

**ACADEMIC SENATE
OF
THE CALIFORNIA STATE UNIVERSITY**

AS 2925-09/AA/APEP (Rev)
September 10, 2009

Establishment of Campus-Level “Presidential Enrollment Management Advisory Groups” as Specified by CSU Enrollment Management Policy and Practices

RESOLVED: That the Academic Senate of the California State University (ASCSU) urge the Board of Trustees of the California State University (CSU), the CSU Office of the Chancellor, and all CSU campuses to use the 1992 statement on “The California State University Enrollment Management Policy and Practices”¹ to guide and inform decisions regarding campus-level enrollment management policy and practices; and be it further

RESOLVED: That the ASCSU remind campuses that the consultative body charged with campus implementation of enrollment management policy and practices must conform to the following CSU guidelines

“Presidential Enrollment Management Advisory Groups

- To assist the campus in the identification of effective enrollment management policies, new or existing, that address the education needs of the local, regional, and state student population in terms of outreach, admission, and enrollment, each campus president shall appoint and consult with a presidential advisory group.
- The members of the presidential advisory group shall include faculty, students, administrators, representatives of educational institutions from the campus’s local region, and local community leaders representing broad community interests.
- In selecting members of the presidential advisory group, sensitivity to the cultural diversity of the campus and participants’ cultural competence will be essential.”

; and be it further

RESOLVED: That the ASCSU urges the campus Senates on campuses, which do not currently have such a consultative body, to work with administration to establish such an advisory group guided by the CSU statement on “Enrollment Management and Policy and Practices”; and be it further

RESOLVED: That the ASCSU distribute this resolution to the Board of Trustees, the Chancellor, campus Presidents, and campus Senate Chairs.

RATIONALE: The CSU plans to reduce enrollment by 40,000 students over the next two years, and has limited enrollment for winter and spring 2010. The limitation is necessary in order to enroll only as many students as those for whom the state provides funding. Targets for campus-level reductions were included in 2009-10 budget allocations to the

¹ http://www.calstate.edu/acadres/docs/CSU_Enroll_Mngment_Policy_Practices.pdf

campuses. The 1992 statement provides the framework within which campus-level decisions should be made.

The methods available to reduce enrollments should be carefully analyzed to ensure that strategic decisions are made such that the impacts on programs are understood and supported by campus priorities. Such an effort requires consultation with representatives of the stakeholder groups that will be affected by these decisions. The 1992 statement prescribes that the “President shall appoint and consult with a presidential advisory group”.

The intent of this resolution is to inform each campus of the process to be used in recommending the enrollment management approaches, and that this process should be consultative in nature and exemplify the value of collaboration and principles of shared governance. For those campuses in which no such process exists, the ASCSU urges the campus Senate to work with their campus President to establish the type of advisory group specified in the 1992 statement.

Approved Unanimously – January 21-22, 2010