

**Office of the President
California State University, Chico**



Executive Memorandum 20-010

April 22, 2020

From: Gayle E. Hutchinson, President

Subject: Enrollment Management Advisory Committee; Supersedes 10-019

Upon the recommendation of the Academic Senate and the concurrence of the Provost, I approve the Enrollment Management Advisory Committee, effective immediately.

Policy Title:	EM 20-010 Enrollment Management Advisory Committee
Contact:	Enrollment Management
Supersedes:	EM 10-019
Revision:	
Enabling Legislation or Executive Order:	

Charge of Committee

The Enrollment Management Advisory Committee is a university committee whose membership integrates relevant constituencies to develop policy, procedures, standards, criteria and programming relative to all facets of enrollment management. Managing enrollment is a crucial responsibility that touches many aspects of the campus, including annual enrollment planning, student recruitment, admissions, orientation, academic advising, data analysis, financial aid and scholarships, housing, retention and graduation, campus and community impact, student/faculty connections, and student degree completion.

Membership

In selecting members of the committee, sensitivity to the diversity of the campus is essential. The Enrollment Management Advisory Committee shall include the following as voting members:

- Eight faculty members, one faculty member chosen from each college and the library for three-year staggered terms, nominated/recommended by college deans or faculty, and

selected by the Executive Committee of the Academic Senate. The Executive Committee shall make appointments to fill vacant positions in May of each year.

- Chair of the Academic Senate (or designee)
- Associated Students President (or designee)
- Student academic senator selected by the Chair of the Student Academic Senate
- One Statewide Academic Senator
- An academic dean, appointed by the Provost
- Associate Vice President for Enrollment Management Services
- Director of Admissions
- Vice President of Business and Finance (or designee)
- Chair of the Staff Council (or designee)
- One representative from a local community college in the CSU, Chico service area appointed by the CSU, Chico President
- One community member appointed by the CSU, Chico President

The chair and vice chair of the committee shall be elected every year at the last meeting in May from the faculty members on the committee. The chair and vice-chair terms shall be for one year and shall be renewable.

Ex-Officio (Non-voting)

- Director of Academic Advising Programs
- Director of Financial Aid and Scholarship
- University Registrar
- Director of Institutional Research
- Dean of Graduate Studies
- Executive Director of University Housing
- Associate Vice President of International Education and Global Engagement

Functions

The EMAC shall regularly consult with and incorporate information from related campus subject matter experts in a collaborative, integrative manner to perform its functions.

A. To monitor enrollment and make informed and proactive recommendations on enrollment planning decisions throughout the university enrollment and budget cycles.

B. To recommend changes in enrollment practices necessary to support student academic goals and achieve the short- and long-term goals of the academic programs.

C. To provide analysis, evidentiary support, and recommendations on enrollment-related matters as needed to the campus community.

D. To provide and publish agendas and minutes of meetings on a regular basis

E. To the extent consistent with campus autonomy and campus self-governance, monitor implementation of CSU Enrollment Management Policy ([CSU AS-2482-00/AA - January 20-21, 2000.](#))

Procedures

A. The AVP for Enrollment Management Services, the VP for Business and Finance, the chair and the vice chair will meet with the Provost and the VP of Student Affairs prior to the first meeting of the year, and at regular intervals thereafter.

B. The first committee meeting of each academic year will be called by the chair of the Enrollment Management Advisory Committee during September. The committee will normally meet twice a month during the academic year.

C. The first meeting will be an orientation session with the Associate Vice President of Enrollment Management Services and their directors, who will provide the committee with timely information concerning present enrollments and prediction on enrollments for the remainder of the academic year and likely enrollments for the following academic year. This EM will be reviewed as part of the orientation at the first meeting to allow for recommended revisions if necessary.

D. Ad-hoc committees will be formed as necessary for members to work on pressing issues outside of the normal EMAC meeting.

E. Committee recommendations will be reported directly to the Executive Committee of the Academic Senate.

F. The committee shall present a report to the Academic Senate each spring summarizing its work over the academic year.