A message from the

Associate Vice President

The 2008-2009 academic year was filled with challenges regarding the State’s economy and its adverse affect on the budget for the CSU as a whole and CSUB in particular. With the help of outstanding staff within the Division and overwhelming support from areas outside the Division, Enrollment Management was able to continue to implement programs and activities that helped to advance its mission and vision.

The challenging times provided us with an opportunity to re-evaluate our processes and plan for the next 5 years. We began to develop a 5 year strategic plan that allowed us to prioritize our efforts and focus on the challenges and opportunities that lie ahead of us. Through the discussions within the Strategic Planning Committee and the staff within the Division, six primary goals were developed as outlined below:

1. Increase the College-Going Rate in our Service Region (Increase Access)
2. Increase Enrollment
3. Increase Student Academic & Personal Growth
4. Increase Retention
5. Facilitate Graduation
6. Continuous Improvement

As you peruse through the annual report, I hope you enjoy reading about the various departments within Enrollment Management that work collaboratively to help the Division achieve the 6 goals listed above. You may notice that some departments are featured in more than one area highlighting the numerous roles each area plays as well as areas of collaboration.

During the Summer of 2009, departments within Enrollment Management hosted numerous summer programs that provided early intervention services to over 500 incoming freshmen. Moreover, for the first time in history, CSUB welcomed approximately 1100 first time freshmen for fall 2009. The increase in enrollment may be attributed to various factors; however, the Enrollment Management team did an outstanding job in 2008-2009 to play a significant role in the increase.

Further, numerous departments provided services such as advising, cultural programs, as well as personal and career counseling to advance student academic and personal growth. In order to ensure optimum retention and timely progress to degree, a focus was placed on the areas outlined in the Foundations of Excellence report and the Facilitating Graduation “22 points of light.”

Lastly, various initiatives were implemented during the year ensuring every department is committed to continuous improvement. Staff and Student Assistants attended mandatory customer service trainings; Faculty and Staff participated in mandatory advising workshops; a comprehensive financial aid survey was administered; A One-Stop Shop was implemented consolidating the functions of the critical student services areas such as Admissions & Records, Financial Aid, and Cashiering to name a few.

As always, I would like to thank all the staff members and student assistants within the Division as well as the campus community for helping Enrollment Management make significant contributions towards advancing the Mission and Vision of the University.

Jacqueline M. Mimms, Ph.D.
Associate Vice President
The Division of Enrollment Management

*The Division recently went through some changes due to the addition of the One-Stop Shop, Early Assessment Program, and Early Start. All of the above will reside under Operations and Early Intervention Programs.*
In an effort to improve the success rates of students at CSUB, the Division of Enrollment Management hosts various programs in the summer to provide students with an opportunity to test out of developmental courses. The programs include Summer Bridge, CAMP, Jump Start, and Early Start. With funding allocated from various sources, the aforementioned programs are able to serve a limited yet significant number of incoming freshmen.

College Assistance Migrant Program (CAMP):

College Assistance Migrant Program (CAMP) is a program designed with multiple components. One of the components is the CAMP 4-week Summer Residential Program which is designed to assist students in progressing with their developmental level courses (English and Math). The students attend classes five days a week with supplemental tutoring to each subject area. For the 2008-2009 academic year, 80 new students were recruited while 10 students were granted special admissions.

Jump Start:

A two-week program (4 hour session) designed to assist incoming freshman students in moving up a level(s) in remedial Math (75 or 85) and/or English (80 or 100). 92 students participated in Jump Start Math while 43 students participated in Jump Start English. 61% and 42% of the students moved up one or two levels respectively.

Early Start:

A two-week program designed to assist any incoming freshman in moving up a level(s) in remedial Math (75 or 85) and/or English (80 or 100). The results for the Early Start Programs for the past 3 years are illustrated on the graphs above.

Summer Bridge:

Summer Bridge is a comprehensive transitional program designed to prepare incoming freshmen prepare for the rigors of university work. Depending on the campus, the program is offered at no cost or nominal cost to the student. It typically provides students with an intensive residential and/or commuter experience, helping student acclimate and understand the adjustments they will have to make from high school to the university, EOP students who participate in Summer Bridge benefit from the personalized attention, community building with their EOP peers, individualized instruction, and accessibility to program and campus resources.
Increasing ACCESS

Eighty-nine percent (133 of 150) of the 2008 Bridge participants enrolled in some form of remediation during the Fall. Fifty-five percent (73 of 133) passed both their remedial English and math. Fifteen percent (20 of 133) passed only their remedial English, and 11% (14 of 133) passed only their remedial Math.

EOP continues to play an important role in providing access and support services to CSUB’s underrepresented student population. Of the 1144 EOP students:
8 (.7%) were American Indian/Alaskan Native
46 (4.0%) Asian/Pacific Islander/Filipino
519 (45.4%) Mexican –American
206 (18.0%) Black/African-American
135 (11.8%) “Other” Hispanic
83 (7.3%) White
16 (1.4%) “Other,”
131 (11.4%) No Response/Decline-to-State.

EOP comprised 25.3% of CSUB’s total underrepresented student undergraduate population.

Educational Talent Search (ETS):

The Educational Talent Search (ETS) program from CSU Bakersfield provides academic, career, and financial counseling to students and encourages them to graduate from high school and pursue a college education of their CHOICE! This program identifies and assists individuals from disadvantaged backgrounds who have the potential to succeed in college. Highlights from the program are illustrated in the graph below:

America Reads/Counts Initiative:

During the 2008/09 academic year, CSUB participated in both the America Reads and America Counts initiatives, which are part of former President Clinton’s challenge to colleges and universities to train work study-eligible students to provide tutoring of reading and math to elementary/middle school children performing below grade level. This program continues to function as a campus-community partnership between: (1) the OFA&S, which determines work study eligibility and award amount; (2) the School of Education and the School of Natural Sciences and Mathematics, which provides faculty to serve as School Site Coordinators to identify, train, and place work study-eligible students who have the capacity and interest to serve as a reading or math tutor; and (3) the participating school districts in the community which utilize these trained work study students as reading and math tutors. Participating schools include: Arvin, Bakersfield City, Delano, DiGiorgio, Lamont, Panama Buena Vista, Richland, and Shafter.

Veterans Troops To College:

A committee was established consisting of members from the campus representing various areas such as admissions, financial aid, counseling, and career development to name a few. In addition, the committee included community partners such as the County Veteran’s Affairs office as well as the President and Vice President of the newly commissioned Student Veterans Organization at CSUB.

A One-Stop website specifically for veterans was developed to provide easy access to important information. CSUB’s veterans website was recognized on the American Council on Education’s Making Your Institution Veteran Friendly brochure. The website may be viewed at www.csub.edu/veterans.
Meeting Target:

Over the past 3 years, as illustrated above, CSUB’s full time enrollment has been steadily growing. CSUB welcomed the largest ever freshmen class for Fall 2009 resulting in the a first time ever over 7000 full time enrolled students. The upward trend in enrollment may be attributed to numerous factors some of which are discussed in more detail in this section.

Direct Loan Reconciliation

Through the efforts of OFA&S Direct Loan staff, CSUB reconciled $21,521,470 in loan funds disbursed to 3,790 students for 2007/08. Reconciliation was completed on 1/20/09, more than 6 months prior to the Department of Education’s 7/31/09 deadline. Staff continues their record of reconciling all Direct Lending loan transactions for every academic year on-time since becoming a participant in AY 1995/96. As a result, unlike many other institutional program participants, CSUB has never been required to return loan funds for missing or unreconciled promissory notes. The following charts show our student loan borrowing trends for the last five years in terms of number of recipients and amount disbursed.
Increasing Enrollment

University Outreach Services:

First Time Freshmen (FTF):
As of August 10, 2009, 1,019 FTF enrolled for Fall 2009 (976 FTF enrolled for Fall 2008). This increase was directly related to the continued implementation of recruitment initiatives which consisted of the following: an improved written communications plan, onsite admissions initiatives, yield activities, improved collaboration with our high school counselors and joint recruitment efforts within the Enrollment Management Division (CAMP, Admissions and Records, Educational Talent Search, and EOP programs).

CSUB Applicant Receptions
Planned and organized eight applicant yield receptions targeting students who applied for the Fall 2009 academic year. One of the receptions was held at the CSUB Antelope Valley campus targeting FTF who potentially will attend the Bakersfield campus. Applicant receptions were also held in Delano and Arvin, as well as in Los Angeles. Over 400 students and 477 parents attended at least one of the programs. The primary goal of these activities was to improve the yield from these economically challenged high schools.

CSU Counselor Conference (September 30, 2008)
Provided leadership on behalf of the Chancellor’s Office in planning and organizing the Central Valley High School and Community College Counselor Conference. Over 300 counselors and other professionals attended the program.

Testing:
Eleven EPT/ELM exams were conducted throughout the year to accommodate our students in Kern and Tulare County.

Provided the ACT residual exam to many students who were conditionally admitted in order to have their scores available the same day.

An EPT/ELM demand test was provided to 90 students from Arvin High School.

International Students and Programs:

Number of International Students attending CSUB increased by 8%.

New partnerships with institutions in Spain, Japan, Malaysia, and China are being explored in order to increase visibility and attract more students to Bakersfield.

Educational Opportunity Program (EOP)
EOP accepted 440 applicants into the program for the Fall, 2009 quarter. Ninety-four were admissions exceptions, while the remaining 346 met regular admissions. First-time freshmen comprised 89% (392 of 440) of the total number of new admits; with transfers the remaining 11% (48 of 440). EOP new admits for the Fall are up 10% from last year’s total (396) and comprise 10% (440 of 4199) of the total number of new admits accepted into the university for the Fall 2009 quarter.
Increasing Enrollment

Marketing, Branding, and Communications:

The communications team continued to analyze and revamp all communications sent by the Office of Admissions and Records and assisted other departments within Enrollment Management in revising their respective communications.

A strategic communications plan is being developed which includes a comprehensive inventory of the current Enrollment Management outgoing communications.

The new and improved welcome kit (including updated checklists, a welcome letter, and the intent to enroll form) was sent out to over 3,000 admitted first time freshmen.

The intent to enroll form continues to be a success. This year, over 800 students submitted their intent to enroll forms which is an increase of about 200 students from last year.

Calls were made to over 1,500 students who were placed in remediation courses to inquire about their interest in attending summer sessions in order to have the opportunity to progress before fall quarter.

Calls were also made to incoming Fall 2009 students who had not registered for one of the orientation programs.

As mentioned earlier, follow up communications are constantly sent by the Admissions and Records Office as well as Financial Aid. Financial Aid uses Hobson’s to continuously remind students about pending documents as well as any changes in their award packages.

WANT TO TRANSFER?

CSUB IS OPEN

Meet with CSUB Admissions Staff on-site at Bakersfield College!

When and Where?
August 24-27, 2009
Time: 9:00am until 3:00pm
Location: Campus Center

What do I need to bring?
Unofficial transcripts OR Apply online at www.csumentor.edu
Submit your official transcript to CSUB

Admission Guarantee:
CSUB offers a transfer admission guarantee program for all majors, including STEM - Science, Technology, Engineering, and Math.

To take advantage of this program, or for more information, please email the CSUB STEM transfer specialist at: sciencecenter@csub.edu
Increasing Student Academic & Personal Growth

Student Success and Retention Center

**SSRC - Student Contacts**

**2008-2009 Basic Statistics**

The SSRC had a total of 8,027 student contacts during the 2008-2009 school year. This was an increase of 115% over last year’s total student contacts.

During the 2008-2009 school year our advisees were:

- 55% Freshman
- 16% Sophomore
- 12% Junior
- 5% Senior
- 1% Graduate
- 1% Prospective transfer
- 10% Unknown

Students during the 2008-2009 school year came to the center for a variety of reasons. The major categories are shown below.
Increasing

Student Academic &
Personal Growth

During the academic year of 2008-09 the STAAR Program offered two general studies courses that include historical facts of Mexican history, mariachi music and concepts and instruction in Folkloric dance and history of the regions of Mexico.

Fall Quarter
General Studies Courses:

GST 220A:    GST 265:
Concepts of Mariachi   Mexican Culture/History
Music I    Thru Dance I
5 students enrolled   13 students enrolled.

The STAAR Program has three campus clubs: TRiO Parapro Club (TPC), Student Activity Club (SAC) and Chi Alpha Epsilon (XAE) that host quarterly activities, annual events and academic workshops to our STAAR participants and other students to enhance students´ involvement on campus and personal growth.

Fifty-seven graduate medallions, 200 silver stars and 150 gold stars were handed out to students for the whole year recognizing their academic success.

The STAAR Program will host a WESTOP Student Leadership Conference this winter 2010 which will bring in students from the Central Valley to visit the CSU Bakersfield campus. This conference will allow students to build lasting relationships with other students and expose them to our campus.

Academic monitoring and tracking remained an essential part of this year's EOP. EOP students averaged an overall institutional GPA of 2.35 (SD = .78). They also enrolled in an average of 13.3 units per quarter. Eleven percent (130 of 1144) made the Dean's List at least once during the course of the academic year. Seventy-two percent (860 of 1144) of the EOP students were in good academic standing. EOP staff attended advising workshops throughout the course of the year, and worked closely with the Student Success and Retention Center (SSRC), as well as with both Title V and the Oasis Center, in tracking and referring students in academic difficulty.

Through the College Assistance Migrant Program (CAMP) students received personal, academic, and career counseling. All students were assigned an Academic Advisor who works collaboratively with the campus departments to provide student supportive services.

The Title V program provided academic advising to 143 students during the past academic year.
Increasing Retention

During 2008-2009, 250 students attended the REACH (Resources for Academic Change) Workshops held by the Student Success and Retention Center (SSRC) for students on academic probation and subject to dismissal. This represents a 9% increase as compared to 2007-2008.

Developed during 2007-2008, the SSRC website continued to offer students with a “One-Stop” advising site. The website resources included an interactive GPA calculator, interactive 4-year planner, standardized department roadmaps, a “Who’s My Advisor” link, among other resources and forms. During 2008-2009 a "probation GPA calculator" was added to the website providing both students and advisors the ability to interactively calculate the average term GPA needed for a student to get back into good academic standing. The website continues to be an important resource for students and advisors as evidenced by the 25,748 visits to the site during the 2008-2009 school year.

As part of its retention efforts for 2008-2009, EOP continued to provide academic support services through the Academic Advancement Center. These services included but were not limited to academic advising, peer counseling, and financial aid advising. The total number of visits, 4585, represents a 7.7% increase in student traffic over the previous year’s total of 4256. EOP students comprised 85% (3898 of 4585) of the total contacts. Eight percent (367 of 4585) indicated they were International Students, while the remaining 7% (320 of 4585) were neither EOP nor International Students. Office visits were highest for freshmen. They comprised 37% (1703 of 4585) of the total, followed by Sophomores at 27% (1245 of 4585), Juniors at 19% (874 of 4585), and then Seniors at 14.5% (665 of 4585). The remaining 2.5% involved Graduate and High School students.

Through the College Assistance Migrant Program, all CAMP students’ academic program was monitored via students’ academic progress reports. Faculty members provided feedback on the students’ academic standing and need for any additional tutoring in the various subject areas. Tutoring is available via the CAMP tutor and the Title V Tutoring Center (multiple subjects).

The STAAR Program was able to retain 81% of its participants for the following school year, with 83% of the participants maintaining good academic standing.

Tutoring services were provide to CSUB students at three institutional sites: Oasis Tutoring Center (multiple subjects); Math Tutoring Center (math specific); and the Antelope Valley Campus. An estimated 6,000 student received tutoring services during this reporting period.
Facilitating Graduation

The Division of Enrollment Management plays a key role in facilitating graduation. Numerous departments within the division combine efforts in order to ensure timely progress to degree.

Admissions and Records processed over 2,500 grad checks which are the official forms students submit when they are preparing for graduation. The process was streamlined to include electronic communication to the student and his or her respective academic department.

The Student Success and Retention Center made numerous academic roadmaps available on their website. In addition, students may now look up their advisor online on the SSRC website.

The Admissions and Records staff spent numerous hours with their colleagues on campus to implement the degree audit function in PeopleSoft. Although not yet complete, considerable progress was made in completing the general education portion of the degree audit.

In the STAAR program, 57 seniors graduated from the institution this year and 205 students (82%) persisted towards graduation. The breakdown is as follows: 93% of the freshman persisted through their first year, 89% of sophomores, 91% of juniors, and 78% of seniors.

The Facilitating Graduation 22 “Points - of - Light” will be implemented in the coming years as a guide to strengthening our efforts in facilitating graduation.
In an effort to continuously improve our level of service within Enrollment Management, all staff and student assistants are required to attend frequent customer service training workshops. The workshops are hands on, dynamic, and include topics such as dealing with difficult customers, customer service over the phone, and stress management. The workshops also include topics on how to supervise excellent customer service.

A poster, as well as survey forms, are provided at every department’s front counter allowing students to provide us with feedback on our improvement efforts.

**How are we doing?**

Please take a moment and let us know how we are doing by filling out this short survey. Your opinions are extremely valuable in helping us achieve our goal of excellence in customer service. You may return this card by placing it in a suggestion box nearby. You may also return it in person, or via U.S. Mail to the Office of Enrollment Management. Comments may also be emailed to customer.service@csub.edu.

Thank you!

Overall, how satisfied were you with the customer service experience today? (Circle one)

| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |

Date of visit: ____________________

Time of day: ____________________

Office(s) visited: ____________________
Admissions and Records stationed evaluators at the front desk in order to provide correct and efficient service to students, faculty, and staff.

In addition, to filter out routine calls, a phone tree was implemented to provide routine information to callers before talking to a representative.

Student assistants within the Admissions and Records office were all cross trained to provide a wide range of services including providing assistance at the front counter, over the phones, performing data entry, and assisting with document imaging.

A One Stop Shop was implemented in January of 2009 providing students with a central location to receive information on various services on campus such as Admissions, Financial Aid, Cashiering, Advising, and services for Transfer students to name a few.

Currently, the One Stop Shop is staffed with one counselor who is being cross trained in student services. Eventually, the goal is to hire two more counselors to accommodate the growth in enrollment.

A One Stop website (www.csub.edu/onestop) was implemented in the summer of 2009 providing students with a single page on line that consolidates all websites for student services.
In order to provide more timely information to student callers, the Office of Financial Aid and Scholarships purchased telecommunications software that has allowed the office to institute an informational phone tree and double the number of incoming phone lines.

On 7/17/08, the CSU Chancellor’s Office completed a CSU QI Customer Satisfaction Survey Report on the Financial Aid Office at CSUB. A summary of the most common responses by section are as follows:

What students appreciate the most and what is working well in financial aid services:

1. Good service - staff very helpful and courteous
2. Timely awards and information
3. Knowledge of staff
4. Staff are able to answer questions accurately
5. Direct deposit is well liked

Based on this feedback, and in an effort to realize our vision of excellence in student service, the Office of Financial Aid & Scholarships implemented the following initiatives in January of 2009.

Financial Aid Counselors are rotationally stationed at the front counter to better assist student walk-ins. This has allowed us to:

a) reduce our student-workers stationed at front counter and phones, and utilize them more to assist with document imaging and/or other back-office functions;
b) review and/or complete students files at the counter at the time documents are submitted;
c) provide more accurate and timely information;
d) complement the new Enrollment Management One-Stop Shop initiative;
e) eliminate the need for students to make, and return for, appointments. Thus, all students will be assisted on a walk-in, call-in, or e-mail basis only. This means that students will no longer have an assigned counselor. The counselor(s) on duty at the time will assist any student.
Continuous

Improvement

The Offices of Financial Aid and Scholarships and Admissions and Records implemented a common imaging system (Image Now) allowing both offices to operate without paper. Electronic documents including applications are routed to a respective staff member through electronic workflow. Supporting documents such as transcripts or tax returns are scanned first and then routed to the appropriate staff member. The common imaging system allowed both offices to share resources and best practices.

Before the offices went “paperless”, staff members spent valuable time looking for files from numerous filing cabinets. In addition, the filing cabinets took up valuable space. After the implementation of Image Now, staff members have access to records at their finger tips improving the efficiency of the offices.

The implementation of Image Now also provided both offices with an opportunity to critically look at their respective practices and modify as necessary. Numerous steps were illiminated improving our output times.
Highlighting Enrollment Management

- International Student Club (ISC) arranged two fundraiser trips and hosted the annual International dinner in February, with over 350 guests. During Celebrate CSUB, ISC was active on campus encouraging domestic students (especially Freshmen) to get involved in the Study Abroad Program.

- Numerous programs aimed at recruiting first generation low income programs were held this past year. These programs were sponsored by the CSU Chancellor’s Office and coordinated by the Associate Vice President for Enrollment Management. Some of these programs include an educational forum, Super Sunday, Super Saturday Educational Forums, and a Super Sunday brunch hosted by Dr. Horace Mitchell.

- University Outreach provided leadership on behalf of the Chancellor’s Office in planning and organizing the Central Valley High School and Community College Counselor Conference. Over 300 counselors and other professional attended the program.
Contact Information

Admissions & Records
(661) 654-3288
www.csub.edu/admissions

Career Beginnings
(661) 654-6777
www.csub.edu/careerbeginnings

College Assistance Migrant Program (CAMP)
(661) 654-3212
www.csub.edu/camp

Educational Opportunity Program (EOP)
(661) 654-2275
www.csub.edu/aac/eop

Educational Talent Search (ETS)
(661) 654-2261
www.csub.edu/ets

Financial Aid & Scholarships
(661) 654-3016
www.csub.edu/finaid

International Students and Programs (ISP)
(661) 654-6124
www.csub.edu/isp

One Stop Shop
(661) 654-3007
www.csub.edu/onestop

Title V - Transfer Center
(661) 654-6272
www.csub.edu/titlev

Student Success and Retention Center (SSRC)
(661) 654-2700
www.csub.edu/ssrc

Testing Center
(661) 654-3373
www.csub.edu/testing

University Outreach Services/New Student Programs
(661) 654-3138
www.csub.edu/outreach

Veteran’s One-Stop Shop
(661) 654-3036
www.csub.edu/veterans

Student Achievement, Academic, and Retention (STAAR)
(661) 654-2281
www.csub.edu/staar