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
  o Requested faculty names for councils
• Enrollment target of 7,603 resident FTES; currently project 7,100 for Fall.
• Discussion regarding enrollment
  o 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
  o Examine the OIE site for enrollment ([http://pine.humboldt.edu/~anstud/humis.html](http://pine.humboldt.edu/~anstud/humis.html))
  o Have seen an increase in graduation along with record low retention rates and lower applications, yield and enrollment from new students.
  o Other data (e.g. intent to transfer) also indicates HSU not a first choice.
  o Campus focus shifted from recruitment several years ago and now is re-focusing
  o Need the collective work of the entire campus community to create real change.
  o 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.