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

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**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?

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**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

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**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**