Senate Meeting Minutes

11 November 2019

Time : 8:07 pm

**Agenda**:

1. **Welcome & Sign-In**
2. **Approval of Last Meeting’s Minutes**
3. **Committee Updates**
   1. EAC
      1. New insta @sustainablecmc
      2. Working on a better way to incorporate sustainability in orientation (green box and utensils)
      3. Faculty resolution for carbon neutrality
   2. AAA
      1. Drafted a retroactive funding request policy, Bryan’s discretionary increase of 600 for senate chairs and committees, will now go to Bryan not senate fund, no funding request
   3. SEC
      1. Working on more engagement in focus groups
   4. CIC
      1. Study space guide will be done by the end of the week
      2. Excel sheet on gender neutral bathroom
      3. Infographic on wellness machine at Pomona
4. **Exec Board Debrief**
   1. Funded Wild Wild West ($350)
   2. Special Stipends for Presidential Advisors ($200 each)
   3. How to best use slack – including Devon?
   4. Debrief 200 days
      1. Went very well, safe, well attended
   5. ASCMC Apparel coming soon
5. **Town Hall: Jennifer Sandoval-Dancs & Peter Hong – Admissions Communications Today**
   1. Sandoval-Dancs
      1. Marketing was primarily print in the past
      2. Now very different
         1. Official (from college) and unofficial (online College guides)
      3. Colleges can buy student names, they opt in during SAT/ACT testing
      4. Most influential experience is on campus visit, college has to do outreach to those that don’t visit
      5. Explain what CMC is but don’t overload
         1. Be aware of when CMC is talking to students
            1. Broader messaging Junior year as they are starting search
            2. Fine tune more as students express interest, they want to know more
      6. Over half get in through ED, early processes have taken off in the last decade
         1. Desire for people to know where they want to go
         2. But there are still places where students start college search October Senior year → CMC wants to still keep open messaging for them
      7. US High School population declining
         1. Bottom predicted to be 2026
         2. More applications due to students applying to more schools, not the existence of more students
      8. Growing income inequality/K-12 education disparity
      9. Not aiming to grow applicant pool at this point
      10. Intelligent matching focus
          1. Leadership development
          2. Applying the liberal arts to making a difference in society
          3. Emphasizing public policy for tomorrow’s world of affairs
          4. Other top liberal arts colleges emphasize individual transformation, we emphasize that liberal arts education provides the best set of tools for life
      11. Who’s right for CMC?
          1. Student who asks “what is a challenge that needs to be addressed?” and has shown, through actions and impact, “I did \_\_\_ to make a difference”
      12. Fine-tuned audience
          1. Athletes → process led by coaches
          2. ED Pool
          3. “Curated” applicants (ex Questbridge)
          4. RD Pool
             1. Key segments, public school students, middle class students, low-income, students of color)
      13. Delivering the message
          1. Mass mailings not used very commonly
          2. Dynamic homepage + social media
             1. Content uploaded in real-time to reflect needs at point in cycle
          3. Direct contact is the game-changer
             1. Campus visits + fly ins
      14. Continual assessment
          1. Develop tracking metrics
          2. Match approaches to real-time needs
          3. Constant collaboration between Admission and Communications
          4. Look into why admitted students chose not to attend and why students who were connected chose not to apply
      15. Students can engage by signing up for email list, social media
      16. CMC does not follow demonstrated interest throughout the admissions process in decision-making
   2. Questions
      1. Homepage picture → students are raising questions about “staged diversity” and falsely portraying diversity at CMC
         1. That group of people were all just sitting there, not staged or planned
      2. What are we doing with metrics of students who are rejecting offers at CMC and how is this being used to change admissions process/addressing student concerns?
         1. Challenge is almost always the small number
            1. 80 students who declined and who responded, there may be 80 different reasons, not enough of overwhelming evidence
            2. Reason a lot is cost
      3. Potential students look at consortium, how are you communicating to prospective CS students?
         1. Learning about this process later
         2. Advertising Data Science sequence
         3. If they are still interested, turning them over to faculty to discuss potential avenues
         4. Soon CMC will be able to talk about our own CS major within the next year
         5. Not denying students who list CS as a major, but tell them immediately that CMC can’t confirm
            1. Most students have not set their sights on CS, but there are some who know it’s all they want
            2. Ask students to think if it’s the right path after they’re accepted
      4. In more recent years, seen more students from private/charter schools → how do you decide what high schools to visit, what schools to send information for → specifically public high school students outside of California
         1. Look at interest based on where they are doing name buys
         2. 4 or 5 school visits in a day, only be in a city for a day
            1. Try not to go back to the same school so as to spread it out
         3. Sometimes based on statistics about how many students go visit out of state
         4. Can’t attend schools where no students may show up
         5. Lots of counselor breakfasts, over 60,000 counselors in database
         6. Some schools don’t allow school visits, some schools don’t message it well
         7. Charter schools are growing at a very fast rate, it’s not about marketing it’s about the increasing number of charter students
      5. Advertising need blind
         1. Maybe it needs to be more clear
      6. Cost of college often falls on students, CMC seems to neglect the ways to address that
         1. We struggle with that as higher education in general, it is very challenging
         2. Have had issues with wealthy families “disowning” child to make them eligible for aid
      7. When do you advertise to black and brown students outside of Questbridge
         1. Participate in programs like Questbridge but they are all over the country
         2. Very open to new ideas, they will find a way to get there if given those suggestions
      8. What does curated mean?
         1. Some sort of process involved
            1. Questbridge, Athletics
         2. In communications, they often do not get direct mail because they have their own connections
      9. International marketing?
         1. CMC does not mail unless they request
         2. Will get same electronic messaging if they engage with CMC
         3. Admissions office travels internationally
      10. CMC’s Application → Checking a box on being convicted
          1. Some notable liberal arts colleges don’t have this (Amherst, Pitzer, etc.)
          2. Office of Admission has considered
          3. Only 11 students who have ever checked that box
             1. Was an opportunity to learn more about them
             2. Helpful to frame structure of their life
          4. Other schools still will ask at some point, CMC would rather know from the beginning to have that conversation with them
      11. Advertising to students of color part 2 → lack of conversation about mechanisms that support white students (athletics, ED, legacy, recruitment)
          1. All students are trending towards applying early
          2. CMC can see income bands based on admitted/committed students and see how they want to change that visual
             1. Have to intentionally market, maybe merit scholarships to increase affordability
      12. What is the merit based process?
          1. Scholarships, students on Inside CMC come visit, are selected for higher scholarships
      13. How accessible is it for undocumented students to come to CMC, non-DACA included
          1. Read application fully need blind
          2. Operate on the basis that CMC makes decision and student can figure it out
             1. But this makes it difficult for out-of-state students who can’t necessarily move
6. **Open Forum**
   1. Cracking down on attendance, make sure you sign in to maintain senatorship
   2. Exec board members have to come to 1 in every 3, some have to come to every Senate