

**Humboldt State Strategic Enrollment Plan
Recruitment Council Meeting
Monday, January 29, 2018**

Present: Stephanie Lane, Chris Harmon, Andrea Enyedi, Kristen Gould, Cutcha Risling Baldy, Rick Zechman, Josh Smith, Zoe Merrill (Notes)

Introductions

What is the purpose of this council?

- To determine our overarching recruitment goals, strategies and tactics for the next 5 years to combine with the steering committee for the Strategic Enrollment Plan

What do we want to accomplish today?

- Review the data
- Look at the bigger picture - focus for today will be goals. Tactics and strategies will be part of upcoming meetings
- Learn About Environmental Scan
 - Find issues we can address
- Establish ground rules for our meetings:
 - Step Up/Step Back- For those who are typically very verbal, step back and let others give input. For those who aren't typically as outspoken in a group, step up and give input.
 - Write down questions for later if they don't seem appropriate

Review of Environmental Scan and Data - Points that stood out

- 7603 "The North Star"- The goal for the university is to get 7603 full-time students enrolled who are California residents-this is what the CSU bases funding on
- HSU does not have as many local students as other CSUs in Southern CA
 - Many other CSUs are over-enrolled because they have so many local applicants that they have to accept based on CSU policies
 - HSU is a residential campus, not a commuter school. This is part of what distinguishes HSU from other CSU
- For HSU, there was a large drop in Fall 2018 local applications
 - Could be due to lack of local recruitment efforts in 2016-2017
 - Fall Admissions Day instant admit was not available for Fall 2018, reduced number of applicants, not necessarily yield
 - Local students are choosing to leave for college
- The demographic of California is changing, therefore the demographic of HSU is changing
- Coastal Areas (Ventura, Santa Barbara, Monterey, etc) have produced high yield for HSU in the past

- HSU hasn't had an admissions counselor assigned to these areas in the past few years
- Could be worth exploring
- Transfer Students
 - Could there be opportunity in focusing on transfer student recruitment rather than freshmen? Past focus has been on freshmen
- Graduate Students and Credential Apps
 - Work on seeing what the capacity is for each grad program and see if we can bring in more grad students
 - Incorporate more graduate fairs for Admissions Counselors-Stephanie will be looking into this
- Slide in Environmental Scan Showing how students are changing majors
 - CNS students have better retention than other schools

Categorize the enrollment by various segments:

- Student Type: Freshman, Sophomore, Junior, Senior, Graduate
- Geographic Location: Regions listed on OIE Dashboards: Local, Northern, SF Bay, Sacramento, Coast, Central, LA, San Diego, WUE, Foreign, Other
- Major: Major specific
- College Preparedness: Are there certain high schools we should target, or certain SAT scores?

What are three Numbers we can nudge?

- Applications-driving application numbers. Typically 11-12 applications yield 1 enrolled student. Example goal: We need to double the amount of local applicants in the next five years.
- Intent (active interest)-students who have applied and showing active interest in enrolling
- Yield (matriculated)- students who have applied and enrolled
 - Yield Rates Review
 - Projected # of High School Graduates, by region (for CA Public schools)
 - Much larger pool in LA vs SF Bay
 - last year 39.1% for freshman from local high schools-better yield rates than any other area

Discussion & Questions:

- Does it make more sense to focus on what we're doing well already or focus on the deficit?
 - Trying to fix all of it slowly at the same time. Upcoming meetings will hone in on this: where to focus.
- Does the 7603 number make sense for HSU?

- We are very different than all other CSUs. Perhaps the “one formula fits all” model is not appropriate for HSU. This would be a chancellor’s-level issue.
- Can we restructure our funding to be more specific to our campus?
- We are currently funded at a higher level, could be due to our Science programs
- Can we look at our part-time student population and see what is preventing them from going full-time?
 - Parking, childcare, work schedules
 - Would offering more online classes be helpful?
 - This may not work for more time-intensive sciences
- What is the cost of applying?
 - \$55 per school
 - Fee waivers offered for eligible students-limited to 4 fee waivers that cannot be used for more than one application to the same school
- What are the “trending” areas of study and are we offering them?
 - Computer Science
- Selling Points for HSU
 - Science programs and undergraduate research opportunities
 - There are also strengths in our Humanities and Social Sciences--are these selling points being missed by High School Counselors? Is science promoted more than humanities?
- “What students would be harmed if Humboldt went away?”
 - Specific majors that are unique to Humboldt and not offered through any other university
 - Local Students
- HSU is unique because of our environment
- Maybe primary focus should be on “Yield”--3 yield goals

Action Items--steps for next meeting

- Continue brainstorming ideas for goals
- Email Stephanie with any questions or ideas that come-up
- Review the numbers

Next Meeting: Monday February 12, 2018

Topic: Choose 3 goals for recruitment and start to discuss tactics