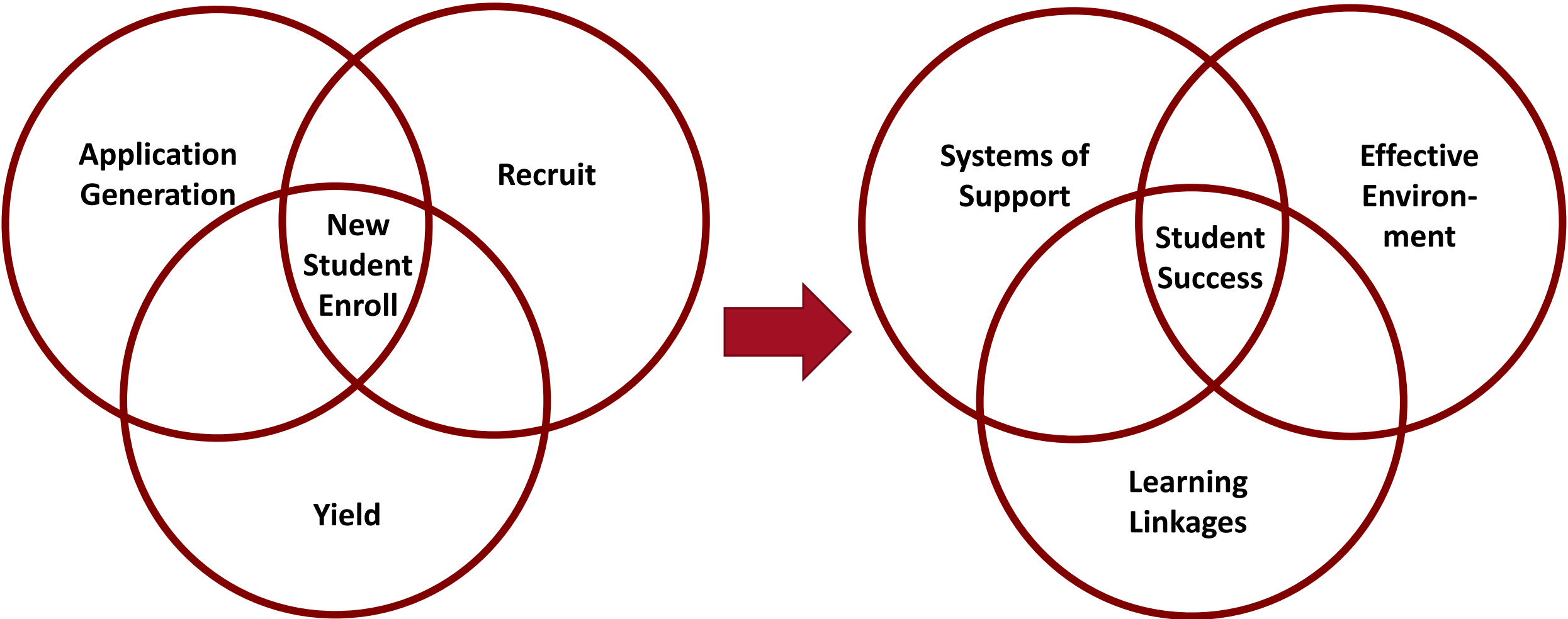
Retention & Student Success



Retention & Student Success



Retention & Student Success



Opportunities to Get Involved

1. Serve as Student Organization Advisor
2. Summer Bridge - Mentor Opportunity with 1st year students
3. Volunteer as Advisors for Rec Clubs
4. Volunteer at Career Fairs and Meet Employers
5. Utilize the CatsConnect Calendar of Events- Campus Events
6. Become a PATH Scholar Mentor- Support Foster Youth Students
7. Join an Advisory Committee
8. Serve as a Presenter - TRiO Student Support Services Course

Events to Engage with Students

Careers in Government- Career Center: Wednesday, October 5, 2022, 2-5pm, SSC 270

Agriculture Career and Internship Fair- Career Center: Tuesday, November 15, 2022, Location TBD

Latiné Movie Monday Series- CCLC: Monday, October 3, 2022, 12pm, MLIB 172
Monday, October 10, 2022, 12pm, MLIB 172

Latiné Unity Brunch- CCLC: Thursday, October 6, 2022, 12-2pm, MLIB 172

Hot Jobs, Hot Chocolate- Career Center: Thursday, October 27, 2022, 9-11am, Library Breezeway

Fuerte- Nuestra Voz es Nuestro Poder/Our Voice is Our Power- Associated Students: Thursday, October 6, 2022, 6-8pm, BMU 203

E-Sports Gaming Lobby Lunch Hours- Rec Sports: Tuesday's/Thursday's 11:30am-1:00pm, Whitney Hall 124

Rugby Alumni Games- Rec Sports: Saturday, October 8, 2022, Wildcat Weekend, Field 6 & 7

Announcements

& INFORMATION TO CASCADE

Announcements

- [Wildcat Weekend](#), October 7-8
 - Includes Alumni & Family Weekend, Homecoming, Joy of Learning, Museums, Soccer, BBQ, and more!
- [Athletics](#) Calendar
- [Chico Performances](#)
- [Benefits Open Enrollment](#), Sept 19 – Oct 14 (noon)
 - Reminder for Health Care and Dependent Care Reimbursement – reminder: must re-enroll for 2023
- [On-Site EAP counselor](#) – in MLIB 335 (Ombuds Office) Mondays and Fridays, extended thru mid Dec!
- [Forest Therapy](#) – on campus 1st and 3rd Tuesdays, 12:30-1:30 pm
- [Valuing and Evaluating Staff](#) for MPP/Chairs – October 11
- [Morgan Massie](#) – Speaker and Author on Change RHYTHM, adapting to and evolving through change – October 21
- Compliance Training – Most due Oct 1. Overdue reports to divisions begin Monday...
 - [Manager Dashboard for Managers and Leads](#)