

CSULB Enrollment Planning/Advisory Committee

February 11, 2013

Meeting Notes

Attendees: David Dowell (chair), Marie Alford, John Carnihan, Tom Enders, Gayle Fenton, John Haberstroh, Cheryl Jupiter (OCC), Javier Lopez-Zetina, Lynn Mahoney, Van Novack, Dan O'Connor, Ruben Page (LBCC), Sherry Su, Rebeka Sultana, Maryann Takemoto, Marshall Thomas, Teri Wright, Helen Batchelor.

1. Welcome
2. Agenda approved
3. Announcements - none
4. ASI Update – John Haberstroh
John reported too many sections scheduled for certain Spring 2013 courses resulting in only a few students in sections which were then canceled instead of combined.
5. Update on Spring 2013 enrollment – Van Novack distributed “Spring 2013 Day-by-Day Enrollment Update” handout
A week before Census (Feb.18), the campus is 1.1% over its 2012-13 FTES target. Each college is also very close to their respective targets.
6. Update on New Admission Implementation – Tom Enders distributed “Fall 13 Admission Summary as of Feb 11, 2013” handout
 - a. Freshmen: Tom reviewed the numbers of withdrawals, denials, admits and no decision in the first round of freshmen admissions.
 - i. First round denials went out nearly two weeks earlier than ever before. There are separate freshmen goals for each college and for pre-Nursing and undeclared. The number admitted in the first round is similar to that for Fall 2012.
 - ii. 162 LBUSD applicants were CSU-eligible but not CSULB-eligible; these applications will receive “holistic review” and those still not eligible will be referred to LBCC. These same students can then be offered admission for Spring 2015 if they do well at LBCC, and if they meet very specific admission criteria.
 - iii. There is no direct correlation between this year’s major-specific admission procedures and last year’s “major-blind” admissions but it is interesting to note:
 - iv. Undeclared is the most difficult plan for non-local students to gain admission.
 - v. Non-local students have been admitted this year that wouldn’t have been admitted last year.
 - vi. Institutional Research calculated yields for all freshmen applicants based on distance from campus, ethnicity and academic qualifications. This information led to discussion on yields for individual programs with varying factors for acceptance, e.g. Music. UC campuses and high profile private colleges are still the biggest competition for the CSU. Cheryl Jupiter reported intensified recruitment by out of state schools.
 - vii. Discussion and rules are now needed on whether major changes will be allowed in the freshmen year.

- b. Transfers: Tom reviewed the numbers of withdrawals, denials, ready for ranking and not ready for ranking. Most of the applicants from whom additional information has been requested are international students. When admission offers are made, applicants will be asked to submit transcripts within 30 days.
 - i. Dave Dowell expressed surprise at the fact that, in the very first year with new admission criteria, 66% of transfers who submitted supplemental applications are fully qualified for their respective programs. He emphasized that current and future scheduling practices at community colleges will determine if students are accepted. Questions for LBCC and OCC:
 - ii. Is priority registration an option at community colleges for students about to transfer?
 - iii. What kind of information can we give back after the admissions cycle is over?
 - iv. Dan O'Connor noted that lower division enrollment, particularly in Math and Science courses, may be affected as students come in better prepared; this should help free up some of our bottleneck courses.
 - v. Information should be available to departments on which preparation courses were the most problematic for transfer applicants so that departments can evaluate their admission criteria.
 - vi. Ruben Page reported LBCC is set to send out invitations to LBCC pathway students and will guarantee them MATH and ENGL courses. An update on how LBCC students fared in fall Math and English courses is not yet available. Ruben indicated Statistics courses are considered a big bottleneck here at CSULB.
 - vii. Dave Dowell commended Academic Affairs, Enrollment Services and the Colleges for the team effort for new transfer admissions. He asked, however, that college representatives prepare their constituents for some variations from target, given the uncertainty about yield numbers and the amount of change taken on at one time.

7. Admissions for 2014-15 – Dave Dowell

New tools give us the ability to manage the future direction of the university but we need to use this ability with extreme care. This is an exciting opportunity but a big responsibility and challenge because we may be making decisions that affect the lives of many students. Dave proposed that the committee discusses and decides, over the next year, on a conceptual framework to guide the Provost in making decisions on the future direction of the campus. For example, should we be looking at admissions more from the student's perspective? What benefits students most? How do we want to brand our campus in the future? Is more feedback needed from the City of Long Beach and from the local community as to how we should integrate and impact each other? Any discussion will undoubtedly be controversial.

Examples of information to forward to committee members prior to discussion at meetings would include:

- a) Student demand by major
- b) Graduation rates by major
- c) Labor market outcomes and graduate school participation
- d) What employers look for in, e.g. problem solving skills, civic responsibility, etc.,

Committee members accepted the challenge.

8. Next meeting: March 11, 2013, 12:00, BH-391

9. 12. Adjournment: 1:53 pm. Happy Spring!