Agenda for CSULA Impaction Presentation, April 2013

1) Overview
   a) Changing Landscape for Higher Education
   b) CSU Impaction Policies
   c) Purpose in Changing Criteria

2) Current CSULA Admissions and Program Impaction

3) Proposed Admissions Changes
   a) Biology
   b) Accounting, Marketing and Management

4) Questions
From CSULA

- Dean James Henderson, College of Natural and Social Sciences
- Dr. Nancy McQueen, Chair, Department of Biological Sciences
- Dean James Goodrich, College of Business and Economics
- Associate Dean Ed Hsieh, College of Business and Economics
- Dr. Cheryl L. Ney, Associate VP of Academic Affairs
- Dr. Steven Jones, Acting Dean, Undergraduate Studies
- Ms. Tammie Leung, Associate Director Admissions and Recruitment
Changing Landscape for Higher Education

• Federal, state and local economies and policies
  1. severe budget reductions
  2. attention to degree completion and outcomes

• Affects all sectors K-16
  1. Preparation of incoming students
  2. Challenges achieving success in college

• Increased demand for Admissions at CSU and CSULA and in particular majors
CSU: Strategies for Managing Enrollment

- Campus Impaction

- Academic program/major impaction
  1. Five programs currently impacted at CSULA
  2. Proposed two additional programs in ‘14-’15
Purpose of Program Impaction

• Serve students fairly, equitably and well
• Provide access and timely graduation to entering first-time freshmen and upper division transfer students
• Ensure a high quality educational experience for current and future students
• Contribute to the viability and effectiveness of the many and varied academic programs at the University
Cal State L.A.
Admissions & Program Impaction
CURRENT PRACTICES

March 2013
Freshman Admissions

• To qualify for minimum CSU first-time freshman admissions:
  • Graduation from an accredited High School
  • Completion of the ‘A-G’ college preparatory courses with grades of ‘C’ or better
  • If CSU College Prep GPA is below a 3.00, completion of the SAT or ACT exams
  • Have a qualified CSU Eligibility Index using CSU College Prep GPA and SAT/ACT scores
Transfer Admissions

• To qualify for minimum CSU upper division transfer admissions:
  • Completion of at least 60 semester/90 quarter transferable college units
  • Completion of the Golden 4 subjects with grades of ‘C’ or better:
    • Oral Communication (Speech)
    • Written Communication (College-level English)
    • Critical Thinking
    • Quantitative Reasoning (College-level Math)
  • Have a minimum 2.00 transferable GPA
  • Be in good academic standing at last institution
CSULA Program Impaction

• Current Impacted Programs:
  • Child Development
  • Criminal Justice
  • Nursing
  • Psychology
  • Social Work

• For supplemental admissions criteria, visit
  www.calstatela.edu/univ/admiss/impaction/program_impaction.pdf
Impaction Request for 2014-15

Bachelor of Science in Biology
Department of Biological Sciences
A Common Problem in the CSU

The Bachelor of Science program in Biology is impacted at the follow seven CSU campuses:

• Fullerton
• Long Beach
• Pomona
• San Diego
• San Jose
• San Luis Obispo
• Sonoma
The Challenge at CSULA

• The number of majors has increased from 444 in the Fall of 2003 to 976 in the Fall of 2012

• The number of full time, permanent faculty in the Department of Biological Sciences has decreased from a high of 23 in 1999 to 18 today
The Challenge at CSULA

• Based on the capacity to teach required courses, the Bachelor of Science in Biology program can handle 1398 applications per year yielding 600 majors per year.

• The number of applications for Fall 2012 was 2121.

• The number of applications for Fall 2013 is 2843.
The Proposed Solution at CSULA

• Increase the admissions requirement to limit the number of applications

• Increase the requirements for current students to declare a major in Biology
The Proposed Admissions Criteria:

<table>
<thead>
<tr>
<th>Student Status</th>
<th>Requirements</th>
</tr>
</thead>
<tbody>
<tr>
<td>Incoming Freshman</td>
<td>GPA ≥ 3.0, SAT ≥ 900, ACT Composite of 20</td>
</tr>
<tr>
<td>Lower Division Current Student to Change Major into Biology</td>
<td>GPA ≥ 2.25, BIOL 100A, CHEM 101, and MATH 104A or equivalent completed with grade of C or better in each</td>
</tr>
</tbody>
</table>
## The Proposed Admissions Criteria:

<table>
<thead>
<tr>
<th>Student Status</th>
<th>Requirements</th>
</tr>
</thead>
</table>
| Upper Division Current Students or Transfer Students | GPA ≥ 2.75  
A year of General Chemistry for Science Majors completed |
|                              | College Algebra completed  
Recommended: a year of Biology or a year of Physics or a year of Organic Chemistry |
Impaction Request for 2014-15
College of Business and Economics

Bachelor of Science in Business Administration:

- Option in Accounting *(Dept. of Accounting)*
- Option in Management *(Dept. of Management)*
- Option in Marketing Management *(Dept. of Marketing)*
A Common Problem in the CSU

Business programs at the following CSU campuses have declared impaction:

• East Bay
• Fullerton
• Long Beach
• Northridge
• Sacramento
• San Diego
• San Jose
• San Luis Obispo
• San Marcos
• Sonoma
The Challenge at CSULA

- Tightening budgets
- Declining number of full time faculty
- Increasing number of majors

The Results

- Over capacity; insufficient number of class seats to meet student demand; delayed graduation
The Mismatch between Capacity and Number of Majors

- Based on Fall 2012 enrollment data:

<table>
<thead>
<tr>
<th></th>
<th>Capacity</th>
<th>Majors</th>
<th>Cap/Major</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACCT</td>
<td>468</td>
<td>1007</td>
<td>215%</td>
</tr>
<tr>
<td>MGMT</td>
<td>311</td>
<td>483</td>
<td>156%</td>
</tr>
<tr>
<td>MKT</td>
<td>144</td>
<td>436</td>
<td>302%</td>
</tr>
</tbody>
</table>
The Mismatch between Capacity to Absorb New Applications and Actual Applications

- Based on Fall 2012 application data:

<table>
<thead>
<tr>
<th></th>
<th>Capacity</th>
<th>Applications</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACCT</td>
<td>1217</td>
<td>1683</td>
</tr>
<tr>
<td>MGMT</td>
<td>807</td>
<td>944</td>
</tr>
<tr>
<td>MKT</td>
<td>373</td>
<td>965</td>
</tr>
</tbody>
</table>
The Proposed Solution at CSULA

- Raise admission standards to limit the number of applications for the majors
- Raise the standards for accepting change of majors into the impacted options
The Proposed Admissions Standards:

- Admission is limited by space availability.
- First Time Freshmen: Admission will be based on a rank ordering of the applicants’ CSU eligibility index.
- Transfer Students: Admission will be based on a rank ordering of the applicants’ cumulative GPA, with a minimum GPA of 2.50.
- Continuing Students: Change of major requires a 2.50 GPA in at least 36 quarter units completed at CSULA.
Expected Outcomes of Program Impaction:

- Meet student demand by ensuring sufficient access to classes
- Timely graduation
- Strengthening quality of programs
In the future

• Annual review and renewal of impaction criteria

• College discretion in actual implementation