## Summary – November 21, 2019

Announcements

* Nov 25-29: Fall Break
* Dec 3: CSU Biotechnology Symposium registration due. Go to <http://www.csuperb.org/symposium/registration/> to register and learn more.
* Dec 3: URPC Open Forum, 11:30 am-1:30 pm, Goodwin Forum to vet the draft budget plan for the campus. All are encouraged to attend.
* Dec 4: 2018-19 Excellence in Teaching Award Lecture with awardee Dr. Susan Marshall. The title of Susan’s talk is *Branding HSU*, 5 pm in the KBR.
* Dec 6: Wildlife Poster Symposium, 4-6 pm, University Library. All are invited to attend to support our students in their research.
* Dec 12: 27th Annual Pancake Dinner – Help Needed! Serving time 8-11 pm in the JGC. Sign up [here](https://docs.google.com/forms/d/19udQ3IF4Bzdw4X1uW54kVipTfQ_FnQBNAw5m0JXZwm4/viewform?edit_requested=true).
* Dec 13: Science 100 Student Research Poster Symposium, 5-7 pm, University Library, 2nd Floor.
* Dec 13: Fall 2019 Graduation Reception, 4-6 pm, Great Hall. Info [link](https://forever.humboldt.edu/fall-graduation-reception).
* Dec 19: CNRS Taste of the Holidays event, 11:30 am-1:00 pm, UCBR.
* Jan 16: Mark your calendar for the Department Chairs training offered by Academic Personnel Services, 1-5 pm, location TBD.
* Fall 2019 Student Course Evaluations will run December 2-15 with student reminders every 4 days. Faculty response notice will be sent on December 9.

## Good News

* ESM met or exceeded the 2025 graduation rate goal in every category. Met the 4-year goal rate of 30%, exceeded the 6-year rate, as well as the 2-year and 4-year upper division transfer rates.
* Geology developed a program to track incoming transfers in an effort to learn where they are transferring from and following up with instructors from their home institution for recruiting.
* Physics proposal for a BA was approved by the University Senate as a physical science BA, making it an alternative option to students enrolled in the physics program.
* Marine Lab is engaged in 22 projects with 35 students and reported that there is increased student demand to use the Marine Lab for project based academic work.
* Fisheries Biology:
  + Artist Ray Troll is creating an 11-foot mural (wall hanging) for installation in the Wildlife and Fisheries building, Room 258,
  + Fisheries Biology recently received approval for a major curriculum revision,
  + A new truck was purchased to help with student research,
  + 70-80K in funding was received from HEIF to install new water pumps for the fish hatchery.
* CNRS student representative Maria Angelica Garcia spoke at the Chancellor’s Office regarding the PBLCs and her experience with RAMP.

## Risk & Safety Solutions (RSS)

Dale Oliver shared that a few spaces within the college have not been assessed for hazards. To comply with the campus audit, the assessment must be complted by the deadline of December 2, 2019. If you need assistance, please let the Dean’s Office know. Additional discussion ensued with a few clarifying questions on which areas must be assessed. Chairs asked for full listing of what space still need to be assessed.

## Illness, Injury and Prevention Program (IIPP)

Dale Oliver stated that each department must complete the Illness Injury Prevention Program template by 12 noon, December 13, 2019. Each department will designate a faculty or staff member to serve in the role of Department Safety Liaison (position does not carry additional liability). Dale agreed to follow up via email with consistent language for inclusion in each departments IIPP. Some noted that more training is needed from EH&S.

## Registering difficulties

Amy Sprowles shared that students are experiencing difficulty registering but that the registrar’s office is actively working to resolve issues quickly. Additional concern was expressed regarding DARS data and the inability to capture accurate enrollment numbers due to fluctuating enrollment and the student’s ability to see ghosted lab sections. Discussion continued regarding prerequisite courses, how it affects the long-term plans for the PBLCs and the need a better tool for scheduling courses and managing conflicts.

## Jason Meriwether, Peter Martinez, Josh Smith and Clint Rebik

Following general introductions, guest visitors Jason Meriwether, Vice President of Enrollment Management; Peter Martinez, Director of Admission; Josh Smith, Interim Director of Enrollment Management; and Clint Rebik, Registrar in the Office of the Registrar shared status of recruitment strategies and additional happenings in their respective areas. Jason Meriwether stated that EM is working to ensure that more students have access to information about HSU and emphasized the need to strategically rework recruitment to increase yield rates. Active recruitment and retention efforts include:

* Increased recruiting efforts for local students.
* Availability of scholarships for local students wanting to attend HSU.
* Elimination of fees to attend Spring Preview and other showcase type events.
* Enhanced marketing efforts highlighting academic quality/excellence.
* Improving communications to enhance and provide support to the student experience (student club networking/groups, heightened social media presence) and keep students on track to graduation.
* Increased focus and recruiting for graduate programs and questions regarding appropriate marketing strategies to better align recruitment with what’s happening in departments.
* Jason expressed desire for more department specific content to share while recruiting and agreed to share current content for input.
* A new training program for well-informed recruiting staff.
* New shared HSI funded recruiting position for CNRS.
* Personalized and department specific acceptance notifications.
* Expanded advertising with PBLCs happening now.

Discussion followed with department chairs offering a variety of suggestions.

* Involve the ML and Coral Sea in Fall Preview events with faculty present for conversations.
  + Direct marketing for students who have demonstrated interest in a Marine major and in-class time for prospective students and visiting families.
* Admissions should continue working with OAA regarding the registration process for local students and include faculty input.
* Review metrics for the CNRS—highest number of STEM students served per capita. Metrics speak to program success and data is available.
* Student testimonials for marketing purposes.
* Initiate the call program in late January or early February utilizing department trained students.
* Develop a new retention and/or tracking tool.
* Integrate emeritus faculty in rural northern CA junior college recruiting efforts and offer in-class presentations to boost yield rates.
* Request for a paper catalogs (one per advisor) to use in advising sessions with students, and student training on how to best use the catalog.

Josh Smith (not our Chemistry Chair) expressed the need for more department information regarding when students arrive and the years that follow. Admissions has not built a relationship with students that have registered for F’20, but he would like to reiterate high points of what HSU has to offer in an effort to derive a relationship. Text messaging is now active and is highly effective.

## Next Council of Chairs meeting is December 12, 2019.