

ACSEM Recommendations

Spring 2024

Introduction

This year, the Advisory Council on Strategic Enrollment Management (ACSEM) explored the following topics:

- Reorganization of Enrollment Management department
- Conditional admissions for transfer students
- Long Beach College Promise EOP pilot (now known as Promise to the Beach)
- Increasing enrollment in low-enrolled majors
- Changes to impaction and local preference for local community college students
- CSU-wide application and enrollment trends
- Day at the Beach, impact on yield
- FAFSA and financial aid issues, impact on yield

The council also proposed the [Resolution in Support of Shared Governance in Enrollment Management Decision Making](#) to Academic Senate, which reinforces the importance of shared governance in administrative decisions related to enrollment and admissions. The resolution was passed on March 28, 2024.

Recommendations

The council recommends the following strategies to improve enrollment and admission yield at CSU Long Beach:

1. Implement CRM

The council again recommends that the university adopts a Client Relationship Management (CRM) system for use in communications with prospective students. Our goals with implementing a CRM include:

- Targeting communications with more granularity to specific demographics or interest groups among prospective students;
- Avoiding overwhelming prospective students with uncoordinated communications from different campus units;
- Assessing the effectiveness of different communications in creating engagement;
- Better predicting which admitted students are likely to come, based on level of engagement.

We request that Enrollment Services report back to the Academic Senate with a timeline and strategy for implementation.

2. Improved Communications and Web Presence

The council recommends that Academic Affairs leadership assigns a task force or committee (new or existing) to organize efforts related to marketing and communications to prospective students about academic programs that is consistent with campus branding and messaging. This task force would include all entities that work with prospective students (e.g., University Outreach and School

Relations, Center for International Education, college advising units, etc.) and work in consultation with academic departments and colleges to address the following:

- Ensuring that branding that is consistent across all units;
- Going on a road show to colleges and departments to promote the use of common branding across all academic units;
- Designing a common template for websites for consistency and ease of navigation;
- Creating a centralized toolkit to support communications to prospective students and increase yield;
- In consultation with ATS, ITS, and the Center for Usability Design and Accessibility (CUDA), conducting a usability study of department and program websites to address:
 - User-friendly design practices
 - Consistency across the campus
 - Use of one common Chatbot across the campus (currently OCELOT).

3. Enhance enrollment in under-enrolled programs

The council requests an institution-wide initiative led by Academic Affairs leadership and the office of University Outreach and School Relations to connect undeclared students and students who are considering switching majors to under-enrolled programs by:

- Connecting department faculty to the appropriate college advising centers to engage these students in programs that have additional capacity;
- Connecting prospective transfer students to different majors within the CSU, possibly leveraging the CSU Transfer Planner;
- Connecting high school teachers and counselors to information about college and careers to guide students in the application process.