

Student Success Alliance

Meeting Notes

1/23/2018

1-1:50pm NHE 106

Attendees:

Alexander Enyedi (Co-Chair)

Julia Alderson (Co-Chair)

Lisa Bond-Maupin (Member)

Rock Braithwaite (Member)

Wayne Brumfield (Member)

Cheryl Johnson (Member)

Jennifer Maguire (Member)

Dale Oliver (Member)

Frank Whitlatch (Member)

Lisa Castellino (Consultant)

Joshua Smith (Consultant)

Holly Martel (consultant)

Notes:

- Review of current GI 2025 budget ([link to budget here](#))
- Distribution of [December CO GI2025 Budget Report](#)
- Discussion of current budget talks at CSU and the possibility of no funds set aside for GI2025 going forward. Campuses may be expected to fund any initiatives from current budgets
- Distribution and review of SEM planning councils ([link to councils here](#))
- SEM council chairs have been identified and have begun meeting with AACRAO representative
 - Requested faculty names for councils
- Enrollment target of 7,603 resident FTES; currently project 7,100 for Fall.
- Discussion regarding enrollment
 - Why is enrollment down? Several reasons. It has been a several year process to get to this point and will be several years to bring enrollment back. Four years ago was the high watermark for enrollment
 - Examine the OIE site for enrollment (<http://pine.humboldt.edu/~anstud/humis.html>)
 - Have seen an increase in graduation along with record low retention rates and lower applications, yield and enrollment from new students.
 - Other data (e.g. intent to transfer) also indicates HSU not a first choice.
 - Campus focus shifted from recruitment several years ago and now is re-focusing
 - Need the collective work of the entire campus community to create real change.
 - Discussion on the impact of the WUE change (e.g. WUE students no longer counting toward total enrollment counts for CSU)

- Discussed finding the right size for HSU and scaling according; several difficulties with budgeting and program prioritizing were discussed.
- Announced three primary deliverables for SSA in Spring 2018
 - Develop, with retention and recruitment councils, a 5 year strategic enrollment plan
 - Design and implement a process for review of GI2025 request that is transparent and follows a continuous improvement cycle.
 - Design and implement a robust communication plan that effectively communicates, to the campus community, status and plans related to GI2025 and SEM planning.
- Next Steps:
 - Review draft process for request submission and review. [link here](#)
 - Review [environmental scan](#) and [NSSE presentations](#)
 - Preparation for discussion on communication channels and messaging.