California State University
SAN MARCOS

Office of
the President

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PRESIDENT'S UNIVERSITY CABINET
Thursday, February 27, 2025
10:00 a.m. – Noon
Zoom
MEETING MINUTES

I. Welcome/Updates *(President Neufeldt)*

- President Neufeldt congratulated Student Affairs on the launch of their Strategic Plan, and celebrated the Social Mobility Symposium that brough over 400 people from across the country to learn from one another around elevating social mobility efforts.
- President Neufeldt also discussed the protest that occurred at the event and the need to protect free speech for all. President Neufeldt shared that she met with the protestors that day to hear their concerns.
- President Neufeldt discussed the federal action impacts.
- Lastly, President Neufeldt thanked everyone who attended the budget forums and budget world cafes and shared that budget advocacy at the state level will continue.

II. Research on the Decline in College Going Students

(EAB, Dr. Vashae Dixon)

- Dr. Dixon from EAB presented the data on the decline in college-going students.
- Discussion included a discussion of dips in major selection, impact of student loan crisis on college-going, etc.
- Discussion also focused on ideas for recruitment including bringing demos from SuperSTEM to Cougar Blue Days, adding classroom/lab visits to Cougar Blue Days to "see themselves learning," Freshmen for a Day program, using TikTok/social media to attract non-consumers, using peer-recruitment tactics, family days at athletics events, and hiring high school counselors during their off-contract times for recruitment and admissions.

III. Closing *(President Neufeldt)*

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