

Advisory Council on Enrollment Management

Location: Brotman Hall 302

March 14, 2016

Notes

1. Welcome
2. Approval of the agenda
3. Announcements
4. Change in policy discussion & recommendation
 - Veteran admission to include Active Duty, National Guardsman, & Reservist: currently provide local admittance for honorably discharged veteran regardless of their high school location. We are trying to be more inclusive to include Active Duty, National Guard and Reservist. This is an amendment to the current policy and we will see a presentation given by Nancy Eckhous, Assistant Vice President, Student Affairs. You can view presentation on BeachBoard.
 - Highlights include:
 - The impact of broadening this policy would be:
 - In Fall 2014, CSU mentor application only asked whether a student was a veteran. In Fall 2015, the application changed to ask whether students were on active duty, national guard, reserve and veteran. The impact is very minimal with these added statuses. For clarification this benefit would only be available to the veteran, not any dependent family member.
 - If approved, this would go into effect Fall 2017.
 - Challenges may include:
 - Not admitting other qualified students
 - Questions include:
 - Will Veteran's Services receive additional resources due to the increase in students? Is there an active duty attendance policy in place where students will receive approved absences if called away?
 - The committee recommends providing additional resources for the increase in students.

- Motion by David Hood (CLA) to recommend the change of the veteran admission status to include all active duty, national guardsman and reservist – second by Angela Locks (CED) – Unanimously approved
5. Follow-up to last ACEM meeting – Information Coordination - Valerie Bordeaux
- Handouts included:
 - “CSULB ELM/EPT Overview and FAQ for Fall 2016 incoming Freshman Students” – This includes the email communication to incoming freshman for availability to high school counselors. This was sent to local high school counselors. The email communication for Early Start will also be sent to the high school counselors.
 - The committee would like to see how effective the EAP is in the placement of college ready students and how predictive it is of a student’s success.
6. Updates & Discussions
- ASI—Yasmeen
 - Students are concerned with class size and class availability. Currently have students lobbying in Sacramento.
 - LBCC – Reuben Page
 - Started early bird Saturdays – these are Saturdays where LBUSD students can get assessed and meet a counselor. They can also go through an orientation and tour of campus. So far there have been two events with 170 students for the 1st and 180 students at the 2nd. They have three or four more left. There is also a resources fair for students.
 - Associate degree for transfer verification deadline was extended however the counselors are still going to meet the original deadline because the community colleges were unsure about the dates.
 - LBCC has two summer school schedules: 6 week June 20-July 30th and 8 week session: June 20-August 12th.
 - CSULB outreach is hosting a group of students from LBCC to give a tour of our campus.
 - West LA College – Helen Young
 - Students in schools in region 7 were confused about e-verify and asking questions about what they needed to do. However, there was nothing that

the students needed to do and the admissions office would process the e-verify request.

- Last region 7/8 meeting is in May.
- LBUSD – Carol Ortega
 - LBUSD giving the new SAT to their current 11th graders. Just finished registration for AP exams. There were over 13,000 tests signed up for this May. They have had so many students register for AP tests that they have had to find off campus facilities to administer the tests. Working with CSULB for the ethnic studies groups at LBUSD. This collaboration is working very well.
- Enrollment Update – Dhushy Sathianathan (10 Mins)
 - PowerPoint on Graduation & Retention Progress Report
 - No additional seats will most likely be available. We will continue to match FTES and Headcount that we have previously maintained. Even with pressure from the Chancellor’s Office, we do not have as much room to grow.
 - First time freshman graduation rate is at a historic high of 67% which also includes gains for under-represented minority and low income students with declining achievement goals.
 - Transfer graduation rate is at a historic high of 81% overall and for under-represented minority and low income students. There is no achievement gap for transfer students.
 - Goals for 2020: increase 4-year graduation rate to 30%, increase 6-year graduation rate to above 70%. Many issues provide challenges at increasing the 4-year graduation rate including work status of students, financial obligations etc.
- Beach Pathways & Long Beach Promise Update – Nancy Eckhous & Valerie Bordeaux (15mins)
 - Beach Pathways – This is an alternative admissions process. This year’s applications are in the process of being reviewed. We offer 200 students admission to the university through this process.
 - Handouts include:

- “At a Glance – Outreach Opportunities Spring 2016” – includes many activities in the upcoming months that promote recruitment for underrepresented minorities.
- “University Distinctions 2015-2016”
- Discussion about why African American students do not choose to come to CSULB. Some reasons might be they are recruited elsewhere, may not be fully qualified, may think CSULB is unattainable etc.

7. Other Topics

- Race/Ethnicity Enrollment Report
 - Undergraduate FTF Fall enrollment – Latino enrollment is the highest, followed by Asian, Caucasian, African American, Native American, and Pacific Islander
 - Transfer Fall enrollment – Latino enrollment is the highest, followed by Caucasian, Asian, African American, Native American, and Pacific Islander
 - Total Undergraduate Fall enrollment – Latino enrollment is the highest, followed by Asian, Caucasian, Visa/Non-US Citizen, 2 or more races, African American, Unknown, Pacific Islander, and Native American (Visa/Non-US Citizen is only inclusive of our International Students)

8. Next meetings: TBD

9. Adjournment @ 2PM

NAME	DEPARTMENT		Attendance 3/14/16
Dhushy Sathianathan (Chair)	Interim AVP for Planning	Ex-Officio	Present
Andreas Bill	Professor, Physics & Astronomy	2018	Not Present
Angela Locks	Assistant Professor, CED	2016	Present
Carol Ortega	High School Representative (LBUUSD)	Ex-Officio	Present
David Hood	Professor, History	2017	Present
Edwin Achola	Assist Professor, Special Ed	2017	Present
Gabriel Avila	Student Representative, Associated Students, Inc.	2016	Present
Helen Young	Community College Representative (West LA College)	Ex-Officio	Present
Janice Miller	Interim Director of Admissions	Guest	Present
Jeff Klaus	Director, Student Life & Development	Ex-Officio	Not Present
Jose Moreno	Assoc. Professor, Chicano & Latino Studies	2018	Present
Mahmoud AlBawaneh	Director, Institutional Research & Assessment	Ex-Officio	Present
Michael Jackson	Coordinator, Staff Human Resources	2018	Not Present
Nancy Eckhous	Assistant VP, Admin Systems & Services	Ex-Officio	Present
Nele Hempel-Lamer	Interim AVP Undergraduate Studies	Ex-Officio	Present
Praveen Soni	Chair, Academic Senate	Ex-Officio	Present
Ruben Page	Transfer Coordinator, Long Beach City College	Ex-Officio	Present
Terrence Graham	Associate Dean/Exec Director, Center of Int'l Ed	Ex-Officio	Not Present
Tom Enders	Associate Vice President, Enrollment Services	Ex-Officio	Not Present
Valerie Bordeaux	Director, Outreach & School Relations	Guest	Not Present
Yu Ding	Assoc. Professor, Mathematics & Statistics	2016	Present