

# PLANNING, RESOURCE AND BUDGET COMMITTEE MINUTES

MARCH 22, 2024

1:00 PM – 2:30 PM

## ATTENDANCE

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<input type="checkbox"/> Alva, Sylvia	<input checked="" type="checkbox"/> Graylee, Laleh ( <b>designee</b> )	<input checked="" type="checkbox"/> Porter, Alexander
<input type="checkbox"/> Badal, Matt ( <b>proxy</b> )	<input checked="" type="checkbox"/> Hidalgo, Rommel	<input checked="" type="checkbox"/> Ravela, Oliver
<input checked="" type="checkbox"/> Brennan, Catherine	<input checked="" type="checkbox"/> Huang, Jidong ( <b>chair</b> )	<input type="checkbox"/> Rodriguez, Eric
<input checked="" type="checkbox"/> Bruschke, Jon	<input checked="" type="checkbox"/> Larios, Rosalinda	<input type="checkbox"/> Saks, Greg
<input type="checkbox"/> Chávez, Minerva	<input type="checkbox"/> McConnell, Craig	<input checked="" type="checkbox"/> Stone, Sam
<input checked="" type="checkbox"/> Dabirian, Amir	<input type="checkbox"/> Meyer, Bill	<input checked="" type="checkbox"/> Tran, Linh ( <b>designee</b> )
<input checked="" type="checkbox"/> Davis, Anthony	<input checked="" type="checkbox"/> Muriel, Christine	<input checked="" type="checkbox"/> Wood, Michele
<input type="checkbox"/> Forgues, David	<input checked="" type="checkbox"/> Oseguera, Tonantzin	

**Guests: Jason Ono, Su Swarat, Patricia Balderas, Melissa Pacheco for Tara Garcia, Rob Scialdone, Alyssa Adamson**

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### I. Call to Order

1.1 Chair Huang called to order at 1:00 PM.

### II. Introductions

2.1 None introduced.

### III. Announcements

3.1 TBD: University Strategic Plan Update

Chair Huang announced the College of ECS is having a cricket game between faculty, staff, and students and invited the committee to watch it after the meeting.

### IV. Approval of Minutes

4.1 Minutes 03-08-24

Chair Huang continued with the approval of the meeting minutes from 03-08-24 and opened for comment for any revisions.

M/S/P (Stone/Oliver) the meeting minutes were approved unanimously.

**V. New Business****5.1 Admission and Enrollment Management**

VP Oseguera, Provost Dabirian, VP Porter, and Senior Associate VP Su Swarat presented on Admission and Enrollment Management, with VP Oseguera starting the presentation. The following topics were covered:

- CSUF Facts for Fall 2023 including details such as 78,325 total number of applications, 41,326 total students, 10,686 degrees awarded for 2022-23, and 31.4% being the first generation to attend.
- CSUF's SEM Ecosystem consisting of:
  - President's Cabinet
  - Academic Affairs
  - Information Technology
  - Strategic Communications
  - Athletics
  - SEM Working Group
  - College Access & Career Pathways Cluster
  - Office of Institutional Effectiveness and Planning
- Strategic Enrollment Management Working Groups Structure
  - Office of Institutional Effectiveness and Planning
  - Student Affairs
  - Information Technology
  - Academic Affairs
  - Strategic Communications

AVP Swarat continued the presentation, noting that planning, projections, budget, and enrollment management partners are all a part the Office of Institutional Effectiveness and Planning. Their work also involves assessment, accreditation, analytical studies, quality assurance, institutional research, enrollment planning, and data governance. All colleges and associate deans also receive in-time projections to help with course planning.

Oseguera continued, speaking on the fact that within the compact the system has agreed to target enrollment growth. The Chancellor's office sets the systemwide target, and the campus target is set by the cabinet. Data from previous years, along with budget implications are discussed within the cabinet and this information is shared with the Deans and SEM working groups. Porter talked on Cal State Fullerton's decisions on over-enrollment and the strategic planning involved, and that the Chancellor's office has engaged in setting a re-allocation initiative which would help with targeting enrollment growth.

Provost Dabirian discussed the CSUF Targets for the 2024-25 Academic Year, noting the transfer student increase, and placing an emphasis on focusing on first-time freshman, as well as hoping to increase graduate students and upper division transfers. He talked on conditionally admitting the pilot majors, which would increase admission on the

graduate programs. Stone brought up the possibility of doing deferred admission. Oseguera indicated that it is only for extenuating circumstances. Oseguera covered the Admission Mission which included:

- To serve local and service areas
- Each CSU is bound by a regional and geographic area.
- FTF: Each program is impacted. All high schools in Orange County, Chino, Corona/Norco, Walnut, Whittier, and Alvord School District.
- UDT: Majority of courses from or in combination with each of the community colleges in Orange County.

Other topics covered in the presentation included:

- Boundary Service areas
- Enrollment Trends for First Time Freshman
- Historic CSUF Yield Melt Rates with projections showing FTEs increasing due to higher class load.
- Opportunities for investment for staff in critical areas that have historically been underfunded – Admissions, Registrar, Communication/marketing, and IT.
- Investments in technology to streamline processes and partner with more colleges to build pathways and pipelines.

Dabirian detailed that they are looking into Client Resource Management (CRM) as a tool that would allow them to have robust campaigns with students to keep track of data from application to admission, and from there, graduation. This would allow a more streamlined process for tracking data, improve marketing, and enhance communication with students. He also communicated that they are working with community colleges to use their capacity and offer classes to have more availability to ensure timely graduation. Huang suggested more graduate students could be teaching assistants for introductory courses, with Dabirian noting this is used by other campuses and would be great to implement more.

Bruschke detailed more support was needed for staff relating to the increase in first-time freshman, and posed a question to Hidalgo and Dabirian, asking how close they are to adding technology needed for department/college facing admissions. Hidalgo responded that they are in the middle of implementing OnBase and working on admission workflows. Dabirian made note that they could do pilots and the timeline could take around 2 years to fully implement, but they are already doing department level admissions with criminal justice and nursing. The committee discussed the admission cycle and admitting by major. Dabirian noted that they would need to determine policies, changes, and safeguards in order not to drop enrollment, and complication that could arise such as changing majors. He placed importance on working on pilots and marketing. The committee discussed undecided majors, with Oseguera affirming they do offer in the admission process an option to select a second choice of major, and Dabirian noting that undecided majors have to select an option after 60 units. Stone considered that this would improve graduation rates, and Oseguera

agreed that it does improve graduation rates and indicated it also helps students build out G.E. requirements until they make their decision.

Brennan asked why they wouldn't add expansion to programs such as Nursing and Computer Science programs that have heavy demand. Dabirian responded by detailing more slots are needed in Orange County for clinical spaces and that he is working with the Director of Nursing and legislature to get additional funding from the state for this. He communicated he is working with the Deans to relieve some of the pressure as well.

With no further question or comment, Chair Huang thanked Provost Dabirian, VP Oseguera, VP Porter, and Senior Associate VP Su Swarat for presenting.

## 5.2 Review of PRBC Survey Results

Chair Huang continued the meeting with bringing up the fact that he would like to appoint a sub-committee to further discuss the memo-draft and bring back ideas to the floor committee. He asked for any volunteers. Dabirian, Stone, Brusckke, Brennan, and Graylee volunteered for the drafting committee.

Chair Huang thanked the committee for contributing to the survey results, and within the context of the survey he detailed that it is a pool of all the items from the presentations given within the year, and it is divided into two groups, one group consisting of budget and the other process improvement pieces. Chair Huang presented the results to the committee and defined the ranking used, with the main point being for the committee to determine together what items are most important to put into the memo. Huang opened to the committee for feedback.

Stone placed importance on writing a memo to the President where every item is actionable, and when asking to commit more resources to a specific activity, making sure that is defined. Porter expressed that it is important on a yearly basis to look at re-allocation and redistributing funds to the areas in which need it most, and within the context of news of funding from the State level, noted a struggle to see the dollars that will allow them to do a lot of the items on the list. He outlined he is working with Graylee to make sure they have the mandatory costs paid and enrollment targets reached as being their main focus.

Chair Huang opened to the committee for further comment. Dabirian let the committee know he is willing to help with any details that are needed for the draft that are aligned with the committee goals. Chair Huang let the committee know he will contact the VPs to get a list of actionable items for the memo. Brusckke illustrated having the actionable items list and the drafting sub-committee will allow them to bring back results for the group by the next meeting. Chair Huang informed the committee by the following week the objective will be to have the actionable items list produced, and the week after Spring Break the drafting sub-committee will meet in order to bring back the items for the floor committee.

**VI. Adjournment**

M/S/P Meeting adjourned at 2:30 PM.

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*Respectfully submitted: Stacy Threatt*