**Enrollment Forecasting Meeting**

**01/28/2022**

Attendees: Dr. Dwayne Cantrell, Dr. Debra Jackson, Natasha Hayes, Jennifer McCune, Monica Malhotra, Natasha Harris, Dr. James Rodriguez, Laura Ann Bishop, Dr. Vernon Harper, Queen King

& Christina Lopez

* CSUB Strategic Enrollment Management Plan – PPT
  + Campus Budget
    - Enrollment & Budget Forecast
    - Domestic Non-Resident Impact
    - Cost of Support for Courses and Majors
    - Capital Planning
  + School & Course Planning
    - Dean Budget Planning
    - Chair Planning/Preparation
    - Course Schedule Build
    - Classroom Needs
    - Faculty Hiring
    - Enrollment Control of Majors
    - Space Utilization
  + Human Resources
    - Impact on Campus Staffing/Infrastructure
    - Impact on HR Staffing & Operations
    - Impact of Student Employment
    - Faculty Affairs
  + Enterprise & Student Services
    - Overall Facilities Impact
    - Library Impacts
    - Campus Housing
    - Student Union
    - Health Center
    - Big West Expectations
    - Disability Resources
    - Other Service Areas
* Campus Awareness
  + Enrollment Impact to Campus
  + Campus Decisions to Enrollment
* Include, student hiring and faculty hiring – Faculty Affairs handles ISA’s as well as faculty
* Admissions – ability to shape
* Enrolment Funnel
  + Inquires
  + Applicants
    - Stealth: come to us by mistake
    - Application melt: started app did not complete
  + Admitted Students
    - Limit to Special Admits
  + Deposits (intent to enroll)
  + Enrolled
    - Summer melt: said they were coming, but did not enroll
  + Information on ACT & ACT exams: <https://www.latimes.com/california/story/2022-01-27/cal-state-university-moves-to-drop-sat-admission-requirement>
* Serving our whole student
  + Limiting admin barriers
  + Eliminating equity gaps
  + All the different needs
  + Commitment to being an anti-racist institution
  + Resources – offices operating understaffed and underfunded
    - If we want to continue to grow, staff also needs to grow