

Strategic Analysis Steering Committee Meeting Notes

Date: February 20, 2017. Meeting commenced at 10:35 am.

Members Present: Francisca Beer, Lynne Diaz-Rico, Tomasz Owerkowicz, Alexandru Roman, Judy Sylva, Laurie Smith, Shelby Reeder

Materials Distributed:

- Agenda
- Faculty survey (draft)
- Notes from the January 11th Open Forum
- Graduate Student Survey Results

Chair: Francisca Beer

Announcements:

The committee welcomed Judy Sylva. Dr. Beer will put together a summary of the steering committee's progress thus far.

Topics Discussed:

Faculty Survey

Dr. Schoepfer and Dr. Anderson submitted their comments via email. They will be incorporated into the next draft.

Attendees reviewed the survey and made the following recommendations:

- Remove Section III: Mentoring.
- Move Demographics to the end of the survey.
- In the Resources section, add an additional question to identify the support needed for recruiting new students.
- In the same section, add a line about graduate assistant opportunities.
- Add questions to identify the fields/careers programs serve.

The survey will be updated and recirculated among the committee members for a final review.

Open Forum

Dr. Beer described some of the topics that emerged during the January 11th Open Forum.

Access to Program Data: A few Open Forum attendees asked to see the program level data, and some felt it should be available to potential students and could be used for recruiting. The committee discussed how to address resistance from the programs. Some committee members noted that some accreditation data is required to be made public. One suggestion is to send the program data to the college dean to make the determination on what to distribute, and to whom. Dr. Beer said she would ask the associate deans for their opinion. Dr. Dodd-Butera stressed the importance of including the PDC.

Recruiting and Enrollment: The committee discussed the international admissions process. Dr. Beer explained that international applications are not sent to Graduate Studies. They are processed by International Admissions. She suggested adding information about this process to the strategic analysis.

For recruiting in general, Dr. Roman remarked that the university needs to put strategies in place to address the decline in applications. Applications have decreased, and in response, acceptance rates have gone up to meet enrollment targets. Eventually, this model will become unsustainable. More effort needs to go into recruiting to boost applications.

Other issues affecting applications and enrollment include safety (the San Bernardino 2015 shooting); a drop in international students, (expected to decline further in the wake of the Trump administration); a perceived decline in the university's reputation; and cost of attending (not as competitive as in the past).

Dean Beer noted that other universities hire recruiters or agents to assist with recruiting outside of the U.S. CSUSB made a decision not to support recruiting agencies or hire recruiters.

Action Items:

- Graduate Studies will make the changes to the faculty survey and circulate the new draft among the committee members.
- The results of the graduate student survey will be discussed at the next meeting. Steering committee members are asked to review the results.