

Academic Affairs, Student Academic Support
401 Golden Shore, 6th Floor
Long Beach, CA 90802-4210

www.calstate.edu

Allison G. Jones
Assistant Vice Chancellor

562-951-4744
Fax 562-951-4867
E-mail ajones@calstate.edu

MEMORANDUM

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Date: November 26, 2008

To: CSU Presidents

From: Allison G. Jones 
Assistant Vice Chancellor

Subject: Systemwide Impaction: New and Revised Enrollment Management Tools

This memorandum is a follow up to Chancellor Reed's November 20, 2008 memorandum in which he declared systemwide impaction. This memorandum describes how campuses may use enrollment management tools to assist them in reaching but not exceeding their funded enrollment targets for 2009-2010. Systemwide impaction is a new tool available to campuses that need to reduce or control enrollments. The admission of lower priority admission categories is available to campuses that need to increase, but not exceed their enrollment targets.

Systemwide Impaction for 2009-2010 Admission

A. As indicated in Chancellor Reed's memorandum (October 31, 2008) to CSU Presidents and in his November 20, 2008 memorandum, systemwide admission impaction has been declared. Campuses may, therefore, use supplemental admission criteria for either first-time freshmen or upper division transfer admission for any 2009-2010 academic terms.

Previously un-impacted campuses wishing to implement campus impaction for first-time freshmen and/or upper-division transfers should take the following steps:

- I. Identify and describe the campus' "local area" for admission purposes. Campus service areas described in CSU coded memorandum AA-2005-05 will provide guidance in establishing a local area for admission.
- II. CSU eligible applicants from high schools or community colleges located within the local area of a campus must be offered admission based on CSU admission requirements.
- III. Applicants from high schools and/or community colleges outside the local area may be wait-listed and offered available spaces based upon specified criteria, e.g., CSU freshmen eligibility index or GPA in "a-g" coursework or community college GPA in transferable courses.

CSU Campuses

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- IV. Notices of campus participation in systemwide impactation including the items above should be provided to the Chancellor's Office no later than December 15, 2008.

It is important to note that the implementation of systemwide admission impactation does not invalidate any provisional admission offers that may have been made prior to November 30, 2008.

Retention Plans for Low Priority Admissions Categories for 2009-2010 Admissions

B. With reference to the "campus retention plans" mentioned in AA 2008-34 (2009-2010 California State University Budget and Enrollment Management) —

- I. If needed to meet, but not exceed, campus enrollment targets, CSU campuses may admit and enroll:
 - a. Otherwise ineligible first-time freshmen as per Title 5, Section 40900,
 - b. Otherwise ineligible lower division transfer students as per Title 5, Section 40900,
 - c. Otherwise ineligible upper division transfer students, i.e., Enrollment Reporting System Admissions Status code "S",
 - d. Persons, who already hold a bachelor's degree, and/or
 - e. Un-classified post baccalaureate students.
- II. Prior to the admission of applicants from any of the categories included above, campuses must provide the Chancellor with a campus retention plan for that category. Included in such plans should be the following:
 - a. The number of persons from that category to be enrolled,
 - b. A brief description of the services which are or will be provided to students from that category,
 - c. Data concerning the campus' previous success in the retention and graduation of such students, and
 - d. Measurable goals(s) for assessing the success the specific retention program.
- III. Campus retention plans are not required for the admission and enrollment of the following:
 - a. Otherwise ineligible applicants admitted to establish "compensatory programs" per Title 5, Section 40901, e.g., EOP, and
 - b. Baccalaureate degree holders admitted to programs which lead to degrees in nursing, natural science, engineering or mathematics.
- IV. Specific campus retention plans should be provided to Dr. James Blackburn prior to the admission of students from the categories mentioned in Section I above, but no later than January 4, 2009. Decisions regarding campus retention plans will be made in the timeliest possible manner.

Additional Campus Actions

In addition to the implementation of systemwide campus and program impaction, campuses are encouraged to implement the following enrollment management tools:

- Require participation in mandatory orientation for freshmen or transfers,
- Require enrollment deposits where appropriate,
- Rescind the admission, and if necessary, the enrollment of applicants who do not meet the conditions and provisions of the offer of admission,
- Disqualify as per Executive Order 1038 currently enrolled students who have not maintained adequate academic programs, and
- In a separate communication (AA-2008-46), allocations for exceptional admissions were reduced by approximately one half.

Questions concerning systemwide impaction and retention plans for lower priority admission categories may be addressed to Dr. James Blackburn, Director of Enrollment Management Services, Office of the Chancellor, at (562) 951-4726 or at jblackburn@calstate.edu.

AGJ:JCB:jd

- c: Provosts/Vice Presidents for Academic Affairs
Vice Presidents for Student Affairs
Vice Provosts/Vice Presidents of Enrollment Management
Directors of Admissions and Records
Enrollment Managers