Meeting Notes – March 5, 2013
Strategic Enrollment Planning and Management Subcommittee
of the Student Success and Assessment Committee

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**AGENDA ITEM**

**Introductions**

**1. Winter Quarter**
- Advise Cabinet on overall enrollment targets for next year (2013-14), including summer plans and considering continuing students (retention patterns and trends) and new students

**DISCUSSION**

Discussion of Enrollment Tracking Report handout from Linda Dalton. COS and CLASS over enrolled, CBE and CEAS under. Targets have been increased a bit by CSU, our over enrollment will help us meet the increase. No financial penalties this year but concerns for future. Once students admitted, obligated to provide classes.

**CONCLUSIONS**

Provost's summary:
- Freshman clusters stay
- CBE & CEAS get closer to target
- CLASS & COS add sections to serve what you can/defer to Fall if possible

- Initiate yield plan for fall 2013 applicants

**DISCUSSION**

A. Deans to review/revise templates for yield letter due by 3/10
B. Different form letter from each dept with contact information.
C. Yield Letters:
   - Honors students
   - Department letters
   - GE contact freshman, Sally to present plan at next meeting.

**CONCLUSIONS**

- Completed by end of W 2013
- Deans to review template for yield letter by 3/11, Letter will be from college departments. Different letter from each department with contact information. Sue Opp and Brian Cook involved also.
- All Letters (from colleges, graduate, DCIE & PEMSA) to have a consistent CSUEB look.
- All correspondence needs to cc all Committee members

**2. Spring Quarter**
• Develop overall enrollment management strategic plan (mission, goals, action items)
• Develop recommendations for improved course scheduling and opportunities
• Monitor implementation of yield activities for Fall 2013
• Initiate and finalize recruitment plan for 2014-2015

DISCUSSION
Discussion of need for earlier projection numbers, extension numbers are secondary. Expand offerings into non-prime hours. Sue discussed problems in the past with scheduling classes for freshman clusters.
Discussion on how to better accommodate students with scheduling.
Provost - #1 Goal: How do we move CSUEB to be a 1st choice university?
  • website
  • in cohesive look of all information sent to students & parents. Bring everything to the table to work with Don Scoble to coordinate and unify all information sent to students and parents.

CONCLUSIONS
1. Amber to provide freshman estimated projection for Fall 2013
2. Possibility of creating a freshman cluster formula based on data from Sally.

3. Summer Quarter
  • Monitor implementation of yield activities for Fall 2013
  • Monitor recruitment planning for Fall 2014
  • Initiate multi-year enrollment planning (longer-term goals)
  • Analyze potential for conversion of summer to self-support

DISCUSSION
Future discussions of Summer Quarter action items

CONCLUSIONS

4. Fall Quarter
  • Continue multi-year enrollment planning (longer-term goals)
  • Advise Cabinet on initial new student targets for Fall 2014
  • Monitor recruitment for Fall 2014

DISCUSSION
Future discussions of Fall Quarter action items

CONCLUSIONS

5. Analyze potential for conversion of summer to self-support

DISCUSSION
Future discussions summer self support action items

CONCLUSIONS

ACTION ITEMS | PERSON RESPONSIBLE | DEADLINE
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Templates for yield letters reviewed & approved | Deans, Sue Opp, Brian Cook | 3/11
Estimated Fall 2013 freshman projection | Amber Macamer | Spring Quarter
Plan for contacting Freshman | Sally Murphy | 3/19