

**Post Pandemic Steering Committee on Strategic Enrollment Management**  
**Tuesday, September 14, 2021**  
**8:00 am**  
**Zoom**

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

Additional Guests: A. De La Loza and M. Salge

**1. Welcome**

R. Beech welcomed the group the first meeting of the academic year.

**a. Getting down to the business of SEM**

R. Beech shared a power point about Strategic Enrollment Management (SEM); PowerPoint attached. A version of this PowerPoint has been shared with Cabinet, Academic Affairs administrators and other key stakeholders.

Major highlights of the presentation:

- Trending impacts to enrollment and how it effects all California universities but more specifically CSUSB and our region.
- A major concern with the global pandemic right now and resource scarcity and financial loss for students. For example, in fall 2020 we awards around 10,000 students with Pell Grants in the amount of \$25 million compared to this fall 2021, we awarded around 12,000 students in the amount of \$35 million.
- SEM required overall institutional commitment with everyone (administrators, staff, faculty and students) on board and know we're all CSUSB ambassadors and campus recruiters.
- SEM needs to be aligned with all campus goals, Strategic Plan, GI 2025 and be focusing on a student centeredness.
- Analyzing how we leverage our resources with our enrollment goals for all new students (undergraduate, graduate and international students).
- R. Beech shared that we're working with the university to contract with Ruffalo Noel Levitz (RNL) to perform a Strategic Enrollment Plan assessment and planning session with us. The committee will be involved with the consultations by RNL. We'll keep the committee updated as the contract is finalized.

- Questions/Comments:
  - M. Springer inquired, what's the value of recruiting more transfer students vs. first-time freshmen students from the Chancellor's Office? And how can we shifting our priority of transfer?  
Response: The Chancellor's Office looks more at FTES vs. the type of student so it's really up to each CSU. However with AB 928 that is currently on its way to the Governor's desk. This bill will work with ADT programs fulfilling all general education requirements for both CSU and UCs; if signed this will encourage more students in the ADT pathways.
  - D. Graham will be convening the Post Pandemic Committee on Student Affairs & Student Services and what would be helpful for is to be able to share the criteria of why decisions being make and ensure they are consistent around a theology or values of CSUSB. What is the "why" and how can we show our partners how we got here. It was suggested to look at the brand manual and specifically the brand promises for the institution: Bold Vision; Coyote Pride; Affordable Excellence; Life and Career Ready; and Human Impact. This is all imbedded in all the wok that we do but we do need to work on getting all staff, faculty and community bought into the idea and ensure we're onboard in this manner.

## **2. Working toward a shared understanding of SEM and the work ahead**

### **a. Questions on the materials provided?**

M. Salge will deliver the books, AACRAO Guide to Strategic Enrollment Management and College Board Future of Enrollment Leadership with the new committee members.

## **3. Launching CSUSB's SEM Planning Process**

### **a. Who is missing from the conversation that we need to tap for subcommittees**

#### **b. Subcommittee Interest**

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

Please reach out to R. Beech to volunteer which committee you'd like to participate on and/or if you have staff you think will be beneficial to the conversations. R. Beech will share ideas of who will should be on the committees.

M. Springer shared she's eager to sit on the Student Recruitment / Pipeline Building; along with the following staff in her area: Summer, Tanika, Kurt and Dalia

T. Karmanova shared how it's important for the campus to create a Strategic Enrollment Management Plan.

R. Chuang inquired on how we can better recruit for the College of Arts and Letters programs for FTFs and Transfers. R. Beech shared that overall we need to look closely at Gen Z and how we can better reach students when they are looking for content using mass media (social media). The traditional method of sitting with students in a computer lab while they apply to campuses is not an option right now since most schools are not inviting the recruiters to campus. Being innovative and looking at hosting events, the local theater, the regional science fair, etc. being creative and looking at new possibilities to engage students and their families.

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

**a. Regular meetings on the 2<sup>nd</sup> Friday of the month at 2 pm**

An outlook invite has been shared; the next meeting will be Friday, September 8 at 2 pm

**b. Subcommittees will meet between the meetings of this group**