







ranked and against which schools. This also has an impact on undergraduate enrollment. People are looking at you then in the national rankings versus the regional ranking. There are different effects that are sometimes not as measurable as the number of doctoral programs you need to have to move into those categories. They are not as large as you might think.

[Thalia Anagnos] Also, I think part of this from the perspective of curriculum development, is additional graduate programs. We have seen a lot of new graduate programs being developed. There is a tradeoff between growing an existing program,

is to c

Davis even. We already have a more diverse population than some of the other institutions. If the road we choose to go down is the adult learner population, then they certainly would not hinder us in that way. They could bring more diversity to the campus.

[VP Day] I really appreciate this point. It is one we need to be really focused around. I think the development of new markets doesn't necessarily translate into the development of new and different students. Will there be some, perhaps. I'll give you some examples. Fifty percent of our African-American students are coming from Los Angeles. I could name three or four different high schools in Los Angeles that we don't have a strong recruitment base where we could recruit more of the same students we have right now, but we don't have the relationships there. We have gone out to ask for reconsideration of our local admission area to recruit the same students that we are serving now but diversify that in the East Bay and particularly South of where we are. The markets we are talking about look a lot like what we have right now but we are not as developed relative to recruitment strategies to bring those students to our campus. Your point is very well received. I don't think it is

at a price point that is good and solid.





College of Education is running a new program. There is another college right now where people think this is an attempt to move SJSU to a completely online campus. That is as far away from where I want us to be as possible. However, there are some students out there who we could teach if we can reach them. There are also some workload issues. People are nervous given the current economic climate. What I often get is, "We are not quite ready." Okay, but if we keep going there we are not going to build anything that effective. The challenge is with only one or two programs out there, there isn't enough catalog for people to get interested. You really need 10, 12, or 13 programs to go out and market the experience. Those are the kinds of things we are looking for right now. By the way, it is not just SJSU. In the CSU system everything is in our way. It really is having someone in charge of it that can answer the questions. However, I haven't wanted to add another administrative position since we are doing pretty good financially right now and I don't want to invest in another position; so we are letting this evolve organically a little bit. I hope people turn the corner. I just want to remind everyone that the 25 to 45 year old population would love to come sit in your classes, but they can't because they are working. This is the economic reality. This is the challenge that this group faces. That is the struggle. If I had my way, everyone would get four years of free college and we'd pay for it as a country. We don't have that so how do we get to people? The resistance has been around whether this is a different degree. Well no, but how do you meet the learning outcomes? The resistance is like you can't do that asynchronously, but yes you can. It is hard and takes work. This is where things breakdown.

C: We don't do enough recruiting. We have a lot of opportunity to bring students here. You mentioned recruiting black students from Los Angeles, but why aren't we recruiting students from other states as well?

A: Yes we need to consider that as well.

5. The meeting adjourned at 2:00 p.m.

These minutes were taken and transcribed by the Senate Administrator, Eva Joice, on January 11, 2021. The minutes were reviewed by Chair Mathur on January 19, 2021. The minutes were approved by the Executive Committee on January 25, 2021.