

**Post Pandemic Steering Committee on Strategic Enrollment Management**  
**Friday, October, 8, 2021**  
**2:00 pm**  
**Zoom**

Committee Membership: I. Banuelos, R. Beech (Chair), D. Chen, P. Bungard, G. King, T. Carollo, B. Haddock, E. Vogelsang, D. Huizinga, J. Zhu, S. McMahan, R. Chuang, T. Karmanova, D. Graham and P. Olivérez; Absent: D. Chester, L. Davidson-Boyd, A. De La Loza, D. Freer, D. Ramos, M. Springer, S. Sudhakar and R. Tenczar

Additional Guests: M. Salge

**1. Welcome**

Procurement is working with Ruffalo Noel Levitz (RNL) to finalize the consulting agreement for a Strategic Enrollment Plan assessment and planning session. Once the contract is finalized and a purchase order is in place, we'll inform the committee and we'll schedule a meeting so the committee can meet with the consultants.

**2. In context of SEM, some big questions**

Committee members shared their views and opinions of CSUSB in regards to the questions below.

**a. Who is CSUSB today?**

- We hear a lot of students comment "It's just CSUSB / 13<sup>th</sup> grade / I only got into CSUSB" but we know this is not the same experience and comments when they leave us.
- CSUSB is stuck in the transition of a commuter and a traditional college campus. CSUSB has new residential halls, are we aspiring to be a more traditional campus or a mix of both.
- There's a little bit of confusion from faculty members, are we a comprehensive or a teaching faculty? Previously we were a teaching university but now we're doing so much more research.
- There's a lack of excitement of being a CSUSB student, whether they are local (within San Bernardino) or out of the area.
- CSUSB covers a large portion of Southern California with both campus and we need to take advantage of it.
- It was shared the CSUs are experiencing 11% enrollment reduction; we must be creative and can't be boxed into what we used to do. We need to stretch our limits to ensure we meet our enrollment targets and attract new students. System wide the majority of enrollment increases are with graduate programs.
- CSUSB's identity is changing and the campus needs to be the center of culture and life. We need to offer something to students to be connected to the community and campus. In addition, online programming is becoming more and more competitive to be relevant for the region.

- Developing new Ph.D. programs, 4+1 programs, graduate programs and professional doctorates in professional health. Certificates, minors and graduate programs, especially in PDC and thinking of the big picture.
- We need to start with what we really have by looking at our rankings and current marketing strategies, then think innovatively, especially about the Palm Desert Campus. We currently do not have an “experience” at the Palm Desert Campus but we need to give the students a similar experience.
- Students are proud to be a part of the CSUSB family no matter how they landed here. We’ve changed their lives through our degree programs and relationships. The problem is in the marketing and the perceptions the community has of us, overall our communication. “CSUSB changes their lives” – whether it’s via intentional leadership opportunities, personal and professional development and excellent educational opportunities.
- There’s very little with the transition of moving from commuter to destination school. It would be ideal to see CSUSB to become a full destination school for first-time freshmen. Also, fostering the notion of degree to career.
- The other CSUs are our biggest competitors; when you look at the data of where students go when they don’t choose us, it’s another CSU.

**b. What can CSUSB be tomorrow?**

- Become a family serving institution. Especially with 80% of our students who are first-generation. Currently there are many families, multiple generations who attend CSUSB together, parents joining after child attending.
- Become a transfer (student) forward institution.
- Engage more with alumni who have careers in the region and encouraging them to have their children attending here.
- Need to hire the best people to meet our academic programs; for example Tony Coulson with Cyber Security and Mike Stull for Entrepreneurship – linking the students to careers and programs.
- Student Affairs is working on a new student organization for students who are parents to allow them to connect and network with each other and get engaged with CSUSB.

**c. What will be the future of the IE / Coachella Valley when we achieve our goals?**

- We’d have more educated people in the San Bernardino and Riverside counties.
- Become the silicone desert/valley of education in the region, there’s a possibility of the region becoming a Transportation Hub.
- Creating new and attractive jobs/careers in the Palm Desert area and working with the LGBTQ+ community to create a niche like San Francisco but for Southern California.
- Creative a sense of service and care for the community at large, all while infusing the community into the campus.

### **3. CSUSB's SEM Planning Process, Sub Committees**

The committee reviewed each committee list together; each committee member was placed on one subcommittee. Membership varies between 12-15 participants; new subcommittee members were added at the recommendation of this committee.

#### **a. Review of Committee Lists**

- i. Student Recruitment / Pipeline Building**
- ii. Transition and Enrollment Supports**
- iii. Systems, Structures and Supports for Retention**
- iv. Financial Aid and Scholarships / Affordability**

#### **b. Is anyone missing?**

Vice Presidents are not listed on a subcommittee and R. Beech will check with ASI to see if they would like to participate on the subcommittees.

It was asked who will report back to the large Post Pandemic Steering Committee on Strategic Enrollment Management? R. Beech suggested adding the subcommittee chairs to be added to this group and that they can report on behalf of the subcommittees.

***Updated subcommittee membership listed attached.***

### **4. Questions and other items**

- a. Regular meetings on the 2<sup>nd</sup> Friday of the month at 2pm**
- b. We will call subcommittees to meet before the November 12 meeting**