

Practicing Admission in a Changing World

Jim Blackburn, California State University

Esther Hugo, Santa Monica College

Jerry Lucido, University of Southern California

Moderated by: Scott Andrew Schulz, University of Southern California

NACAC Annual Conference · September 25, 2008

Seattle, Washington

An Environment Full of Challenges and Opportunities

- Demographic shifts
- Questions about defining and assessing preparation
- K-16 alignment issues
- Perceptions of an intensifying admissions frenzy
- Differences in student attitudes, perceptions, and behavior by socioeconomic status
- Pursuit of the trifecta of enrollment management
- Internal and external confusion about what we do, how we do it, and for whom?

Today's Panel

- Jim Blackburn, California State University
- Esther Hugo, Santa Monica College
- Jerry Lucido, University of Southern California

Practicing Admission in a Changing World

Some California State University
Perspectives

The CSU Serves Several Masters

- Prospective, Current and Former Students
- The State of California
 - One in every ten CA workers is an alumnus/a of the CSU
 - Just over 67% of CSU comes directly from the state of CA

The CSU is Large and Varied

- 23 main campuses and seven satellites
- About 360, 000 undergrads
- Campuses range in enrollment from 858 to 37,000
- Located in large cities and very small towns
- Resident campuses and commuter campuses

Other Recruiting and Enrollment Strengths

- The CSU has immense curricular bandwidth
- CA is still in a population growth mode
- CSU costs are low (total budget \$17, 200)
- Financial aid resources are significant (average award just over \$8000)
- Long history of recruiting, admitting and enrolling CC transfers

Recruiting and Enrollment Issues

- Student choice and State needs are not always in “sync”
- Student choice is unevenly distributed among CSU campuses
- Large population shifts are underway
 - Age - Ethnicity
 - Geography - College-going

Some of CSU's Responses to "Gaps" between Student Choices and State's needs

- More e-communications
- More early outreach
- Less or different high school visitation
- New ways or reaching under-represented populations
- More structured engagement with community colleges
- Focused/special funding in high need areas, e.g. Nursing
- More divergence in campus admission practice

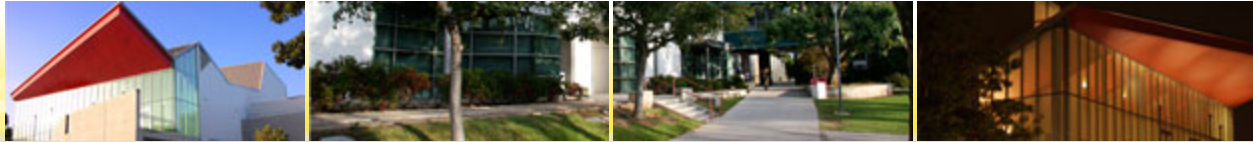
How Well Are We Doing re Meeting Needs of State and Students?

- OK for now, But!!!!!!!!!!
- By 2025, demand for workers with bachelors degree will exceed supply by about 60%
- Not yet ready for returning veterans (120K Californians have been to Iraq and Afghanistan)
- New sources of Revenue and/or cost reductions are needed



CSU The California State University

www.calstate.edu



Community College Perspective

- System Overview
- Multiple Missions
- Preparation Paradox
- Santa Monica College issues
- Enrollment Practices
- Recommendations

Community College Overview

- Largest higher educational system in the nation
- 72 districts
- 109 colleges
- 2.5 million students
- \$20 per unit
- Open access

Community College Multiple Missions

- Workforce Training
- Basic skills education
- Personal enrichment
- Lifelong learning
- High school academic enrichment
- Transfer to four-year colleges

Community College Landscape

- More students
- More students of color
- More first-generation students
- More low-income students
- Preparation level?

Research Says...Success =

- **Academics**

- Completion of Algebra 2 has significant impact on student success in college

- **Momentum**

- Continue coursework in summer after graduation

- **Persistence**

- Complete 20 units in first year of cc
 - Clifford Adelman, The Toolbox

Revisited, 2006.



Preparation Paradox

- Senior year slump
- 78% of seniors spend 3 hours or less on reading assignments
- Seniors hear “college for all” and don’t prepare – “Born-Again Senior”
- Disconnect between high school grad requirements and college readiness requirements
 - Mike Kirst, 2001.

SMC Geo-demographic Challenges

- Four community colleges within 14 miles of SMC
 - LA City College, LA Southwest, West LA, El Camino
- 60% of students come from within 7 miles of SMC
- 40% - must attract students beyond our service area
- Must maintain HSI status – 25% Latino

Enrollment Management Strategies

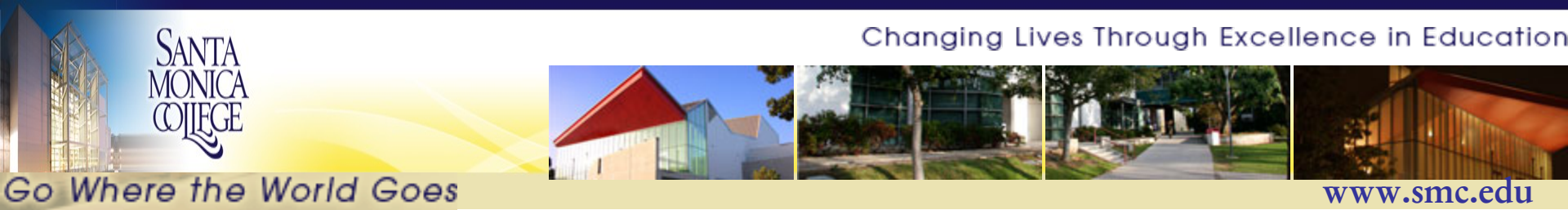
- Outreach counselors in high schools
- Parent Education
 - Access to supportive staff with knowledge of culture and community (Romo)
- Dual Enrollment classes
 - Counseling 11 and Camp College
- Financial Aid Counselor
- Community Outreach
- Bilingual publications

Enrollment Management Strategies

- Communication Plan – multi-media
- Cyber counseling
- Counseling 20 – UC, CSU transferable
- Scholars Program
- Welcome Center – one-stop center
- Streamlined financial aid process
- Academic communities for new students
- Articulation Officer – full time

Enrollment Management Outcomes

- Increase in financial aid = more students attend full-time
- Increased faculty collaboration thru learning communities
- Higher FTES among first-time students
- More student support
 - EOP&S – book vouchers
 - Increased Counseling 20 classes
 - Referral to campus programs, i.e. Scholars



Community College Recommendations

- Community colleges – open door, not revolving door
- Students need same level of preparation as four-year college students
- Community colleges utilize Enrollment Management recruitment practices
- Change the Message:
- Community college is still College.

Practicing Admission in a Changing World

Perspective: University of Southern
California

Mission

- How Does a Private Research University Practice Admission Within This New Context?
- Who We Are Determines How We Will (and Should) Respond

Mission

The central mission of the University of Southern California is the development of human beings and society as a whole through the cultivation and enrichment of the human mind and spirit.

Mission (continued)

The integration of liberal and professional learning is one of USC's special strengths. We strive constantly for excellence in teaching knowledge and skills to our students, while at the same time helping them to acquire wisdom and insight, love of truth and beauty, moral discernment, understanding of self, and respect and appreciation for others.

Mission (continued)

USC is pluralistic, welcoming outstanding men and women of every race, creed and background. We are a global institution in a global center, attracting more international students over the years than any other American university.

Mission (continued)

And we are private, unfettered by political control, strongly committed to academic freedom, and proud of our entrepreneurial heritage.

Mission (continued)

An extraordinary closeness and willingness to help one another are evident among USC students, alumni, faculty, and staff; indeed, for those within its compass the Trojan Family is a genuinely supportive community.

Mission (continued)

In our surrounding neighborhoods and around the globe, USC provides public leadership and public service in such diverse fields as health care, economic development, social welfare, scientific research, public policy and the arts.

Mission (continued)

Thus our planning, commitments and fiscal policies are directed toward building quality and excellence in the long term.

Operation

Understand Mission (cultivation and enrichment of the human mind and spirit), Philosophy (private, independent, entrepreneurial) and Context (Los Angeles, metropolitan, international)

Operation (continued)

- Identification of Students
- Knowing Excellence When It Is There
- Development of Policies and Practices
- Selection and Education of Staff Members

Operation (continued)

- Serving student, institutional, and societal interests (in accordance with mission)
- Acting Locally

Evaluation

To what extent are USC's enrollment practices meeting the changing needs of students, the institution, and society?

Comments and Questions?



Presentation available at: <http://www.usc.edu/cerpp>

Click on: CERPP Presentations