

Advisory Council on Enrollment Management
Location: Brotman Hall 302

14 October 2013

12:00 PM

Notes

Attending Members: Lynn Mahoney, Gayle Fenton, Rebeka Sultana, Cheryl Jupiter (OCC), Tom Enders, Savitri Singh-Carlson, Valerie Bordeaux, Dan O'Connor, Marie Alford, Manuel Perez, Terrence Graham, Angela Locks, Terri Wright, Van Novak

Guests: Susan Platt (Testing)

1. Welcome
2. Approval of the agenda
3. Announcements:
 - 3.1. The Chancellor, Timothy White, is on campus. There is an open forum at 3:30pm today at the Anatol Center.
 - 3.2. October 25th will be the CSULB Annual Counselor Conference from 7am-12pm. If you would like more information please speak with Valerie Bordeaux.
4. Approval of the minutes
5. Partner updates
 - 5.1. ASI– John Haberstrom – Not available
 - 5.2. LBCC– Reuben Page – Not available
 - 5.3. LBUSD– Carolyn Ortega – Not available
 - 5.4. OCC, Region 8– Cheryl Jupiter
 - 5.4.1. OCC: The community college will have an intersession available for students. OCC had their transfer day on September 30th with over 80 colleges.
 - 5.4.2. Region 8: October 4, 2013 – CSU Fullerton will be following major specific criteria similar to CSULB. CSU Pomona is not fully moving to impaction, but they have implemented a GPA discrepancy requirement. If a student is more than 3 points away from the calculated GPA they will be denied. There was no discussion on the Governor's two-tier bill that was signed (pilot that allows 6 CCC to charge more than three times the amount per unit for popular courses).
6. Update on Spring 14—TE
 - 6.1. There will be one change in the Early Start Program for freshmen that need developmental English; all students requiring developmental English will take Early Start.
 - 6.2. San Jose State was visiting our campus on Friday to review how we implement major specific criteria on our campus.

6.3. Transfers: We received a little over 4500 transfer applications for Spring. The last “normal” Spring cycle we had was in 2007-2008. Marie was able to nudge over 87% of the applicants to complete their supplemental application which is up from the last cycle. We will need to revisit how spring semester fits into our future planning. 16% of those that completed the supplemental app were not CSULB eligible (largely missing GE math). That left 67% of the pool as active and CSULB eligible. 56% of those that were active were fully qualified for the department they applied for. Tom and Lynn worked with the colleges to review the appropriate action that would be taken regarding the standards used to admit students to certain majors. By last Friday, Enrollment Services had sent admission or denial letters to all students or sent the applications to the departments with referral processes in CHHS and COTA. We have already started to receive intents to enroll and transcripts. We are predicting we will end up with a transfer class of close to 1200 students.

6.4. Thoughts on how to proceed with future Spring terms:

6.4.1. Reconsider the balance between Fall and Spring. Maybe need to count on frontloading transfer students in the Fall and then bringing down Spring numbers. Look at taking 800-1000 transfers instead of 1200-1300 students in spring.

6.4.1.1. Concerns: Ability to accommodate more in Fall

6.4.2. Consider those students who were waitlisted for the Fall, and offer them admission for the Spring if they are fully qualified.

6.4.2.1. Concerns: This may not yield very many. Students may feel pressure from parents to not take a semester off or that they may lose their drive during the semester off.

6.4.3. A decision on this will most likely not be made until around February 2014.

7. 2014-15 Possible Enrollment Growth:

7.1.1. Lynn Mahoney: It does appear that the governor will approve enrollment growth. The deans have been charged with reviewing which departments have room for growth. We may get some push to grow from the Chancellor.

8. Diversity Discussion

8.1. Structuring the discussion: See handout ‘Diversity Discussion Plans’ online

8.1.1. Angela Locks: We need to look at what’s going on in individual characteristics, but also at what the university is doing. We need to think about which students go to college and where they attend, as well as best practices in access and retention programs.

8.1.2. Thoughts/Questions:

8.1.2.1. Terri Wright: Is there any way to see why and when students leave? Lynn Mahoney: The when we can tell you right away (see attached data), but the why is a different story.

8.1.2.2. Gayle Fenton: Why are students not drawn to our school?

- 8.1.2.3. Terrence Graham: Would like to look at study abroad rates and how that affects retention rates.
- 8.1.2.4. Cheryl Jupiter: There is data that shows male students who do not obtain Math and English within their first year do not tend to stay at the community college and do not transfer.
- 8.1.3. Susan Platt and current and planned research tools: The committee should have clarification on what they would like to look at and focus on the key things that they want to research.
 - 8.1.3.1. The Freshman Survey (CIRP) was administered this summer with an excellent response rate, thanks to SOAR. Susan will present the findings at a future meeting. Angela will also be looking at this for research purposes.
 - 8.1.3.2. Diverse Learning Environments: Survey that looks at experiences between students based on in-class and out-of-class experiences. It is based on student learning outcomes and looks at what does it mean for students to be in a diverse learning environment. We will be administering this in the future.
 - 8.1.3.3. Student satisfaction survey (last administered in 2009, range from freshman through graduate school): Has a long list of every service on campus for students to rate. We get tons of feedback on the campus climate. Not just on ethnicity, but on religion, sexuality, gender and many other demographic markers. The students can also give qualitative feedback. We are planning to administer the test in Spring 2014.
- 8.2. Data: Van Novak provided data on the enrollment funnel broken down by College and ethnicity. He provided a warning that changes in the ethnic categories and the fact that Latino trumps all other categories skews the data a bit.
 - 8.2.1. See the following handouts:
 - 8.2.1.1. First Time Freshman:** In the university total, African Americans have been the lowest number admitted over the past years. Handout available online.
 - 8.2.1.1.1. Dan O'Connor: What are we doing to get African American high school students access to completing the A-G requirements?
 - 8.2.1.1.2. Valerie Bordeaux: Data available from 2011-2012: 30% of LBUSD African American students were eligible for CSU/UC.
 - 8.2.1.2. **Transfer Students:** There is also indication that African American students are being admitted at a low rate.
 - 8.2.1.2.1. Cheryl Jupiter: These students have a disconnect from the campus and do not know what they need to do to transfer.
 - 8.2.1.3. Persistent and Graduation Rates for Transfers (All, African Americans, and Latinos) and Freshman (All, African Americans, and Latinos) –** Handout available online.

8.3. November meeting is on Tuesday instead of Monday due to the Veteran's holiday. Instead of typical, large meeting on Tuesday, smaller assigned workgroups will review data and bring observations and research questions to discuss in the December meeting.

9. Task: Workgroups should review the data and ask of it the following questions:

9.1. What does this data tell you?

9.2. What patterns do you notice?

9.3. What challenges and barriers might be causing these patterns? At the individual level?
At the institutional/campus level?

10. **Workgroups** should generate researchable questions, generate thoughts such as best practices

10.1.1.1. Latino Freshman: Savitri Singh-Carlson, Manuel Perez, Terrence Graham

10.1.1.2. African American Freshman: Marie Alford, Gayle Fenton

10.1.1.3. Latino Transfer: Rebeke Sultana, Ruben Page, Terri Wright

10.1.1.4. African American Transfers: Cheryl Jupiter, Val Bordeaux, Jeff Klaus

11. Workgroups will meet on 11/12, 12-2pm. Lynn will announce rooms.

12. Next meeting of the whole ACEM will be December 9, 2013, BH 302

13. Adjournment: 1:52pm