



THE CALIFORNIA STATE UNIVERSITY

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KEITH O. BOYUM
ASSOCIATE VICE CHANCELLOR
ACADEMIC AFFAIRS

Date: December 21, 2005

Code: AA-2005-54

To: President William Eisenhardt, California Maritime Academy
President Horace Mitchell, CSU Bakersfield
President Richard Rush, CSU Channel Islands
President Paul Zingg, CSU Chico
President James Lyons, CSU Dominguez Hills
President Norma Rees, CSU East Bay
President Milton Gordon, CSU Fullerton
President Rollin Richmond, Humboldt State University
President Robert Maxson / F. King Alexander, Jr., CSU Long Beach
President James Rosser, CSU Los Angeles
President Jolene Koester, CSU Northridge
President J. Michael Ortiz, CPSU Pomona
President Albert Karnig, CSU San Bernardino
President Reuben Arminana, Sonoma State University
President Hamid Shirvani, CSU Stanislaus
Executive Vice Chancellor Richard West

From: Keith O. Boyum
Associate Vice Chancellor, Academic Affairs

KOB

Subject: Ad Hoc Presidents' Committee on CSU Enrollments in the Los Angeles Basin

This is to let you know that the initial meeting of this group will be held on Wednesday, January 11, 2006, 10:00 a.m. – 12:00 p.m. in the Munitz Room of the Office of the Chancellor.

We prefer that presidents not send representatives to this initial meeting. General topics will include a review of the charge to the committee, and we will seek views and input on a work plan for the group, and anticipated products from this effort.

Please find enclosed a document that identifies the members of this ad hoc group, and its charge.

Agenda details will be forthcoming in early January.

cc: Dr. Charles B. Reed, Chancellor
Dr. Marsha Hirano-Nakanishi, Assistant Vice Chancellor, Academic Affairs

Ad Hoc Presidents' Committee on CSU Enrollments in the Los Angeles Basin

Composition

Chair: Chancellor Charles B. Reed

Members:

1. President William Eisenhardt, California Maritime Academy
2. President Horace Mitchell, CSU Bakersfield
3. President Richard Rush, CSU Channel Islands
4. President Paul Zingg, CSU Chico
5. President James Lyons, CSU Dominguez Hills
6. President Norma Rees, CSU East Bay
7. President Milton Gordon, CSU Fullerton
8. President Rollin Richmond, Humboldt State University
9. President Robert Maxson / F. King Alexander, Jr., CSU Long Beach
10. President James Rosser, CSU Los Angeles
11. President Jolene Koester, CSU Northridge
12. President J. Michael Ortiz, CPSU Pomona
13. President Albert Karnig, CSU San Bernardino
14. President Reuben Arminana, Sonoma State University
15. President Hamid Shirvani, CSU Stanislaus
16. Executive Vice Chancellor Richard West
17. Associate Vice Chancellor, Academic Affairs Keith Boyum

Charge

1. To review, address and seek consensus on shared issues pertaining generally to enrollment planning and management, in a context of fulfilling the core mission of the California State University by providing affordable access to high-quality postsecondary education to all qualified students, particularly those located in the Los Angeles Basin; and
2. To identify strategies for providing each Los Angeles Basin campus with an optimal enrollment, including ways and means by which neighboring campuses may contribute to the achievement of each others' optimal enrollments.

It is expected that, in pursuing the committee's essential charges, work will include (but not be limited to):

- a) Accessing, evaluating and understanding essential data, together with their implications for CSU enrollments in the Los Angeles Basin, concerning population patterns and trends, enrollments in schools and community colleges, transportation and housing, and other factors that affect demand for higher education generally and for services provided by CSU campuses in the Los Angeles Basin;
- b) Addressing core topics and issues in a realistic fashion, while recognizing policy constraints that impact or define the foreseeable future, including but not limited to forecasts of growth and revenue contained in the Higher Education Compact agreement with the Governor; and
- c) Considering approaches to higher education markets that feature strong positioning and entrepreneurial spirit which, when combined with energetic recruitment and retention efforts, may yield optimal enrollments.

Presidents are requested to engage appropriate campus staff in support of their work. Where suitable, staff in the Chancellor's Office will assist in locating data and previous studies of interest. Note should be taken of the "Los Angeles Basin Study" at <http://www.asd.calstate.edu/labasin/index.shtml>. Questions pertaining to this study should be directed to Dr. Marsha Hirano-Nakanishi, mhirano-nakanishi@calstate.edu.