

Institutional Change Progress Reporting Form

(Due October 11, 2010)

Focus Area: *Student Success: Reinstatement of a university Enrollment Management Task Force (Cabinet Report 3.1; c.f., 1.2: See <http://change/docs/cicFinalReport2Feb2010.pdf>) and development of campus plan.*

Responsible Persons: Bob Snyder and Buzz Webb

Report Submitted by: Bob Snyder and Buzz Webb

Date Submitted: Oct 11, 2010

Please provide a summary for each of the four report areas below.

Please provide links to, or files of major work that has been finished such as new policies, supplemental reports, or data used (such as surveys) in the accomplishment of your plans.

Summary of Progress Completed Since Last Report: The Enrollment Management Task Force continues to meet to discuss a recommendation on how to manage the size and mix of high-cost vs low-cost programs. That recommendation should be available before the end of fall semester. They will also recommend membership and charge for a new Enrollment Management Committee.

A report on OEM from Vice President Webb is attached.

The Graduation Rate Improvement Group continues to meet. An updated report is attached. We are still at the discussion phase for most of the plan. Some policy issues have been resolved, such as tracking high-unit majors.

List of Key Milestones Achieved: None

Comments on challenges, lessons learned, and/or resource needs:

Forecast of Subsequent Plans for the Upcoming Months:

VP Webb's report:

Bob – Here is a partial reply to John Meyer and the Institutional Change Committee:

HSU's student recruitment plan for this year – aimed at 2011-12 -- is very extensive. Compared to our sister CSU campuses, we go much farther afield. Most of these other campuses concentrate their recruitment efforts on their local service areas. Obviously, we cannot rely on our service area for our students.

Our recruitment plan includes many College Night programs throughout California and in neighboring states. We visit many high schools and community colleges, especially those that have "yielded" results in the past. In addition, we concentrate efforts in areas of higher ethnic populations in order to improve the diversity of our enrollment. These efforts have been successful especially for Latino students.

We have combined the offices of Admissions and Registrar into one unit, Admissions and Records, to share workload and to improve interaction. The ebb and flow of the workloads varies during the year and staff members are being retrained to work in both areas.

Our plans for the future include the use of a valuable software program called "Hobsons." Other than the California Maritime Academy, Humboldt is the only campus not using this Hosbson software. We just made the purchase and hope to have it operational soon. Hobson has been described as a "cradle to grave" system used for recruitment, admissions, following enrolled students and alumni. Reports from other campuses are glowing.

A permanent Enrollment Management Committee is needed. The committee can provide guidance to Admissions and Records regarding majors and categories of emphasis. For example, this committee could advise our Admissions staff to encourage majors in some fields and not in others. These crucial decisions should not be made by Admissions but should be guided by a knowledgeable campus body. Let's move ahead.

Edward M. Webb