

MEMORANDUM

DATE: September 14, 2009

TO: Dr. James Blackburn, Associate Director, Enrollment Management Services
Academic Affairs, Student Academic Support

FROM: Emily F. Cutrer *Emily F. Cutrer*
Provost and Vice President for Academic Affairs

SUBJECT: Impacted Programs, 2010-2011 (Coded Memorandum: AA-2008-50)

Based upon the continued enrollment demands for existing academic programs and in light of planned reductions in enrollment for college year 2010-2011, CSU San Marcos is requesting impaction for additional academic programs for the 2010-2011 academic year.

In addition to Business Administration and Nursing (Basic) which were previously approved for impaction in 2010-2011, CSU San Marcos is requesting impaction status for Communication, Human Development, Kinesiology and Mass Media. These requests are based upon continued increases in qualified students seeking enrollment in these majors. Supporting documentation and proposed criteria for each program is attached.

CSU San Marcos also anticipates utilizing systemwide impaction for the consideration of new first time freshman and upper division transfer applicants for fall 2010 and potentially spring 2011.

If you have questions regarding these impaction requests, please contact David Barsky, Associate Vice President for Academic Programs at (760) 750-4329.

EFC/DJB/NE/mab

Attachments

cc: Karen S. Haynes, President
David Barsky, Associate Vice President for Academic Programs
Janet Powell, Interim Associate Vice President for Academic Resources
Jennifer Jeffries, Interim Dean, College of Arts & Sciences
Darren Bush, Associate Vice President for Enrollment Management Services
Matt Ceppi, Chief of Staff and Director of Institutional Planning and Analysis
Nathan Evans, Director, Office of Admissions & Recruitment
Janet McDaniel, Interim Chair, Academic Senate

The California State University

Attachment 1

PROGRAM DATA

Executive Order No. 563 requires campuses to supply historical data for each academic area and class level for which the impact designation is requested. Definitions of the data required to complete the form are attached

Campus San Marcos

Academic Area/Class Level Communication

	Actual				Projected*
	Fall 2005	Fall 2006	Fall 2007	Fall 2008	Fall 2009
A. Academic Area/Class Level: Headcount Capacity	364	364	393	383	323
B. Enrollment Total*	436	573	585	566	570
Continuing Students	333	395	426	399	402
New & Returning Students (estimated continuing students seeking admission to program)	74	122	114	101	137
(new applicants to the university)	29	56	45	66	54
C. Enrollment as percent of capacity (Total: B/A)	119.8%	157.4%	148.9%	147.8%	176.5%
D. Application Quota (New & Returning) (continuing students seeking admission to program)	230	230	250	250	250
D': (new applicants to the university)	100	100	100	105	110
E. Applications received during initial filing period (new applicants to the university)	531	739	773	755	921
F. Applications received as percent of quota (E/D')	531.0%	739.0%	773.0%	719.0%	837.3%

Sources: Applicants-ERSA file, Student information- ERSS file.

*Projection from Fall 2009 pre-census enrollment report dated 9/3.

**California State University San Marcos
College of Arts & Sciences
Communication Major
Major Selection Criteria**

If impactation status is granted for the Communication major, then the supplemental admission criteria that we will use are:

- o Completion of 60 semester-units of baccalaureate-level coursework applicable toward a degree at CSUSM,
- o Completion of coursework equivalent to the lower-division preparatory coursework for the Communication major:

COMM 100	Introduction to Communication
COMM 200	Principles of Argument and Persuasion
PSYC 220 or SOC 201	Introduction to Statistics

- o Grade point average of at least 2.5 in the lower-division preparatory coursework for the Communication major.

Attachment 3

PROGRAM DATA

Executive Order No. 563 requires campuses to supply historical data for each academic area and class level for which the impact designation is requested. Definitions of the data required to complete the form are attached

Campus

San Marcos

Academic Area/Class Level

Human Development

	Actual			Projected	
	Fall 2006	Fall 2007	Fall 2008	Fall 2008	Fall 2009
A. Academic Area/Class Level: Headcount Capacity	200	200	200	200	200
B. Enrollment Total*	314	326	344	365	365
Continuing Students	231	264	262	260	260
New & Returning Students (estimated continuing students seeking admission to program)	69	53	70	60	60
(new applicants to the university)	14	9	12	22	22
C. Enrollment as percent of capacity (Total: B/A)	157.0%	163.0%	172.0%	182.5%	182.5%
D. Application Quota (New & Returning) (continuing students seeking admission to program)	170	180	185	200	200
D': (new applicants to the university)	206	236	285	290	290
E. Applications received during initial filing period (new applicants to the university)	250	280	350	350	350
F. Applications received as percent of quota (E/D')	121.4%	118.6%	122.8%	120.7%	120.7%

**California State University San Marcos
College of Arts & Sciences
Human Development Major
Major Selection Criteria**

If impaction status is granted for the Human Development program, then the supplemental admission criteria that we will use are:

- Completion of 60 semester-units of baccalaureate-level coursework applicable toward a degree at CSUSM
- Completion of coursework equivalent to the lower-division preparatory coursework for the Human Development major:

ANTH 200	Cultural Anthropology
HD 101	Introduction to Human Development
PSYC 100	Introduction to Psychology
PSYC 220	Introductory Statistics in Psychology
PSYC 230	Research Methods in Psychology

- Grade point average of at least 2.5 in the lower-division preparatory coursework for the Human Development major.
- Students not meeting the minimum GPA requirement may petition for special consideration which may take into consideration first generation college status, socioeconomic status, and other highly compelling factors.

Attachment 5

PROGRAM DATA

Executive Order No. 563 requires campuses to supply historical data for each academic area and class level for which the impact designation is requested. Definitions of the data required to complete the form are attached

Campus San Marcos

Academic Area/Class Level Kinesiology

	Actual				Projected
	Fall 2005	Fall 2006	Fall 2007	Fall 2008	Fall 2009
A. Academic Area/Class Level: Headcount Capacity	N/A	60	120	128	140
B. Enrollment Total*	92	229	301	409	511
Continuing Students	N/A	115	168	289	361
New & Returning Students (estimated continuing students seeking admission to program)	N/A	50	30	50	63
(new applicants to the university)	N/A	64	55	70	88
C. Enrollment as percent of capacity (Total: B/A)	N/A	381.7%	250.8%	319.5%	365.2%
D. Application Quota (New & Returning)	N/A	123	200	280	350
(continuing students seeking admission to program)	N/A	206	276	386	490
(new applicants to the university)	N/A	293	401	503	640
E. Applications received during initial filing period (new applicants to the university)	N/A	142.2%	145.3%	130.3%	130.6%
F. Applications received as percent of quota (E/D')	N/A				

**California State University San Marcos
College of Arts and Sciences
Department of Kinesiology
Major Selection Criteria**

- Cumulative GPA of 2.5 or higher
- Completion of coursework (or articulated equivalents) contained in the Preparation for the Major area including:

KINE 202	Introduction to Kinesiology
BIOL 104	Principles of Biology: Human Emphasis
BIOL 177	Human Anatomy & Physiology I for Kinesiology
BIOL 178	Human Anatomy & Physiology II for Kinesiology

- Each course listed above must be completed with a minimum grade of C.
- With the application to the Kinesiology program, students must indicate their desired option.
- Applicants meeting the criteria above will be rank-ordered by GPA and selected based on the number of openings in each option in the Kinesiology degree.

PROGRAM DATA

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Campus San Marcos

Academic Area/Class Level Mass Media

	Actual				Projected*
	Fall 2005	Fall 2006	Fall 2007	Fall 2008	Fall 2009
A. Academic Area/Class Level: Headcount Capacity	N/A	N/A	N/A	34	59
B. Enrollment Total*	N/A	N/A	5	67	120
Continuing Students	N/A	N/A	3	28	70
New & Returning Students (estimated continuing students seeking admission to program)	N/A	N/A	1	15	26
(new applicants to the university)	N/A	N/A	1	24	24
C. Enrollment as percent of capacity (Total: B/A)	N/A	N/A	N/A	197.1%	203.4%
D. Application Quota (New & Returning) (continuing students seeking admission to program)	N/A	N/A	N/A	55	55
D'. (new applicants to the university)	N/A	N/A	N/A	25	25
E. Applications received during initial filing period (new applicants to the university)	N/A	N/A	N/A	108	170
F. Applications received as percent of quota (E/D')	N/A	N/A	N/A	432.0%	680.0%

Sources: Applicants-ERSA file, Student information- ERSS file.

*Projection from Fall 2009 pre-census enrollment report dated 9/3.

**California State University San Marcos
College of Arts & Sciences
Mass Media Major
Major Selection Criteria**

If impaction status is granted for the Mass Media major, then the supplemental admission criteria that we will use are:

- Completion of 60 semester-units of baccalaureate-level coursework applicable toward a degree at CSUSM,
- Completion of coursework equivalent to the lower-division preparatory coursework for the Mass Media major:

COMM 100	Introduction to Communication
PSYC 220 or SOC 201	Introduction to Statistics

- Grade point average of at least 2.5 in the lower-division preparatory coursework for the Mass Media major.