

ASSOCIATED STUDENTS BOARD OF DIRECTORS

Humboldt State University

Friday, April 17, 2020 at 5:00 pm

Agenda #16

Zoom Conference Call- <https://humboldtstate.zoom.us/j/244117722>

Meeting ID: 763 579 271

Password: None

This meeting is being facilitated through an online Zoom format, consistent with the CA Governor's Executive Order N25-20 which suspended certain open meeting law restrictions

I. Call to Order

II. Roll Call

III. Approval of Agenda #16 dated April 17, 2020 – **Action Item**

IV. Approval of Minutes – **Action Item**

V. Chair's Report

- a. Welcome!
- b. Zoom meeting reminders

VI. Public Comments

As per the Gloria Romero Open Meeting Act of 2000 authorized by Section 89306. Every A.S. Board of Directors agenda for regular meetings shall provide an opportunity for members of the public to directly address the A.S. Board of Directors on any item affecting higher education at the campus or statewide level, provided that no action shall be taken on any item not appearing on the agenda.

However, the Board of Directors may briefly respond to statements made or questions posed by a person exercising his or her public testimony rights, may ask a question for clarification, make a brief announcement, or make a brief report on his or her own activities. The A.S. Board of Directors may also provide a reference to resources for factual information, request staff to report back to the body at a subsequent meeting concerning any matter, or request that a matter of business be placed on a future agenda.

Persons recognized by the Chair should first identify themselves by name. Time limits will be established by the Chair depending on the number of people wishing to speak and the length of the Agenda. The maximum amount of time per speaker shall not exceed 10 minutes. Public comments regarding items on the agenda will be taken prior to each agenda item.

VII. Appointments to Committees– **Action Items**

- a. President – Lizbeth Cano Sanchez
- b. Administrative Vice President – Daniel Gonzalez
- c. Legislative Vice President – Jeremiah Finley
- d. Student Affairs Vice President – Breannah Rueda

VIII. Reports

a. Board Reports

Written reports are to be submitted. For those who wish to verbally make a Board report, the Chair will call for a speakers list at the start of this item, Directors will “raise a hand” through Zoom” for

computer-users and phone-users can verbally add their name. 10 minute limit each speaker, additional time at discretion of the Chair. Board members may follow- up with questions regarding reports after all reports have been made, during the General Discussion session.

IX. General Discussion

Anyone may follow-up with questions regarding reports. (Chair will call for a speakers list at the start of this item, Directors will “raise a hand” through Zoom” for computer-users and phone-users can verbally add their name.)

X. Presentation

- a. [HSU Enrollment & Budget Projections](#) – HSU’s Vice President of Enrollment Management, Dr. Jason Meriwether, and Vice President for Administration & Finance, Mr. Douglas Dawes
A presentation regarding HSU’s most updated enrollment and budget projections.
- b. Actuals for 2019-20 A.S. Funding – A.S. Staff
A presentation on the actual Associated Students funds spent in this fiscal year.

XI. Old Business

- a. [2020-21 Recommended Budget Appeals](#)
The A.S. Board of Directors shall interview programs that submitted an appeal request through this [form](#). Appeals will help inform any potential adjustments to the recommended budget. (Sections 5.01-5.03 of the [A.S. Fiscal Code](#))
- b. **2020-21 Recommended Budget Adjustments – Action Item**
The A.S. Board of Directors shall interview programs that submit an appeal. No additions or deletions are to be made to the [Recommended Budget](#) until appeal interviews are completed. If the A.S. Board of Directors is considering altering the Board of Finance recommendation, the program must be contacted and given the opportunity for a hearing before the A.S. Board of Directors.” (Sections 5.01-5.03 of the [A.S. Fiscal Code](#))
- c. Legislation: [An Act to Prioritize Student Engagement \(2019-20-16\)](#) – **Second Reading**
The Board will receive a presentation and consider legislation that would repeal the A.S. resolution titled [Opposition to Priority or Specialized Registration for HSU Student-Athletes](#) and urges Board members to “attend the next University Senate Meeting...to show support” for the Board’s current request for priority registration to the University Senate’s Academic Policy Committee This resolution was co-authored by Vice President Finley and College of Natural Resources & Sciences Representative Weinberg.

XII. New Business

- a. Legislation: [An Act to Create a Bylaws Committee \(2019-20-17\)](#) – **First Reading**
The Board will receive a presentation and consider legislation that would create an A.S. Bylaws Committee whose purpose would be to “Serve as an advisory group assessing the needs and goals of the Association with respect to the maintenance and upkeep of the A.S. Codes, and Bylaws.” This committee would “have the sole power to recommend and modify the A.S. Codes and Constitution” which could be brought forward in the proposed weekly meetings. This resolution was co-authored by Vice President Finley and College of Natural Resources & Sciences Representative Weinberg.
- b. Resolution Authorizing the Movement of Associated Students of Humboldt State

University Checking Account from US Bank to Wells Fargo (2019-20-18)- First Reading
The Board will receive a presentation and consider authorizing 1.) the opening of a new A.S. checking account with Wells Fargo, 2.) the migration of funds in the A.S.'s US Bank checking account, 3.) the closure of the A.S.'s US Bank checking account once all funds have migrated. On April 9th the Board of Finance voted for staff to proceed with the creation of a resolution in support of changing checking accounts from US Bank to Wells Fargo to present at this Board meeting. (See [AS of HSU 2019 Checking Account Analysis \(Office of the Chancellor\).pdf](#) for cost savings analysis)

c. Legislation: [An Act to Create a Parliamentarian on the A.S. Board of Directors](#) – First Reading

The Board will receive a presentation and consider legislation that would create parliamentarian for the A.S. Board of Directors. This resolution was co-authored by Vice President Finley, College of Natural Resources & Sciences Representative Weinberg and College of Arts, Humanities & Social Sciences Representative Floyd.

XIII. Announcements

XIV. Adjournment

Persons who wish to request disability-related accommodations, including sign-language interpreters, should contact Casey Park, A.S. Board Coordinator, at casey@humboldt.edu or call (707) 826-4221. Some accommodations may take up to several weeks to arrange.

Humboldt State University
Enrollment Projection Scenarios
April 13, 2020

Humboldt State University's Pre-COVID-19 Budget Reality

In March, Doug Dawes, Amber Blakeslee, Dr. Lisa Castellino, Clint Rebik, Peter Martinez, Holly Martel, Josh Smith and Dr. Jason Meriwether met to review Humboldt State University's (HSU) Fall 2020 enrollment projections. We reviewed the grad numbers against the 14% negative projection for next year. There are 1629 students with an expected Spring 2020 graduation date, including 1374 undergraduate students. Accordingly, we were projecting a 14% headcount decline next year.

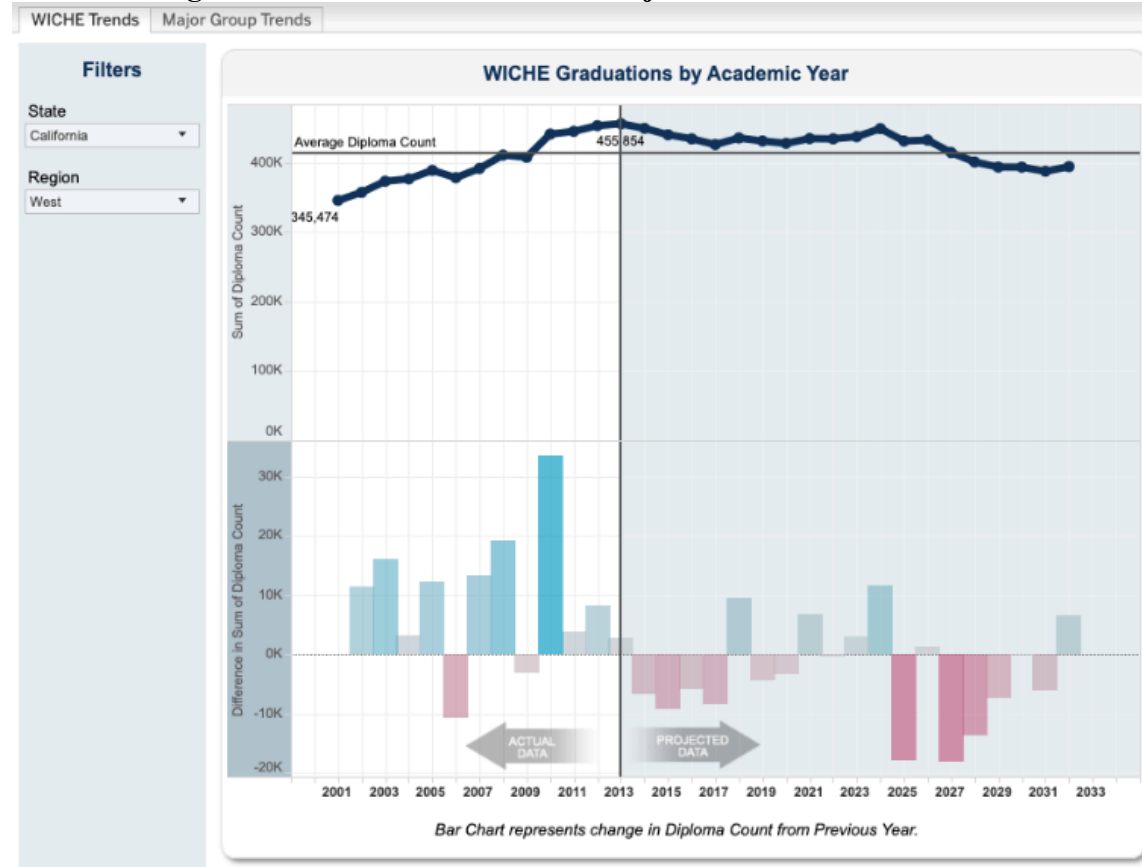
However, in a COVID-19 world, the rapid and unprecedented impact on our environment has caused us to revisit our projections. We have a few scenarios to consider that are historical, future-facing, and based on current realities. Please allow me to provide some context.

Locally, we have a renewed investment in our relationship with College of the Redwoods and with local schools in the region. Numerous local school leaders have expressed their appreciation that Humboldt State University (HSU) has genuinely engaged and recruited local students. Local students are shifting to see us as a bright spot and we must stay focused.

Historically, *data shows a long-standing fiscal imbalance*. Even at our peak enrollment years in 2015 and 2016 we were still losing \$2.4M annually. There were various scenarios where one-time funds, use of reserves, or steep cuts were used as tools to balance our budget. HSU has not experienced a year where actual revenues met or exceeded budgets since 2008. It appears that HSU has not fully corrected this institutional imbalance, which is going to force us to drastically evaluate services we deliver and the way that we work to recruit and retain students.

The next challenge we face is the *decline in state high school graduates* which combines with a relatively flat and modestly declining high school population in the north coast region. The chart below from National Research Center for College and University Admissions (NRCCUA) is based on Western Interstate Commission for Higher Education (WICHE) data which provides statewide data with respect to high school graduates from 2001 to present and includes projections for high school graduates until 2033. While there is modest flow and fluctuation of the number of annual graduates from state high schools, overall, the trend is negative and the overall projection for decline will remain consistent following a slight increase two years from now. This second chart below, designed by HSU's Office of Institutional Effectiveness, shows California high school graduation projections with focus on Northern California counties. In our region, we will experience a modest vacillation in high graduate populations, eventually settling into a small decline in graduates. Overall, the North Coast region's number of high school graduates will be relatively flat over the next few years.

Statewide High School Graduate Trend & Projection



Statewide High School Graduate Projections for Northern California

CA High School Graduate Projections

State of California, Department of Finance, January 2020

~ Expertly Handcrafted ~
Office of Institutional Effectiveness

~ Freshness Date ~
2/17/2020 5:01:50 PM [HS Grads Table
{2019SeriesReportsV}]

CA High School Graduates

High school graduates are expected to increase slowly to a historical peak of 456,400 in 2023-24 after which they decline through the end of the projection period. Overall 38 counties will see an increase in the number of high school graduates by 2028-29.

http://www.dof.ca.gov/Forecasting/Demographics/Projections/Public_K-12_Graded_Enrollment/

California Actual and Projected High School Graduates

County	Actual 2017-18	Projected 2018-19	Projected 2019-20	Projected 2020-21	Projected 2021-22	Projected 2022-23	Projected 2023-24	Projected 2024-25	Projected 2025-26	Projected 2026-27	Projected 2027-28	Projected 2028-29
CALIFORNIA	438,739	438,063	435,714	441,640	442,854	446,459	456,381	442,895	438,504	421,836	430,456	430,837
Grand Total	438,739	438,063	435,714	441,640	442,854	446,459	456,381	442,895	438,504	421,836	430,456	430,837

Change in HS Graduates from Actual 2017-2018

County	Actual 2017-18	Projected 2018-19	Projected 2019-20	Projected 2020-21	Projected 2021-22	Projected 2022-23	Projected 2023-24	Projected 2024-25
COLUSA	325	319	341	330	325	346	380	389
DEL NORTE	344	316	313	302	333	365	387	358
GLENN	390	451	429	417	419	470	508	424
HUMBOLDT	1,203	1,252	1,141	1,222	1,266	1,289	1,310	1,227
LAKE	611	597	617	637	607	667	644	625
MENDOCINO	912	884	895	890	875	1,000	918	917
NAPA	1,515	1,549	1,539	1,564	1,591	1,603	1,652	1,487
SHASTA	1,804	1,962	1,903	1,943	1,876	1,870	2,024	1,941
SISKIYOU	360	404	363	430	421	465	475	484
SONOMA	4,750	4,831	4,809	4,806	4,830	4,691	4,798	4,542
TEHAMA	680	640	710	704	721	755	785	713
TRINITY	129	117	104	128	120	150	116	118
Grand Total	13,023	13,322	13,164	13,373	13,384	13,671	13,997	13,225

Coastal Northern California Counties



Enrollment Projection Scenarios

Tuesday, April 7, 2020

COVID-19 Enrollment Impact

Further, the *impact of COVID-19* causes a need to review and refine enrollment and budget projections. [Universities across the country are scrambling to understand the degree of the outbreak's impact](#) on enrollment and institutional finances. We believe that the pandemic will have a deleterious impact on our new student enrollment, and possibly, on our recently affirmative retention trends. In late March, Forbes published an interesting article about the [negative impact that COVID-19 may have on college and university enrollment](#). A recent Chronicle of Higher Education article discusses a study that notes [one out of every six college-bound students are likely not to attend college in Fall 2020](#). The [University of California \(UC\) system just eased standardized testing requirements](#) in response to concerns about enrollment. The California State University (CSU) system is also making determinations about enrollment as a system. Much like other universities, HSU must make prudent decisions about enrollment planning and consider the budget implications that are aligned with those potential impacts.

Across the board nationally, as high school students opt out of leaving home to attend college, or not to enroll at all, data suggests this trend could be even more detrimental for the CSU campuses. In particular, HSU faces additional challenges. Like other colleges, what if HSU is also negatively impacted by the COVID-19 outbreak and the resulting inability to host tours and recruitment events on campus? What if such a challenge took us from -30% to -40% for new students, or worse? What if retention is impacted by -1.5% or -3%, or worse, by -10%? Whereas there is no real benchmark for comparison, our current admissions yield activities (described later in this document) will help us as we try to project adequately. HSU has realized significant revenue losses. As of April 6, we have provided over \$2.5 million in refunds to students for housing, meal plans, and parking. We anticipate this amount to increase considerably between now and the end of the semester. Accordingly, below, you will find a series of scenarios that our team has created for consideration.

COVID-19 Enrollment Planning Scenarios

Enrollment and Budget Planning Scenarios					
Date: April 6, 2020					
		2020-21 Planning Scenarios - IE Model			
	2019-20 Actuals	Prelim Budget Planning (-14%)	4/6 Budget Planning (-20%)	-25%	-30%
Incoming Fall Headcount					
% Change Incoming		-27%/-20%	-39%/-32%	-40%	-50%
new FTUG	823	601	500	494	412
new LD xfer	91	73		55	46
new UD transfer	720	576	549*	432	360
new Postbac	260	208	205	156	130
Total Fall Headcount	6,983	6,005	5,587	5,261	4,893
			*incl. LD xfer		
FTF Freshmen Retention	75%	75%	72%	59%	55%
% Change Retention		0%	-3%	-21%	-26%
Annual Resident FTES	6,003	5,168	4,799	4,523	4,208
Delta to 7,603 target	(1,600)	(2,435)	(2,804)	(3,080)	(3,395)
% from target	-21%	-32%	-37%	-41%	-45%
Tuition Chg from 2019-20		(3,832,000)	(7,400,000)	(9,150,000)	(11,100,000)
Tuition Chg from 20-21 to 21-22		(3,507,000)	(3,210,000)	(3,890,000)	(4,340,000)
2 Yr Tuition Chg		(7,339,000)	(10,610,000)	(13,040,000)	(15,440,000)

Enrollment Projection Scenarios

Tuesday, April 7, 2020

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The Path to Higher Enrollment

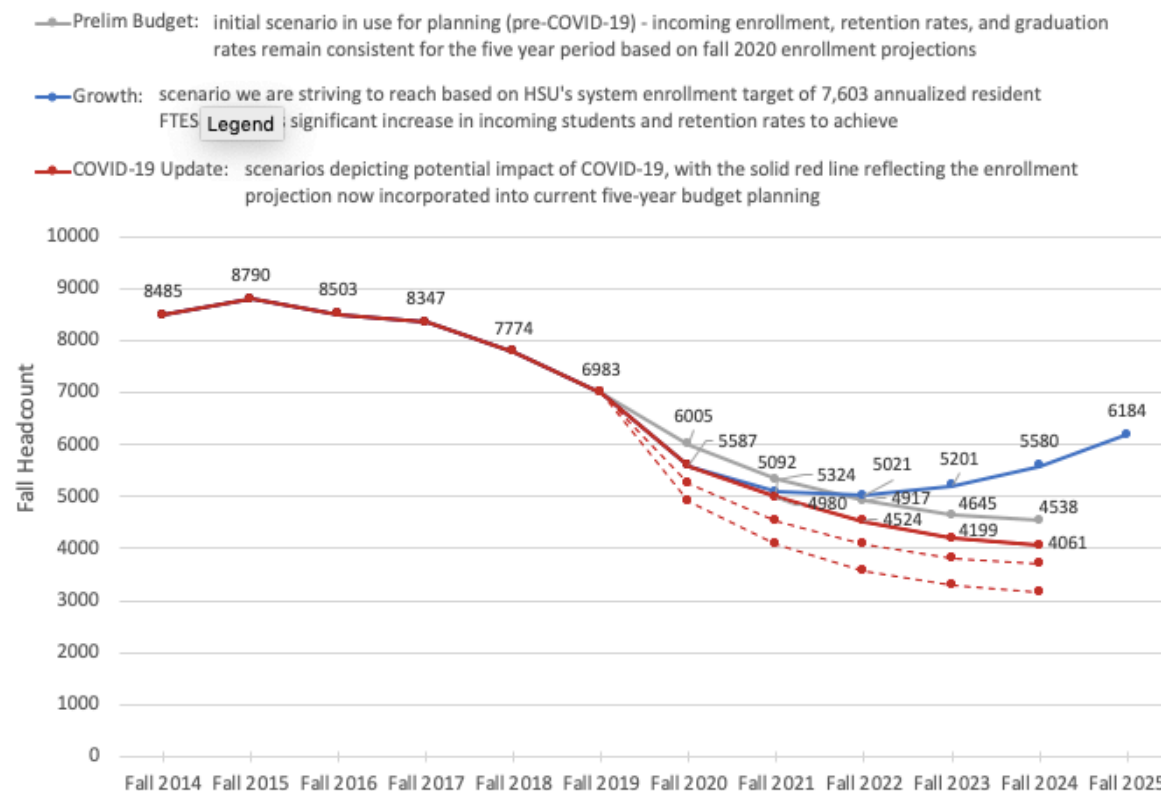
Concurrently, we have to work our plan to reach an FTE of 7603. The impact of COVID-19 likely takes us from a four-year to an eight-year path to attain this critical enrollment marker. This projection will be refined as Academic Affairs and Enrollment Management partner to align enrollment strategies with academic program priorities. In a viable university environment, the functions of Enrollment Management serve as levers to supplement the Academic Master Plan.

8-year Enrollment Projection to achieve FTE of 7603

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028
FR	1,386	1,420	1,295	1,210	1,051	823	500	525	551	579	608	638	670	704	739
CC	971	1035	857	953	895	810	549	637	739	858	996	1156	1341	1556	1805
Returning	5,585	5,755	5,790	5,595	5,230	4,789	4300	3666	3440	3442	3618	3993	4429	4999	5709
Grad	512	540	528	565	563	527	205	230	258	289	324	363	407	456	511
Ret %	75%	70%	68%	71%	74%	75%	72%	74%	76%	77%	78%	80%	80%	81%	82%
Grad %	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%
Transitory	31	40	33	24	35	34	33	34	33	33	34	34	34	34	34
Total Fall HC	8,485	8,790	8,503	8,347	7,774	6,983	5,587	5,092	5,021	5,201	5,580	6,184	6,881	7,749	8,798
Total Spring HC	7,977	8,081	7,959	7,675	7,039	6,345	5,147	4,691	4,626	4,792	5,141	5,698	6,340	7,139	8,106
Annualized HC	8,231	8,436	8,231	8,011	7,407	6,664	5,367	4,892	4,824	4,996	5,360	5,941	6,610	7,444	8,452
Total RFTes (actual)	7,208	7,417	7,308	7,195	6,630	6,010									
Total RFTes (max)							4,888	4,455	4,393	4,550	4,881	5,410	6,020	6,779	7,697
Total RFTes (min)							4,661	4,248	4,189	4,339	4,655	5,159	5,741	6,465	7,340
Legend	Actuals														
	Expected														
	Simulated														

The chart below, which was created by our budget office, helps us summarize the big picture of our enrollment scenarios with respect to the competing challenges described above.

Fall Headcount Scenarios



Enrollment Projection Scenarios

Tuesday, April 7, 2020

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Accordingly, here are some additional specific scenarios and varying five-year projections for losses at different levels based on the impact of COVID-19.

		Total Headcount		Annual HC	Annual Res FTE	Annual Tuition Change	Cumulative Tuition Change
% drop		Fall	Spring				
-20%	2020-21	5,587	5,152	5,369	4,799	(\$7,397,692)	(\$7,397,692)
-11%	2021-22	4,980	4,594	4,787	4,274	(\$3,214,316)	(\$10,612,008)
-9%	2022-23	4,524	4,177	4,350	3,880	(\$2,409,994)	(\$13,022,001)
-7%	2023-24	4,199	3,880	4,040	3,597	(\$1,715,188)	(\$14,737,189)
-3%	2024-25	4,061	3,756	3,908	3,477	(\$725,269)	(\$15,462,458)

		Total Headcount		Annual HC	Annual Res FTE	Annual Tuition Change	Cumulative Tuition Change
% drop		Fall	Spring				
-25%	2020-21	5,261	4,844	5,052	4,523	(\$9,145,665)	(\$9,145,665)
-14%	2021-22	4,525	4,171	4,348	3,886	(\$3,887,864)	(\$13,033,528)
-10%	2022-23	4,072	3,757	3,915	3,493	(\$2,393,390)	(\$15,426,918)
-7%	2023-24	3,807	3,515	3,661	3,263	(\$1,401,166)	(\$16,828,084)
-3%	2024-25	3,708	3,426	3,567	3,178	(\$517,929)	(\$17,346,013)

		Total Headcount		Annual HC	Annual Res FTE	Annual Tuition Change	Cumulative Tuition Change
% drop		Fall	Spring				
-30%	2020-21	4,893	4,504	4,699	4,208	(\$11,097,681)	(\$11,097,681)
-17%	2021-22	4,073	3,753	3,913	3,497	(\$4,338,000)	(\$15,435,681)
-12%	2022-23	3,567	3,290	3,429	3,059	(\$2,675,731)	(\$18,111,412)
-8%	2023-24	3,279	3,028	3,153	2,809	(\$1,520,869)	(\$19,632,281)
-3%	2024-25	3,169	2,928	3,049	2,714	(\$576,704)	(\$20,208,985)

We are also experiencing a decline in the number of new students who are applying for campus housing as noted in the table below.

Updated 04/13/2020

Housing Applications Started

	Fall 2020		Fall 2019		Fall 2018		Fall 2017		Fall 2016	
	Apps		Apps		Apps		Apps		Apps	
Continuing	57	29.55%	44	7.32%	41	-12.77%	47	2.17%	46	
New Freshman	656	-37.22%	1,045	-23.27%	1,362	-1.59%	1,384	-19.72%	1,724	
New Transfer	375	-18.30%	459	-21.00%	581	13.04%	514	8.67%	473	
Resident	890	-15.80%	1,057	-2.58%	1,085	19.36%	909	18.21%	769	
Grand Total	1,978	-24.07%	2,605	-15.12%	3,069	7.53%	2,854	-5.25%	3,012	

Housing Applications Completed

	Fall 2020		Fall 2019		Fall 2018		Fall 2017		Fall 2016	
	Apps		Apps		Apps		Apps		Apps	
Continuing	34	41.67%	24	-11.11%	27	-12.90%	31	14.81%	27	
New Freshman	417	-42.32%	723	-28.34%	1,009	-7.00%	1,085	-15.96%	1,291	
New Transfer	277	-16.06%	330	-24.83%	439	7.07%	410	10.22%	372	
Resident	788	-18.34%	965	-5.48%	1,021	18.58%	861	17.78%	731	
Grand Total	1,516	-25.76%	2,042	-18.19%	2,496	4.57%	2,387	-1.40%	2,421	

Housing Occupancy

	Fall 2019		Fall 2018		Fall 2017		Fall 2016		Fall 2015	
	Occupancy		Occupancy		Occupancy		Occupancy		Occupancy	
Continuing	15	-21.05%	19	5.56%	18	0.00%	18	-14.29%	21	
New Freshman	554	-28.97%	780	-9.62%	863	-15.06%	1016	-0.78%	1024	
New Transfer	235	-23.70%	308	12.00%	275	3.77%	265	0.38%	264	
Resident	701	4.32%	672	11.81%	601	16.70%	515	14.70%	449	
Grand Total	1505	-15.40%	1779	1.25%	1757	-3.14%	1814	3.19%	1758	

Definitions:

Housing Applications Started
Housing Applications Completed
Continuing
New Freshman
New Transfer
Resident

Student opened housing application.
Student completed all necessary steps to sign a housing license.
Previously enrolled student who has or has not lived in on-campus housing in the past.
Newly enrolled student entering housing for the first time.
New transfer student entering housing for the first time.
Previously enrolled student who lived in on-campus housing the preceding semester.

Enrollment Projection Scenarios

Tuesday, April 7, 2020

The implications described above make our work to yield students even more critical, although it has always been important. Here is our Fall 2020 admissions trend to-date:

Updated 04/13/2020

Applicants

REDIRECT Not Redirect

	Fall 2020		Fall 2019		Fall 2018		Fall 2017		Fall 2016	
	HC		HC		HC		HC		HC	
Credential	116	-0.85%	117	-6.40%	125	-26.04%	169	-3.98%	176	
First-time UG	7,661	-25.30%	10,256	-6.16%	10,929	-4.46%	11,439	-11.64%	12,946	
Lower-div xfer	348	-19.63%	433	-13.75%	502	141.35%	208	82.46%	114	
Masters	406	-2.64%	417	-6.92%	448	-10.76%	502	14.09%	440	
Returning UG	107	-18.32%	131	-5.76%	139	-29.44%	197	3.14%	191	
Second Bachelor	51	-5.56%	54	20.00%	45	181.25%	16	33.33%	12	
Unclassified PB	5	150.00%	2	-66.67%	6	100.00%	3	-66.67%	9	
Upper-div xfer	3,040	-10.32%	3,390	-8.87%	3,720	-0.75%	3,748	2.32%	3,663	
Transitory	2	-81.82%	11	83.33%	6	-53.85%	13	18.18%	11	
Grand Total	11,736	-20.76%	14,811	-6.97%	15,920	-2.30%	16,295	-7.21%	17,562	

Admits

REDIRECT Not Redirect

	Fall 2020		Fall 2019		Fall 2018		Fall 2017		Fall 2016	
	HC		HC		HC		HC		HC	
Credential	1	#DIV/0!	0	#DIV/0!	0	-100.00%	4	#DIV/0!	0	
First-time UG	6,204	-28.92%	8,728	8.10%	8,074	-12.57%	9,235	-6.29%	9,855	
Lower-div xfer	149	-33.48%	224	25.14%	179	120.99%	81	376.47%	17	
Masters	140	-7.89%	152	0.00%	152	-22.45%	196	-4.39%	205	
Returning UG	59	18.00%	50	-5.66%	53	6.00%	50	-10.71%	56	
Second Bachelor	35	66.67%	21	-4.55%	22	144.44%	9	50.00%	6	
Unclassified PB	2	100.00%	1	-50.00%	2	-33.33%	3	0.00%	3	
Upper-div xfer	2,438	-14.87%	2,864	-6.47%	3,062	-0.62%	3,081	6.17%	2,902	
Transitory	2	-77.78%	9	50.00%	6	-50.00%	12	9.09%	11	
Grand Total	9,030	-25.06%	12,049	4.32%	11,550	-8.85%	12,671	-2.94%	13,055	

Confirmed

REDIRECT Not Redirect

	Fall 2020		Fall 2019		Fall 2018		Fall 2017		Fall 2016	
	HC		HC		HC		HC		HC	
Credential	0	#DIV/0!	0	#DIV/0!	0	-100.00%	2	#DIV/0!	0	
First-time UG	419	-5.84%	445	-41.06%	755	-25.91%	1019	20.73%	844	
Lower-div xfer	56	3.70%	54	-19.40%	67	157.69%	26	225.00%	8	
Masters	64	-5.88%	68	13.33%	60	-34.07%	91	13.75%	80	
Returning UG	24	20.00%	20	-16.67%	24	14.29%	21	-4.55%	22	
Second Bachelor	10	66.67%	6	-33.33%	9	125.00%	4	33.33%	3	
Unclassified PB	0	#DIV/0!	0	-100.00%	1	#DIV/0!	0	#DIV/0!	0	
Upper-div xfer	538	15.70%	465	-31.42%	678	-19.00%	837	32.86%	630	
Transitory	0	#DIV/0!	0	#DIV/0!	0	#DIV/0!	0	#DIV/0!	0	
Grand Total	1111	5.01%	1058	-33.63%	1594	-20.30%	2000	26.02%	1587	

HSU is presently experiencing affirmative gains in new student enrollment confirmations for Fall 2020. We are seeing melt to our gains much more rapidly than we should. As of my report to University Senate on February 25, 2020, we were experiencing a **57.44%** increase in confirmations, which represented an improvement of 251 students compared to the prior year, but still trailing our three-year average. When this report was originally published and presented to University Senate on April 7, 2020, HSU's new student commitments had melted to **+12.76%** ahead of the prior year. As of this week, our gains have melted to **+5.01** as compared to the prior year. This degree of melt should have occurred over a twelve-week to fourteen-week period. While we have seen the result of modified behavior due to our aggressive campaigns to recruit and yield students, the impact of COVID-19 has forced us to engage students who have committed with a focus on ensuring we retain them, while seeking to yield new students.

Admissions Yield Activities

Our plan for yielding local students has become even more critical. Over the last three years, we have averaged 32 local students per year. We set the goal of tripling our local student numbers in the next three to four years. Among the nearly 800 students who have been offered the new Humboldt First Scholarship, 208 students have been admitted and accepted the Humboldt First Scholarship. It is truly critical that we work to yield as many of these students as possible, while also making direct outreach to undecided students.

The Office of Admissions hosted a Digital Spring Preview Day on April 10, 2020. This high-yield effort allowed HSU to offer virtual admissions counseling appointments to families in order to respond to additional questions and reinforce selecting HSU. We featured workshops by Academic Deans and Departments, Professional Advisors, Financial Aid, EOP, and Housing. We also hosted an interactive student panel, virtual tours, and live chats with student leaders, the VP of Enrollment Management, and the Director of Admissions. Over 300 students participated in this inaugural digital event, which outpaces participation in our on-ground preview day last spring by nearly 200 students. Other strategy levers include:

- We are making direct outreaches to students who have not yet cleared their admissions status. Potential Educational Opportunity Program students who have been accepted and received a scholarship offer but have not confirmed, will receive additional outreach.
- The TRIO team is also reaching out to each student in the service area to ensure they are aware of all of their higher education options and how they compare. As you know, TRIO programs don't recruit for a specific college. Still, they are working to assure that students are as informed as possible.
- Based on all the local applicants, the Admissions team will work to schedule meetings with students & their families one-on-one who haven't committed to helping them remove barriers to choosing HSU. If they have confirmed, a follow-up conversation will occur to assure nothing has changed or if something has come up that jeopardizes them attending HSU.
- Local students will receive an email to confirm they made the right choice and receive a print publication with a special note from the Vice President of Enrollment Management.
- We will also host a Zoom panel to students that haven't accepted their offer of admissions to chat with students and staff that can answer questions about the advantages of staying local.
- In mid-April, a personalized print greeting card will be mailed to each student.
- We are conducting a geo-marketing social media campaign for the month of April that will target local high school and community college students.

Financial Aid Packaging

We began packaging aid for 2020-21 on Thursday 3/12/20. It took about a week to send notifications to students, but all have now been notified they have been awarded. Packaging will continue on a weekly basis (Fridays) as FAFSAs come in and verifications are completed.

Here are the numbers as of last Friday's packaging run:

- 6,943 students packaged, including
- 3108 prospective first-time freshman and
- 1090 prospective incoming transfers
- 208 incoming local freshmen were packaged with the Humboldt First scholarship

Student Retention & Registration Campaign

We are leveraging an email campaign as we did in the previous semester, to encourage students to register for Fall 20 courses. The mail campaign is as follows:

- 3/27 reminder that course schedule is now live
- 3/30 reminder about advising and clearing holds
- 4/10 reminder about registration appointments going "live"

In addition to the emails, communications and website updates provided through the Provost's Office and the Center for Teaching and Learning (CTL) regarding registration, we have launched targeted and personalized campaigns through HumBot, along with social media content and Mobile App Push messaging. Whereas many students are "home" in the sense that they are not in Humboldt, we have shifted from "geo-fencing" to "geo-targeting" so that there is still a digital footprint. We are partnering with Academic Affairs to align services in order to maximize direct interventions to support students based on academic connection, affinity, and student supports such as academic advising, ramp, and direct advising.

Fall 2020 holds were placed on students accounts the week of March 23 and the mandatory advising period began on March 30th. The first registration appointments begin on April 13. As of April 6, 27.7% of the 4,914 undergraduates eligible to enroll for Fall 2020 have cleared their holds. The details by College are provided in the table below:

	Total	No Holds	%
CAHSS	1,309	276	21.1%
CNRS	2,080	637	30.6%
CPS	1,286	462	35.9%
Undeclared	202	38	18.8%

REFERENCES

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- Hoover, H. (2020, March 25). How is COVID-19 changing prospective students' plans? Here's an early look. *The Chronicle of Higher Education*. Retrieved from: <https://www.chronicle.com/article/How-Is-Covid-19-Changing/248316>
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A.S. 2020-21 Recommended Budget as of April 10, 2020

	2018-19 Budget	2019-2020 Budget	<u>2020-2021 Budget Requests</u>	Recommended 2020-21 Budget as of 4/10/20
<u>A.S. Government & External Affairs (combined this year)</u>	\$97,673	\$100,923	\$122,715	\$100,074
<u>A.S. General Operations</u>	\$284,057	\$280,187	\$397,256	\$286,800
<u>AS Presents (or A.S. Collaborative Fund "ASCollabs")</u>	\$126,425	\$100,000	\$100,000	\$5,000
<u>A.S. Club Grants</u>	\$47,000	\$25,000	\$36,000	\$30,000
<u>Asian, Desi, Pacific Islander Center [ADPIC]</u>	\$5,000	\$13,650	\$100,660	\$15,000
<u>Campus Center for Appropriate Technology [CCAT]</u>	\$61,670	\$61,670	\$59,520	\$43,520
<u>Children's Center</u>	\$40,270	\$36,910	\$36,910	\$20,000
<u>Clubs & Program Support at the Clubs & Activities Office</u>	\$20,500	\$7,200	\$25,480	\$0
<u>Drop-In Recreation Swim Program (Pool hours)</u>	\$25,850	\$26,000	\$35,640	\$0
<u>Drop-In Activities/Sports</u>	\$3,746	\$3,875	\$4,217	\$3,875
<u>Eric Rofes Multicultural Queer Resource Center [ERC]</u>	\$18,570	\$20,020	\$20,935	\$18,000
<u>Humboldt International Film Festival [HIFF]</u>	\$7,713	\$5,870	\$7,800	\$5,870
<u>HSU Oh SNAP! Campus Food Security Program</u>	\$10,000	\$10,000	\$10,000	\$10,500
<u>Marching Lumberjacks [MLJ]</u>	\$4,000	\$4,000	\$4,000	\$4,000
<u>MultiCultural Center [MCC]</u>	\$44,981	\$43,752	\$53,350	\$40,000
<u>Scholars Without Borders [SWB]</u>	\$14,727	\$20,744	\$29,610	\$21,500
<u>Sport Clubs - Rec Sports</u>	\$33,000	\$33,525	\$33,000	\$20,115
<u>Student Access Gallery [SAG]</u>	\$6,162	\$6,875	\$12,174	\$5,174
<u>Student Legal Lounge [SLL]</u>	\$4,766	\$4,766	\$487	\$7,518
<u>Veterans Enrollment & Transition Services [VETS]</u>	\$2,000	\$5,500	\$7,800	\$2,750
<u>Waste Reduction & Resource Awareness Program [WRRAP]</u>	\$39,725	\$46,570	\$61,654	\$36,000
<u>Womxn's Resource Center [WRC]</u>	\$26,928	\$29,518	\$39,724	\$20,518
<u>Youth Educational Services [YES]</u>	\$65,861	\$14,165	\$10,380	\$7,499
<u>Unallocated</u>	\$10,000	\$0	\$0	\$0
Total	\$1,000,624	\$900,720	\$1,209,312	\$703,713

Reserve Balance Projection - June 2020	\$266,762
Projected Student Fee Revenue 2020-21 <small>Annualized total Headcount: 5700 (Feb. 2020)</small>	\$667,000
IRA Admin Fee Revenue 2020-21	\$21,888

Total Potential Funds \$955,650

Total Recommended Budget \$703,713

Reserve Forecast **\$251,937**
% of Expenditures **36%**

RESOLUTION No. 2019-20-16

CO-AUTHORED BY: **Jeremiah Finley, Legislative Vice President**
 William Weinberg, College of Natural Resources & Sciences
 Representative

REFERRED TO: **A.S. Board of Directors**

SECOND READING: **April 17, 2020**

SUBJECT: **An Act to Prioritize Student Engagement**

WHEREAS, the Associated Students (A.S.) Board of Directors of Humboldt State University (HSU) is the single recognized voice for over 6,300 students; and,

WHEREAS, the Mission of the Associated Students of Humboldt State University serves to "assist in the protection of rights and interests of the individual student and the student body," and to "stimulate the educational, social, physical, and cultural well-being of the University community"; and,

WHEREAS, the Associated Students are then also tasked with the responsibility to engage students to understand and help interpret their voices so that they can use their power in the most efficient and effective way; and,

WHEREAS, the engagement of students comes in various forms such as participation in campus clubs, attendance of club events, participation in sports, attendance in sports, participation in the shared governance process of Humboldt State University, and attending all committees of said shared governance process; and,

WHEREAS, the Associated Students Board of Directors like the Student-Athlete Advisory Committee are deliberating bodies that are essential to the shared governance process; and,

WHEREAS, the Student-Athlete Advisory Committee is comprised of student-athletes that have priority registration, as was granted to them, since, they meet the criteria under "Category B" of the Registration Policy and Procedure for Students that Humboldt State University has in place; and,

WHEREAS, this allows for the Student-Athlete Advisory Committee to have priority registration, which grants each individual student with the benefits of planning accordingly for their individual sporting events; and,

WHEREAS, the Associated Students of Humboldt State University is an essential part of the University's shared governance process and it then requires all students advocates involved in the Board of Directors to attend various University Senate committees where it is critical for the student voice to be placed in each committee; and,

WHEREAS, the student advocate voice being present is dependent upon the class schedule of the individual person; and,

WHEREAS, the Registration Policy and Procedure for Students that Humboldt State University has in place states in Category C "Students who would not otherwise achieve their academic goals within a reasonable period of time because they participate in an ongoing, university-sanctioned activity that significantly benefits the university. (See Procedures, Section A.3. for general eligibility criteria.) The coordinator of the activity must apply to the Academic Policies Committee (APC) on behalf of the students, for possible inclusion in Category C."

WHEREAS, the Associated Student Board Coordinator has submitted a request for priority registration for the A.S. Board of Directors; and,

WHEREAS, if the Associated Students Board of Directors of Humboldt State University begins receiving priority registration this "would help the student Directors better maintain their ex-officio and appointed committee memberships. As one of the main vehicles for the shared governance structure this campus strives for, your action towards priority registration would help secure schedules that would allow Directors to uphold their responsibilities and commitments. Additionally, campus would look forward to increased and more consistent student participation in campus decision-making processes."; therefore, be it,

RESOLVED, that the Associated Students of Humboldt State University move to officially support the priority registration of all student-athletes and **repeal** the A.S. resolution titled **Opposition to Priority or Specialized Registration for HSU Student-Athletes**; furthermore, be it,

RESOLVED, that the Associated Students of Humboldt State University Board of Directors attend the next University Senate Meeting full attendance, to show support for our fellow student advocates and demonstrate through public comment what priority registration can do for the entire Board of Directors; furthermore, be it,

RESOLVED, that copies of this resolution are sent to the but not limited to the Student-Athlete Advisory Committee, to the office of the President PH.D. Tom Jackson, to the office of the Vice President of Enrollment Management Ph.D. Jason Merriweather, and to the office of the Dean of Students PH.D. Eboni Turnbow.

References: <https://associatedstudents.humboldt.edu/content/opposition-priority-or-specialized-registration-hsu-student-athletes>
<https://policy.humboldt.edu/p15-02-student-registration-policy-and-procedure>

Submitted by:

Jeremiah Finley, Co-Author,
Legislative Vice President

William Weinberg,
College of Natural Resources & Sciences
Representative

RESOLUTION No. 2019-20-17

AUTHORED BY: Jeremiah Finley, Legislative Vice President
William Wienberg, CNRS Representative

REFERRED TO: A.S. Board of Directors

FIRST READING: April 17, 2020

SUBJECT: An Act to Create a Bylaws Committee

WHEREAS, the Associated Students Board of Directors of Humboldt State University (HSU) is the single recognized voice for over 6,300 students; and,

WHEREAS, the Mission of the Associated Students of Humboldt State University serves to "assist in the protection of rights and interests of the individual student and the student body," and to "stimulate the educational, social, physical, and cultural well-being of the University community"; and,

WHEREAS, the 2019-2020 A.S. Board of Directors set updating the A.S. codes and bylaws as a priority during their spring training, and created the Guiding Documents Task Force; and,

WHEREAS, it is the goal of the guiding documents task force to promote the continuity of constitutional maintenance and adherence of the Associated Students; and,

WHEREAS, the guiding documents task force, with the advice of the Legislative Vice President and Executive Director, has then assessed that there is a need for the creation of an A.S. Bylaws Committee; and,

WHEREAS, AS PER RESOLUTION 2019-20-02 the Legislative Vice President "having the trust of the association to make proper and accurate analysis concerning the policies concerning Associated Students that would benefit the Association as a whole"; therefore, be it

RESOLVED, that the A.S. Board of Directors establishes the A.S. Bylaws Committee; furthermore, be it,

RESOLVED, that the A.S. Board of Directors amends the Administrative Code to include:

Section 1. Membership

1. A.S. Legislative Vice President
 - 1.1. Shall be the Presiding Officer of the meeting
2. Social Justice & Equity Officer (or designee)
3. Environmental Sustainability Officer
4. 3-Students from the Association, appointed by the Legislative Vice President, with $\frac{2}{3}$ vote from the A.S. Board of Directors
5. 2-Students from the Association, appointed by the Student Affairs Vice President

- with $\frac{2}{3}$ vote from the A.S. Board of Directors
6. 1-A.S.Representative, appointed by the A.S. President with $\frac{2}{3}$ vote from the A.S. Board of Directors
 7. The Executive Director

Section 2. Voting Members

1. The A.S. Legislative Vice President shall vote in case of a tie
2. 3-Students from the Association, appointed by the Legislative Vice President, with $\frac{2}{3}$ vote from the A.S. Board of Directors
3. 2-Students from the Association, appointed by the Student Affairs Vice President with $\frac{2}{3}$ vote from the A.S. Board of Directors
4. A.S. Representative nominated by the President and approved by a two-thirds ($\frac{2}{3}$) vote of the A.S. Board of Directors

Section 3. Non-Voting (advisory)

1. Social Justice & Equity Officer (or designee)
2. Environmental Sustainability
3. The Executive Director

Section 4.Meetings

1. Meet once a week and as deemed necessary by the Chair;

Section 5.. Purpose/Jurisdiction

1. Serve as an advisory group assessing the needs and goals of the Association with respect to the maintenance and upkeep of the A.S. Codes, and Bylaws.
2. The Bylaw Committee shall have the sole power to recommend and modify the A.S. Codes and Constitution
 - 2.1. Any recommendations and modifications to the A.S. Codes and Bylaws must be brought before the Bylaws Committee for approval by majority vote.

RESOLVED, That copies of this resolution be sent to, but not limited to people, Associated Students Funded Programs, and to the office of Humboldt State University President, Tom Jackson Jr, as well as the Humboldt State University Vice President(s) and Office(s) thereof.

Submitted by:

Jeremiah Finley, Co-author
Legislative Vice President

William Weinberg, Co-author
CNRS Representative

Considerations for Switching Checking Accounts- US Bank vs Wells Fargo

11-5-2019

Benefits

- Savings- Last year AS paid roughly \$265 per month in banking fees, for a total of \$3,188
 - Based on the Chancellor's Office analyses of AS's September US bank statement, WF would charge around \$85 per month, or \$1000 per year. Annual savings would total around \$2,000
- Operational efficiencies- Since campus uses Wells Fargo there are a number of operational efficiencies AS could gain by switching to Wells Fargo
 - ACH direct pay (direct deposit) for vendor payments and for payments to employees and students. Reimbursements are processed daily as opposed to only on check run days.
 - Pre-payment of Pro Card statements- Avoid Pro Card late payment fees
 - Automated positive pay file upload
 - Automated cleared check file upload
 - Desktop deposit for receipting checks- reduces deposit charges

Drawbacks

- Switching bank accounts requires quite a bit of effort on the front end. Multiple forms are required and IT and accounting will be required to update the accounting system

Conclusion

- From a business perspective the advantages to switching bank accounts outweigh the drawbacks

Checking Account Analysis - Provided by Office of the Chancellor - Treasury Operation
Based upon HSU Associated Students Sept 2019 US Bank monthly analyses statement

Humboldt State Associated Students

Fixed Monthly Fees

Account Maintenance
SPE Ppay w/Issue Mo Maint
SPE CDay Det & Sum Mo Maint
SPE Pday Det & Sum Mo Maint
SP ACH Origination Mo Maint
SPE ACH Positive Pay Mo Maint
SP Image Access Mo Maint
SPE Ext Messaging Mo Maint

US Bank		
Volume		Monthly Fees
1	\$	22.00
1	\$	10.00
1	\$	10.00
1	\$	15.95
1	\$	45.00
1	\$	10.00
1	\$	30.00
1	\$	20.00
Fixed Monthly Fees		\$ 162.95

Wells Fargo		
Volume		Monthly Fees
1	\$	5.00
1	\$	10.00
1	\$	5.00
1	\$	5.00
1	\$	2.00
1	\$	1.00
1	\$	5.00
1	\$	-
		\$ 33.00

Savings WF vs USBk		
		Mthly Fees
\$		(17.00)
\$		-
\$		(5.00)
\$		(10.95)
\$		(43.00)
\$		(9.00)
\$		(25.00)
\$		(20.00)
		\$ (129.95)

Potential Savings on the Flat Monthly Fees \$ (129.95)
-80%

Transaction Fees

Paper Credits
Paper Debits
Deposited Item
Returned Item Special Instruc
Deposit Coverage
SPE File Upload First
SPE File Upload Next
SPE File Upload Next
SPE PPay Only-per Item
SPE Current Day per Item Det
SPE Previous Day per Item Det
SPE Stop Payment
SP Cks Pd per item Stored
Dep Itms Img per Item Stored
SPE Image Retrieved
ACH Received
Cash Deposited-per \$100

Transactional Fees Per Transaction					
US Bank			Wells Fargo		
Volume	Unit Price		Volume	Unit Price	
1	\$	1.60	1	\$	0.02
1	\$	0.25	1	\$	0.02
1	\$	0.17	1	\$	0.05
1	\$	10.00	1	\$	0.25
1	\$	0.13	1	\$	0.01
1	\$	10.00	1	\$	1.00
1	\$	-	1	\$	1.00
1	\$	3.00	1	\$	1.00
1	\$	0.05	1	\$	1.25
1	\$	-	1	\$	0.01
1	\$	-	1	\$	0.01
1	\$	20.00	1	\$	2.00
1	\$	5.00	1	\$	0.00
1	\$	5.00	1	\$	0.00
1	\$	-	1	\$	0.01
1	\$	0.21	1	\$	0.01
1	\$	0.25	1	\$	0.00
Monthly Fees		\$ 55.66			\$ 6.64

Savings WF vs USBk		
		Unit Price
\$		(1.59)
\$		(0.24)
\$		(0.12)
\$		(9.75)
\$		(0.12)
\$		(9.00)
\$		1.00
\$		(2.00)
\$		1.20
\$		0.01
\$		0.01
\$		(18.00)
\$		(5.00)
\$		(5.00)
\$		0.01
\$		(0.20)
\$		(0.25)
		\$ (49.02)

-88%

Transactional Fees Based on September Activity					
US Bank			Wells Fargo		
Volume	Monthly Fees		Volume	Monthly Fees	
2	\$	3.20	2	\$	0.03
23	\$	5.75	23	\$	0.35
1	\$	0.17	1	\$	0.05
1	\$	10.00	1	\$	0.25
134	\$	17.29	134	\$	1.27
1	\$	10.00	1	\$	1.00
3	\$	-	3	\$	3.00
5	\$	15.00	5	\$	5.00
23	\$	1.15	23	\$	28.75
2	\$	-	2	\$	0.02
34	\$	-	34	\$	0.34
6	\$	120.00	6	\$	12.00
1	\$	5.00	1	\$	0.00
1	\$	5.00	1	\$	0.00
1	\$	-	1	\$	0.01
6	\$	1.26	6	\$	0.06
2	\$	0.50	2	\$	0.00
		\$ 194.32			\$ 52.14

\$ (142.18)
-73%

Potential Savings on the Flat Monthly Fees \$ (142.18)
Total Potential Savings, Using Sept as Example \$ (272.13)

RESOLUTION No. 2019-20-19

AUTHORED BY: Jeremiah Finley, Legislative Vice President
William Wienberg, College of Natural Resources & Sciences
Representative,
Montel Floyd, College of Arts Humanities and Social Sciences
Representative

REFERRED TO: A.S. Board of Directors

FIRST READING: April 17, 2020

SUBJECT: An Act to Create a Parliamentarian on the A.S. Board of Directors

WHEREAS, the Associated Students Board of Directors of Humboldt State University (HSU) is the single recognized voice for over 6,500 students; and,

WHEREAS, the Mission of the Associated Students of Humboldt State University serves to "assist in the protection of rights and interests of the individual student and the student body," and to "stimulate the educational, social, physical, and cultural well-being of the University community"; and,

WHEREAS, the A.S. Board of Directors created a task force at the beginning of the spring semester to evaluate and recommend policies that would benefit the Association as a whole; and,

WHEREAS, the Legislative Vice President is responsible for the maintenance and adherence to the constitution codes, and policies of the Associated Students; and,

WHEREAS, it has become more apparent to the A.S. Guiding Documents task force & and the Legislative Vice President that it would be beneficial to the board as a whole to create a position solely dedicated to ensuring that the adherence to our parliamentary procedure and upkeep of our knowledge is upheld; therefore, be it,

RESOLVED, that the A.S. Board of Directors create the position of Parliamentarian to be on the Board of Directors, that the role of the Parliamentarian is added to the government code as a new section, and serve with the parameters as follows:

The A.S. Parliamentarian is to be a student advisor that is responsible for the upkeep and maintenance of the Institutional Knowledge of the A.S. Board of Directors.

2. The A.S. Parliamentarian Shall, be responsible for advising the Board Chair on Parliamentary Procedures when conducting meetings.

3. Voting constituency:

3.1. The A.S. Parliamentarian Shall be appointed by the A.S. President with 2/3 approval of the Associated Students Board.

4. Term of office: The A.S. Parliamentarian Shall, serve for two academic school years on the A.S. Board.

4.1. It is preferable to have a student that has at least two consecutive years left at HSU

5. Powers:

5.1. The A.S. Parliamentarian shall have the authority to prepare Articles of Impeachment to be reviewed by the A.S. Legislative Vice President upon finding violations.

; furthermore, be it,

RESOLVED, That copies of this resolution be sent to, but not limited to people, Associated Students Funded Programs, and to the office of Humboldt State University President, Tom Jackson Jr, as well as the Humboldt State University Vice President(s) and Office(s) thereof.

William Weinberg, Co-author
College of Natural Resources Rep.

Montel Floyd, Co-author
College of Arts Humanities & Social Sciences Rep.

Jeremiah Finley, Co-author
A.S. Legislative Vice President