Members Present: Dana Edwards, Kris Erway, Karina Garbesi, Armando Gonzales, Jose Lopez, Nancy Mangold, Saied Motavalli, Sue Opp, Melany Spielman

Members Absent: Steve Ugbah

Visitors: Shawn Bibb, John Charles, Linda Dalton, Bill Dinehart, Hank Reichman, Don Sawyer, Greg Smith

1. Approval of the Agenda

Item 2 (Approval of the Minutes) was changed to item 6 due to the time constraints. A report from Shawn Bibb, V P of Administration and Finance, was added as item 5.

2. Chair’s Report

Garbesi gave thanks to Dalton and Bibb for being present and sharing their reports with COBRA. Due to time constraints, she asked to move on to item 3, a report from Dalton.

3. Linda Dalton, VP of Planning and Enrollment Services

Dalton distributed a packet of handouts and thanked COBRA for the opportunity to discuss the role of Planning and Enrollment Services. She introduced Greg Smith, Associate VP for Planning and Enrollment Management. She discussed a conceptual diagram of the Division, and a list of essential elements of strategic planning. One document that was distributed illustrated the alignment between CSUEB Strategic Planning mandates, WASC themes, and the Access to Excellence discussions. She discussed several factors involved in the enrollment scenario for CSUEB, including increased gathering of information on potential student demographics. Several scenarios are being examined in the strategic planning process, including changing course sequences and scheduling. Mahoney stressed the importance of strategic planning, and emphasized the roles of both the President’s Cabinet and the Academic Senate in the process.

Dalton reported that enrollment is up about 3.5% over last year, and acknowledged the contributions of Dave Travis towards this goal. Class loads are also up, but the University is still expected to be around 4% below target. Mahoney has reports from the Deans of CLASS and CEAS that enrollment is significantly up in their Colleges. Opp stated that in her Department the number of students on wait lists have increased. Mahoney stressed, as a general principle,
that if student demand is present the campus will find the money to add necessary sections. Opp asked if increasing student-to-faculty ratios would result in increased funding. Gonzales clarified that funding is not based on SFR ratios, but on FTEs.

Garbesi inquired about the push for more class sections in the summer quarter. Dalton responded that this is one part of the enrollment strategy for next year. Colleges now have enrollment targets for next year, including the summer quarter. Summer is considered the “lead term” and is a head start on the next year. Students can now take up to 8 units in the summer for part-time fees, an increase from 6 units in the summer last year. The goal is to make up for less student fees with increased enrollment.

Smith discussed outreach efforts for Alameda and Contra Costa Counties. The University will be increasing its presence at community colleges and high schools all year long. Outreach efforts also will be targeted at other selective areas in California, including San Mateo County, the northern part of San Joaquin County, and even southern California. CSUEB will be increasing school counselor conferences on campus, which provides greater visibility. The Welcome Center has been a success. Efforts are being made to improve the evaluation and admission of transfer students, and the backlog of transfer evaluations will be eliminated. The goal is to have the final credit evaluation in the student’s hands by their first quarter of enrollment.

Sawyer asked how admissions, financial aid, and housing are connected in enrollment planning. Smith stated that admissions and financial aid are seamless, and the Division is promoting housing. Motavalli spoke about the importance of a university’s web site management in promoting enrollment. Many students make college choice decisions based to a large degree on university web pages. Charles indicated that the University has lost web master skills due to budget cuts, and has never been able to fully recover from this loss.

Sawyer spoke of historical problems on campus with applications and transcripts, and asked if there is evidence that these problems are being resolved. Smith stated that the problems are being resolved and that performance metrics will be produced which illustrate this. Garbesi stated that a big issue for COBRA is understanding what size of budget Planning and Enrollment Management needs in order to function well, emphasizing the need for benchmarks and metrics for key functions. Dalton indicated that the division is moving in that direction and offered to share progress on this in the coming academic year.

4. Shawn Bibb, VP of Administration and Finance

Bibb distributed a handout titled “Analysis of 2007/08 General Fund Budget.”
This handout illustrates the sources of income which together make up the University’s General Fund. The numbers are preliminary and are based on the scenario of no enrollment change. Bibb stated that it will most likely be another three to four years before the University receives full funding to close the structural gap. He outlined the sources of income from the State Appropriation and a breakdown of student fees. Reichman spoke of efforts to get the California legislature to adjust the Marginal Cost formula higher, which for years has been unrealistically low.

5. Old Business

Garbesi asked Lopez to restate a COBRA goal that he had proposed at a previous meeting. This goal concerns establishing principles of collaboration in budgeting decisions in Colleges and Departments. Garbesi will distribute the wording of this goal and it will be discussed at the next COBRA meeting.

6. Next Meeting

Garbesi will be away on April 20, the next regularly scheduled meeting. COBRA members decided to cancel this meeting. The next COBRA meeting will be on May 4th.

7. Adjournment

The meeting was adjourned at 11:03 am.

Respectfully submitted,
Dana Edwards, Secretary