

**SAN JOSE STATE UNIVERSITY
ONE WASHINGTON SQUARE
SAN JOSE, CA 95192**

S10-4, Policy Recommendation, Guiding Principles for Enrollment Management

Legislative History:

At its meeting of April 19, 2010, the Academic Senate approved the following policy recommendation presented by Senator McClory for the Executive Committee.

Action by University President: Approved by President Jon Whitmore

Date: April 28, 2010

**Policy Recommendation
Guiding Principles for Enrollment Management**

- WHEREAS: SJSU is committed to providing high quality education to students.
- WHEREAS: Universities must have plans to manage resources to enable them to serve students and meet their mission.
- WHEREAS: The CSU requires each campus to "develop and adopt a strategic, long-range enrollment management plan that addresses student outreach, recruitment, admission, retention, graduation, and qualitative measures of student success" (*The California State University Enrollment Policy and Practices (9/19/02)*)
- WHEREAS: The goal of CSU enrollment management policies "is to preserve CSU's mission to provide access to all first-time freshman and upper-division transfer students who meet CSU's admission eligibility requirements within the constraints of campus capacity and budgeted resources (*The California State University Enrollment Policy and Practices (9/19/02)*).
- WHEREAS: President Whitmore formed an Enrollment Advisory Committee to assist the campus with the creation of enrollment management principles, goals and plans, with such committee consisting of individuals from Student Affairs and Academic Affairs selected with guidance from the Senate Executive Committee.
- WHEREAS: The President's Enrollment Advisory Committee developed a set of guiding principles for enrollment management at SJSU and presented it to the Senate Executive Committee for appropriate action such that the principles can be known and followed throughout the campus.
- WHEREAS: Faculty in the CSU and SJSU have a significant role in determining and supporting principles of enrollment management.

RESOLVED: That the Academic Senate adopts the attached document: "Principles for Enrollment Management at SJSU."

RESOLVED: That the attached set of principles be posted to the Senate webpage and made available to the campus community through the President's Office.

Approved: March 8, 2010

Present: Kaufman, Najjar, Phillips, Heiden, McClory, Von Till, Meldal, Gleixner, Lee, Baker, Lessow-Hurley, Selter

Absent: Backer, Roldan, Whitmore

Vote: 4-0-8

Financial Impact: None

Workload Impact: None

Rationale: The work of the President's Enrollment Advisory Committee is relevant to all campus programs and activities. To guide all activities including establishing goals

Guiding Principles for Enrollment Management at SJSU
March 2, 2010

Introduction

Rationale: To align with the goals of CSU enrollment management policies and the Master Plan for Higher Education, SJSU will provide access to all qualified students within the constraints of campus capacity and resources. California residents with the capacity and motivation to benefit from postsecondary education should have the opportunity to enroll in a public four-year institution.

3. SJSU's use of alternative revenue sources for enrollment must comport with our campus culture and be consistent with the principles articulated in this document.

Rationale: Enrollment management plans at SJSU should accommodate student demand within the constraints of campus capacity and resources.

4. SJSU's mission, values and history affirm that a quality learning environment is one rich in diversity of thought, culture, ethnicity, religious expression, sexual orientation and gender expression, citizenship/country of origin, Veteran's status, among others, in line with SJSU's commitment to a campus climate that values diversity and equal opportunity (University Policy S01-13).

Rationale: Enrollment management plans should be made with the recognition of the important role of diversity and equal opportunity in assuring a quality learning environment.

5. SJSU recruits, admits and enrolls undergraduate and graduate students who meet the eligibility requirements determined by CSU and campus budget and enrollment parameters.

Rationale: It is recognized that financial and other resource limitations may necessitate modifications in eligibility requirements for specific programs or majors at SJSU that exceed the minimal CSU qualification standards for enrollment.

6. SJSU recognizes the unique needs of Silicon Valley's global community for high quality graduate education.

Rationale: The Silicon Valley global workforce is one with a high need for graduate education. Thus, graduate programs at SJSU are likely to be larger than at sister campuses. Enrollment management decisions must consider the importance of graduate education of the community we serve and the need for SJSU to maintain high quality programs.

7. SJSU is committed to creating conditions that maximize a student's ability to reach his or her educational goals, and to have meaningful academic experiences leading to graduation in a timely manner.

Rationale: In accordance with The California State University Enrollment Management Policy and Practices (rev. 9/19/02), SJSU is committed to providing students with timely review of transcripts, access to effective advising at the university and program level, a schedule of classes that will allow timely progress towards degree, as well as student services and appropriate co-curricular activities.

8. SJSU's recruitment and marketing are guided by and responsive to academic planning as well as the changing needs of prospective students.

Rationale: SJSU is the primary provider of employees for the Silicon Valley job market. As such, SJSU is committed to both ongoing modification of curricula to reflect demand and effective program planning as outlined in university policy.

9. SJSU is committed to participation in regional consortia and other agreements whenever feasible to meet campus and system enrollment goals.

Rationale: As an institution, we recognize that SJSU does not exist in isolation, but within an education continuum in the region and the state. Csd-1.