

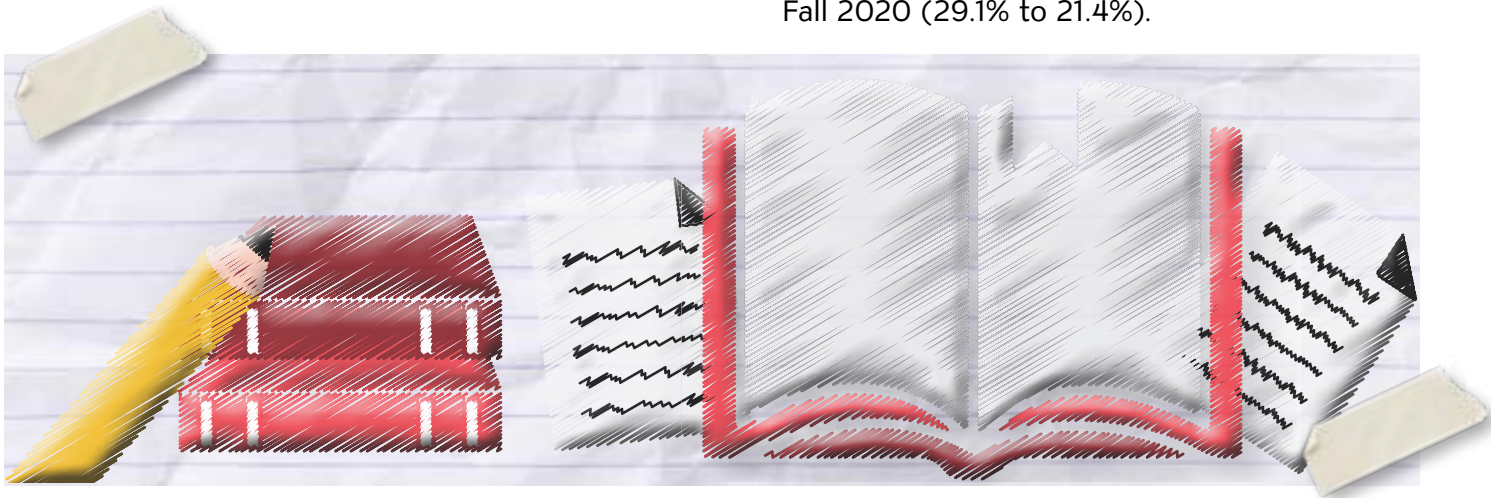
CSUN | IR | INSIDE COUNTS

BLACK/AFRICAN AMERICAN STUDENT ENROLLMENT AT CSUN

The Black/African American student population at CSUN has been steadily declining in recent years. CSUN's Office of Institutional Research investigated Black student enrollment trends across time to better understand this decline.

Key Findings

- From 2009 to 2016, Black undergraduate enrollment as a proportion of the total student population experienced a steady decline (8.0% to 4.7%).** In recent years, the proportion of this student demographic has plateaued at just under 5% (Black students comprised 4.9% of the total CSUN undergraduate population in Fall 2022).
- The data indicate that the decline is largely due to a decrease in new first-time freshman (FTF) Black student enrollment.** From 2009 to 2021, the proportion of new incoming Black FTF students roughly declined by nearly one-half (10.3% to 5.8%) (note that this number rebounded somewhat in Fall 2022, to 6.7%).
- One of the primary likely explanations for the decline in Black student enrollment is CSUN's impaction policies.** CSUN implemented regional impaction for FTF applicants in Fall 2009 (associated with a decrease from 433 to 291 new FTF Black enrollment from 2009 to 2012) and first-time transfer (FTT) applicants in Fall 2016 (associated with a decrease from 246 to 134 new FTT Black enrollment from 2015 to 2016).
- CSUN's impaction policies may have disproportionately impacted Black undergraduate applicants.** Among tier 2 FTT applicants in particular, Black applicants experienced an all-time low admissions rate of 11.4% in Fall 2016, down from 44.8% in Fall 2015.
- Since 2018, the number of Black undergraduates applying to CSUN has declined sharply (from 3,601 in Fall 2018 to 2,442 in Fall 2022).** This was primarily due to a decrease in FTF Black applicants (2,594 to 1,613) as compared to FTT Black applicants (1,007 to 829).
- Despite the decline in application numbers, the admission rate for Black applicants increased after Fall 2016 (along with all other major racial/ethnic groups).** In 2022, CSUN reached record high admission rates for both FTF (86.1%) and FTT (59.8%) Black applicants.
- Although more Black applicants are being admitted, the proportion of admitted applicants who end up enrolling at CSUN (i.e., yield rate) has been declining in recent years.** The FTF Black yield rate in particular experienced a sharp decline from Fall 2019 to Fall 2020 (29.1% to 21.4%).



Overview

The report examines enrollment trends among Black undergraduate students at CSUN. First, we present a general overview of Black undergraduate enrollment trends across time. Then we highlight the potential associations between CSUN's regional impactation policies and the decline in Black undergraduate enrollment. We also explore the application count and admission/yield rates to further identify where and whom we are losing in the enrollment funnel.

Data

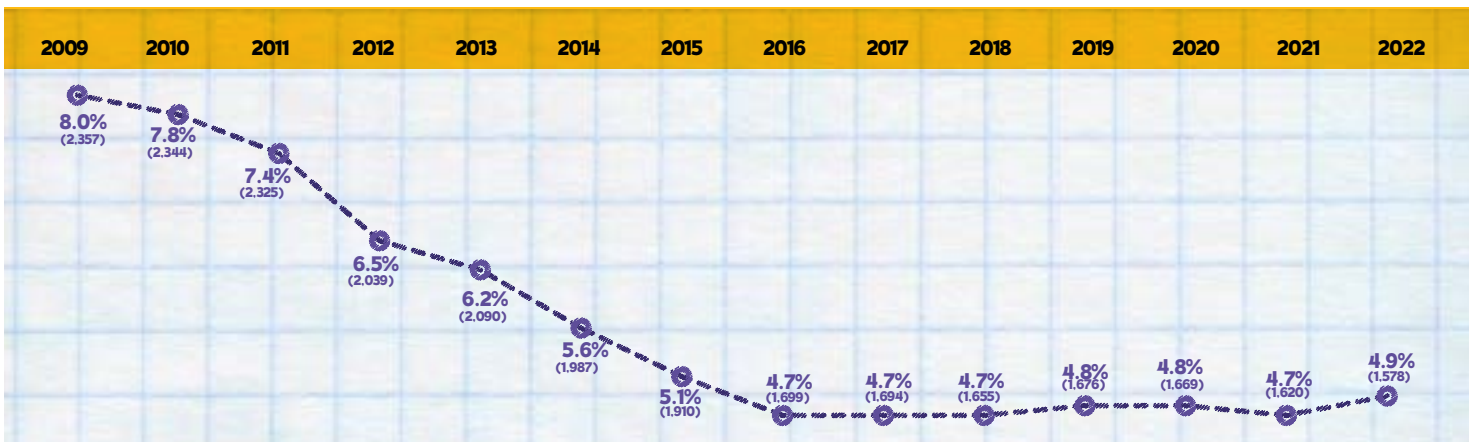
The current report references data available on [CSUN Counts](#) regarding [total undergraduate student](#) and [new incoming undergraduate](#) student count. Additionally, a dataset from the Office of Institutional Research with detailed Black student application, admissions, and enrollment information from Fall 2009 to Fall 2022 was used to disaggregate analyses further¹. The total size of the dataset is 46,258 Black applicants.

BLACK UNDERGRADUATE ENROLLMENT TRENDS ACROSS TIME

Black Undergraduate Population Declines and Plateaus

From 2009 to 2016, the proportion of Black undergraduate students as compared with the overall student body at CSUN consistently decreased. Since 2016, the proportion of this student demographic has plateaued at just under 5%.

Black Undergraduate Student Enrollment as a Proportion of Total Undergraduate Enrollment at CSUN (and Counts): Fall 2009 to Fall 2022

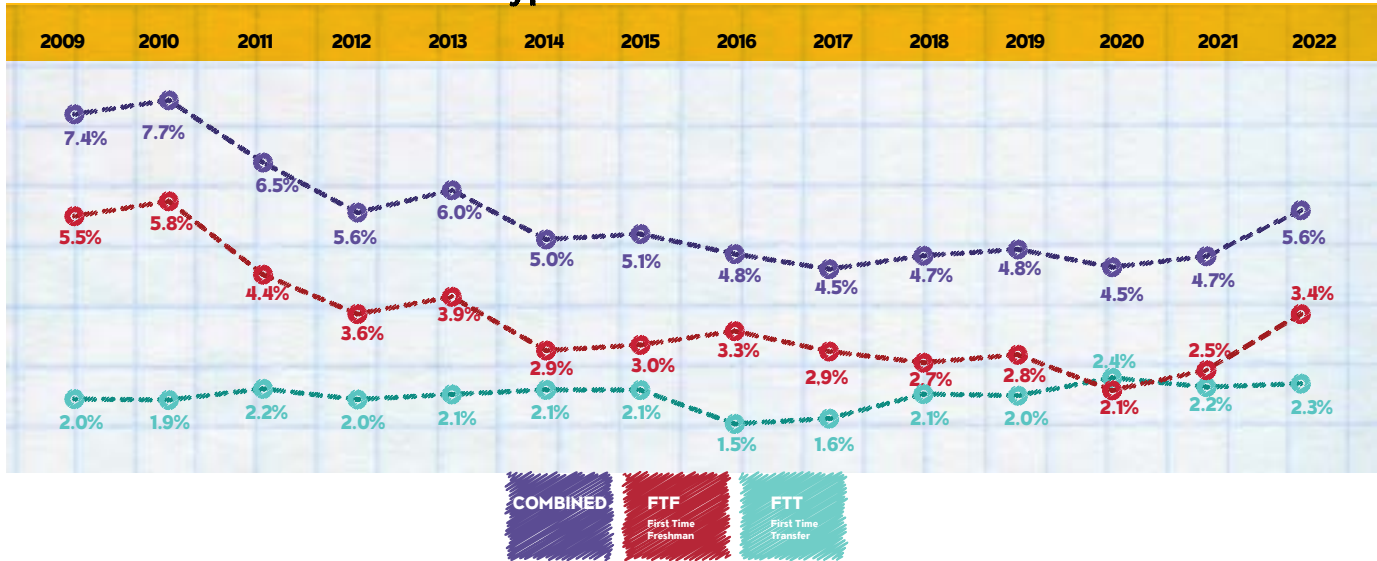


1. The questions required by the federal government for gathering data on race/ethnicity changed in 2009; hence, this report focuses on race data going back to 2009 only. For additional details about race/ethnicity data and federal reporting, see the report on [Black/African American Student Enrollment at CSUN: A Deeper Understanding of the Data](#)

New Black Undergraduate Population

New Black undergraduate student enrollment mirrors the steady decline from 2009 to 2016 and plateau thereafter. Of note, when the data are broken up by first-time freshmen (FTF) vs first-time transfers (FTT), it is clear that the overall decline in new Black undergraduate students is largely due to a decline among Black FTF. Data from Fall 2022 give some reason for optimism, with an overall increase in the proportion of new Black undergraduate students (4.7% in 2021 to 5.6% in 2022), due to an increase among new Black FTF in particular.

Proportion of New APIDA Identifying Undergraduate Enrollment by Admit Type: Fall 2009 to Fall 2022



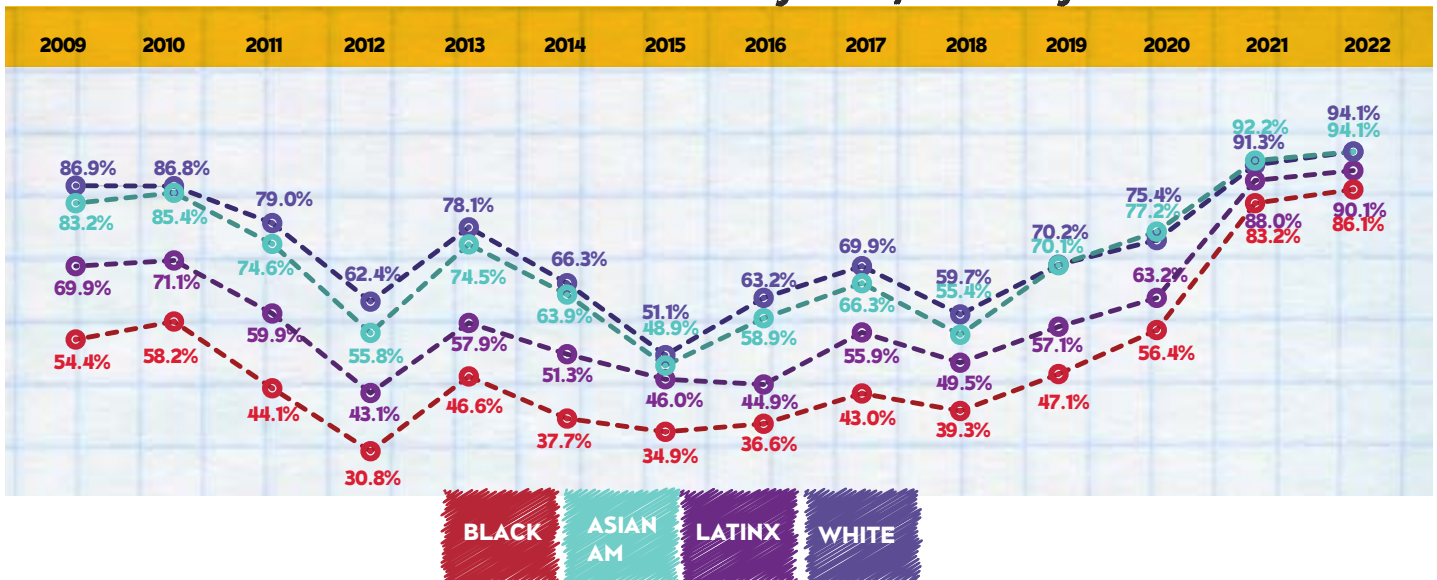
IMPLEMENTATION OF REGIONAL IMPACTION ASSOCIATED WITH DECREASES IN BLACK STUDENT ENROLLMENT

One of the primary likely explanations for the decline in Black student enrollment is CSUN's impaction policies. CSUN implemented regional impaction for FTF applicants in Fall 2009 and FTT applicants in Fall 2016. The new policies raised the minimum eligibility index required for admission for out-of-area, or Tier-2, applicants.

First-time Freshman Admission Rates Decline After Fall 2009 Impaction Policy

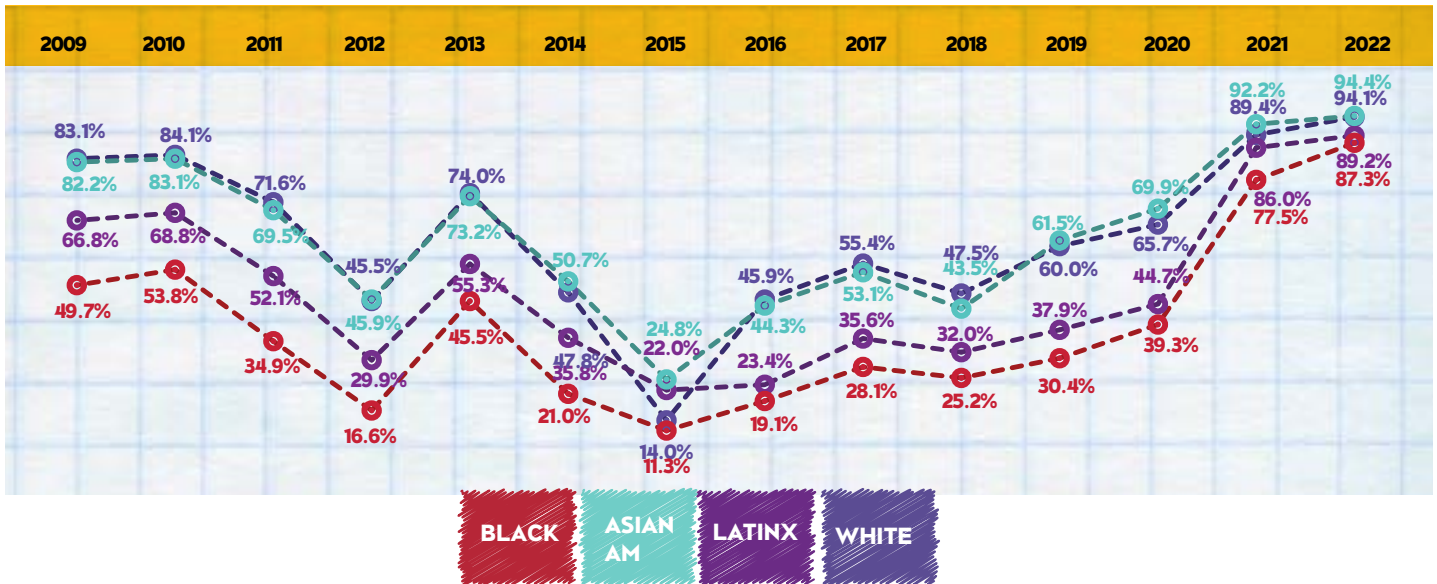
Admission rates for FTF after 2009 have generally been on the decline for all race/ethnic groups, until Fall 2018. After Fall 2018, FTF admissions rates have been increasing, to an overall high of 90.1% in Fall 2022 (86.1% for Black FTF).

FTF Admission Rates by Race/Ethnicity



So-called “tier 2” applicants - those from outside the campus’ defined local region - are most affected by impactation policies since they must meet higher admissions criteria. Among this group, not surprisingly, admissions rates are lower than the overall rates. For Black tier 2 FTF applicants in particular, who already tend to have the lowest admissions rates of all race/ethnic groups, admission rates dipped to an all-time low of 11.3% in Fall 2015. Since then, they have recovered to a high of 87.3% in Fall 2022.

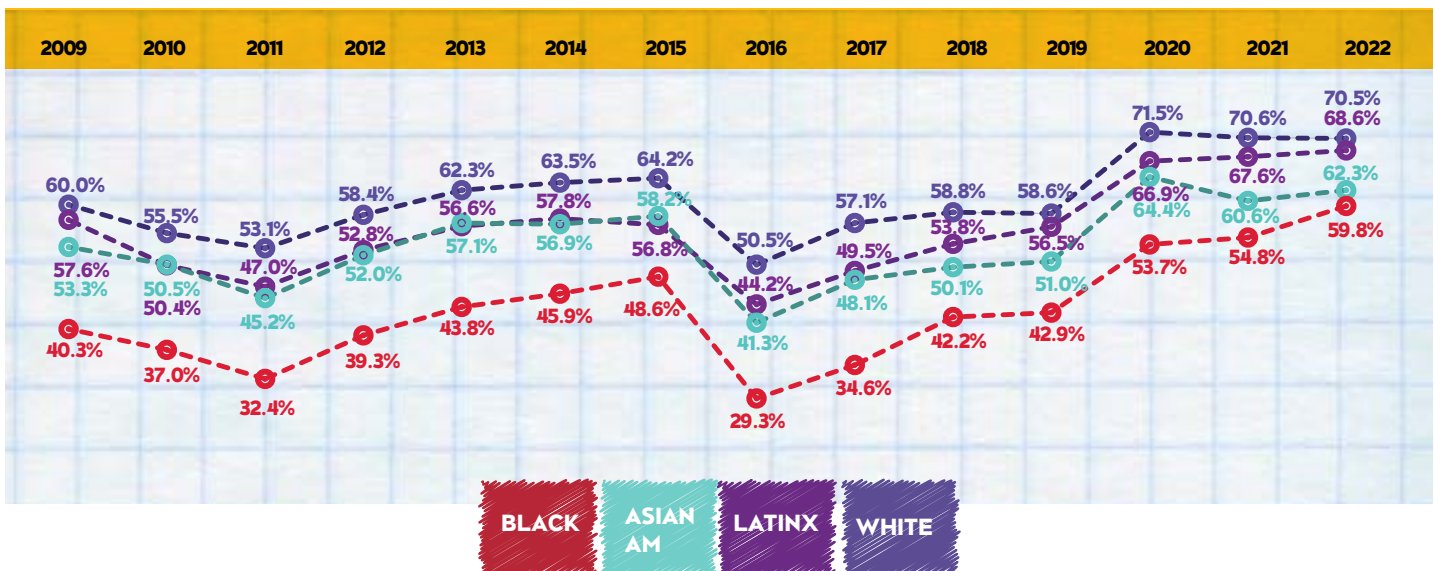
Tier 2 FTF Admission Rates by Race/Ethnicity



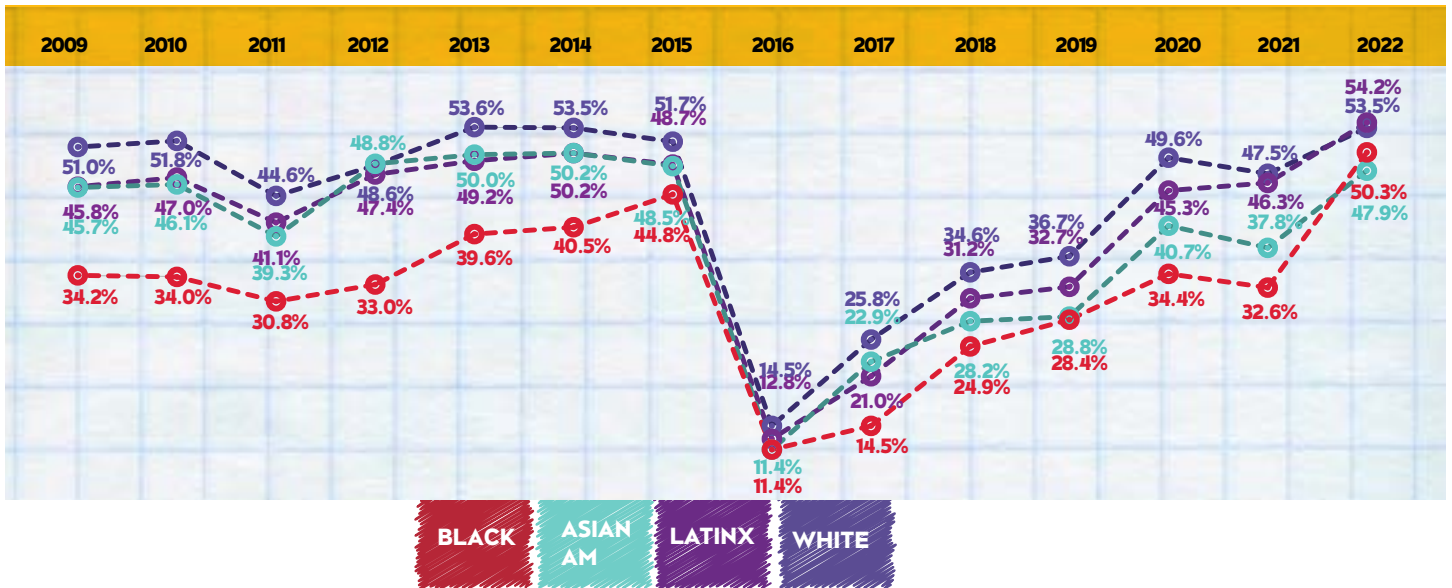
First-time Transfer Admission Rates Decline After Regional Impactation

The admission rates for FTT underwent a sharp decline across all racial/ethnic groups at CSUN in Fall 2016, after regional impactation was implemented for FTT. FTT admission rates have been climbing since then, to a high of 67.6% in Fall 2022. As with FTF, Tier 2 FTT applicants were most affected.

FTT Admissions Rates by Race/Ethnicity: Fall 2009 to Fall 2022



FTT Tier-2 Admissions Rates by Race/Ethnicity: 2009 to 2022



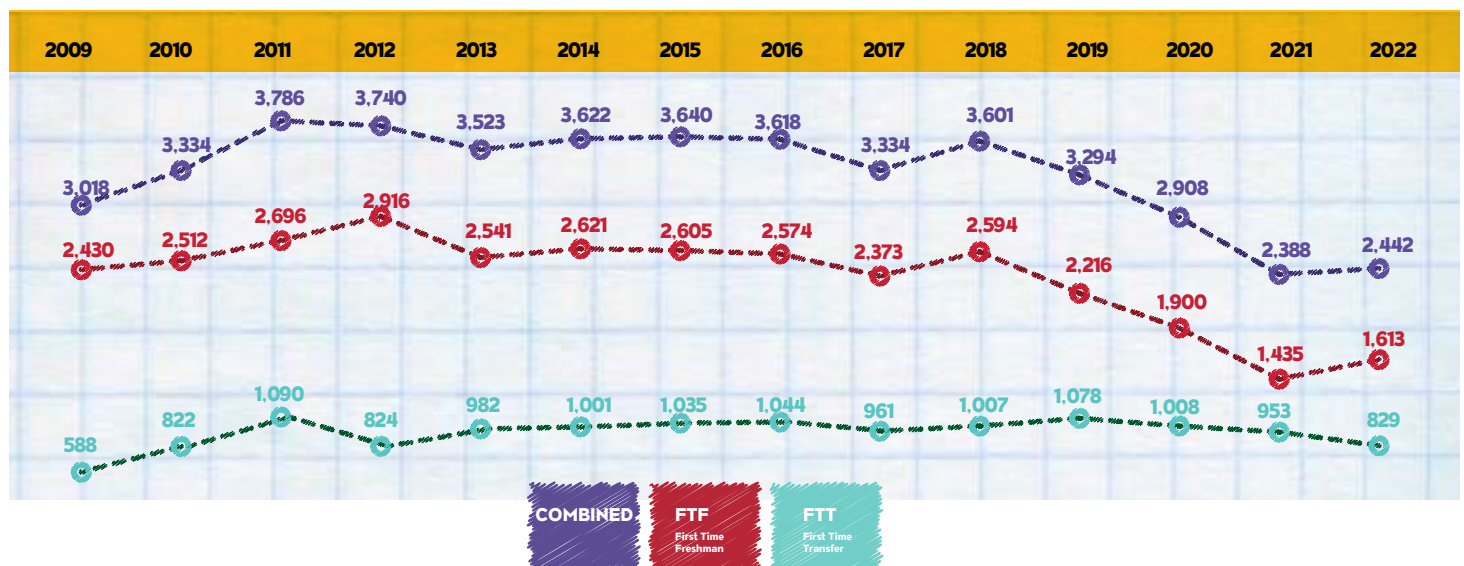
FEWER APPLICATIONS AND DECLINING ENROLLMENT YIELD DESPITE AN INCREASE IN ADMISSION RATES

Despite increases in admission rates in recent years, a decline in undergraduate application numbers among Black students, especially FTF, coupled with reduced enrollment yield, have led to an overall decline in enrollment of new Black students.

Application Count Declines in Recent Years

Until Fall 2018, the Black undergraduate application count stayed relatively consistent. After this, the number of applications from Black students decreased sharply. The two most recent application cycles resulted in the lowest numbers of applications from Black students in recent history, in the low 2,000s (2,442 in Fall 2022). The sharpest drop in this period has been among FTF applicants (from 2,594 in 2018 to 1,613 in 2022), though there has been a decline among FTT applicants as well, especially in the last couple of years (1,007 in 2018 to 829 in 2022).

Black Undergraduate Application Count: 2009 to 2022

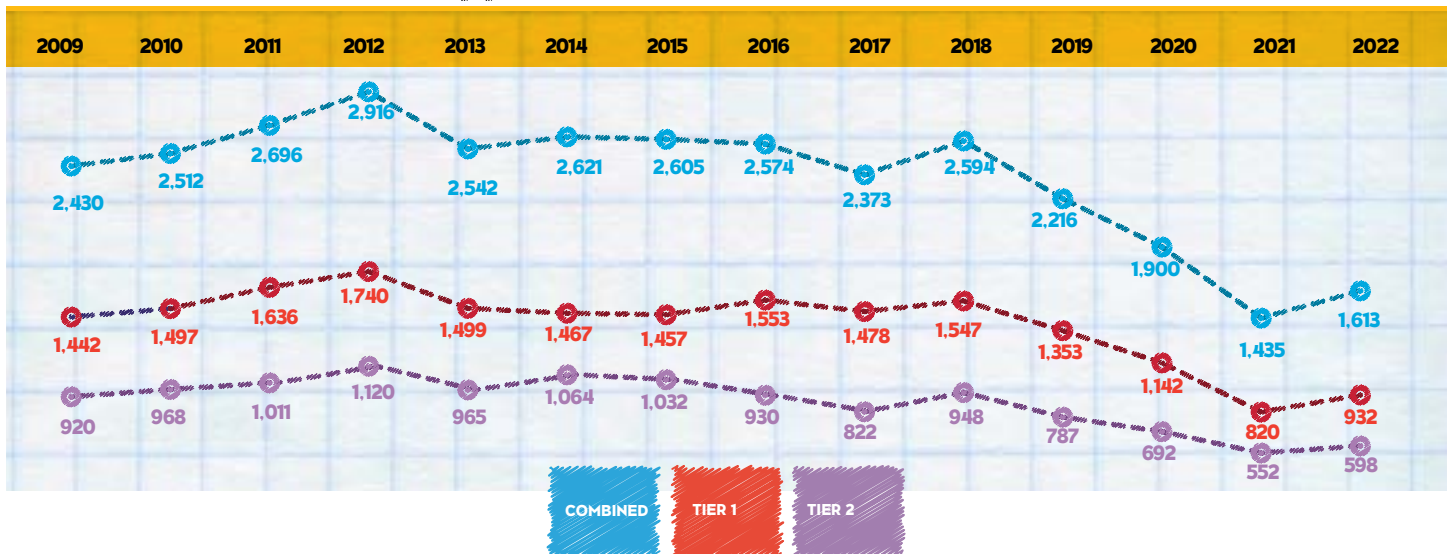


Application Count by FTF/FTT and Tier Status

First-time Freshmen (FTF)

When we disaggregate FTF applications by tier status, the trend from 2009 to 2021 is nearly identical for Black applicants from Tier 1 and 2. Both experienced a sharp and steady decline after 2018, and reached record lows in Fall 2021 (Tier-1 = 820; Tier-2 = 552).

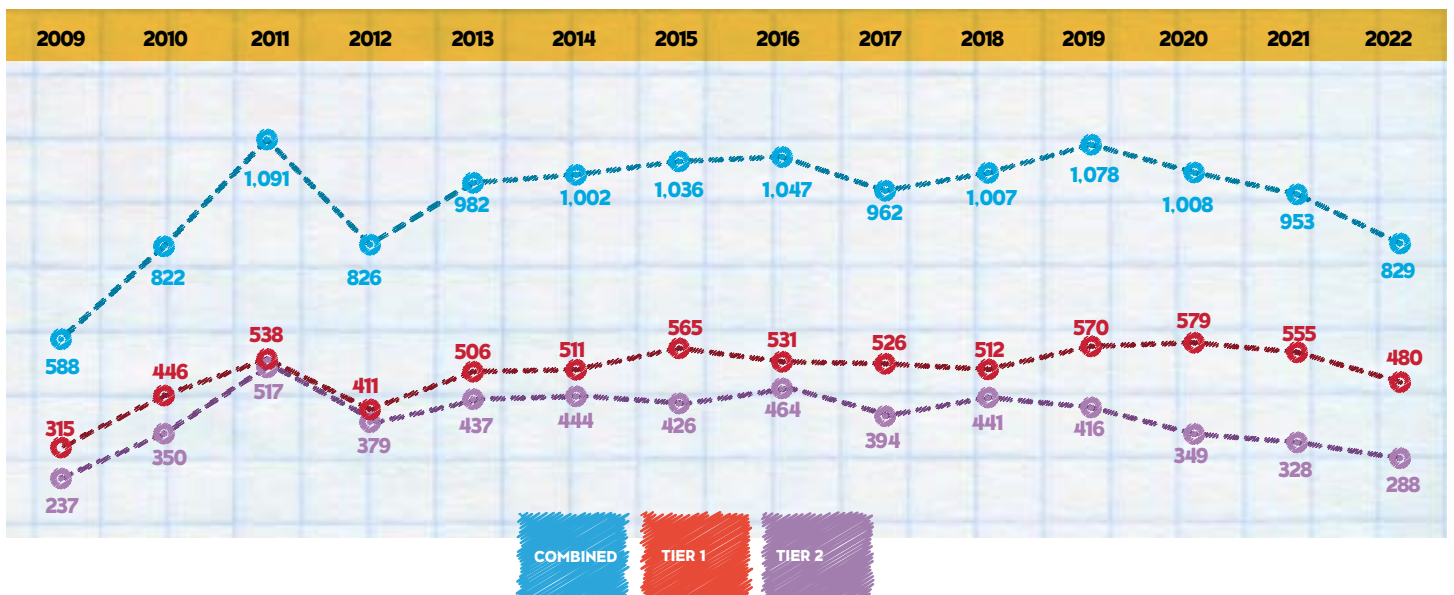
Application Count: 2009 to 2022



First-time Transfer (FTT)

When we disaggregate the FTT applications from Black students by tier status, we see a steady decline in tier 2 FTT applications from Black students since Fall 2018, to a low of 288 in Fall 2022. In contrast, tier 1 FTT applications from Black students grew a bit during this period, though there was a drop in the most recent application cycle (480 in 2022).

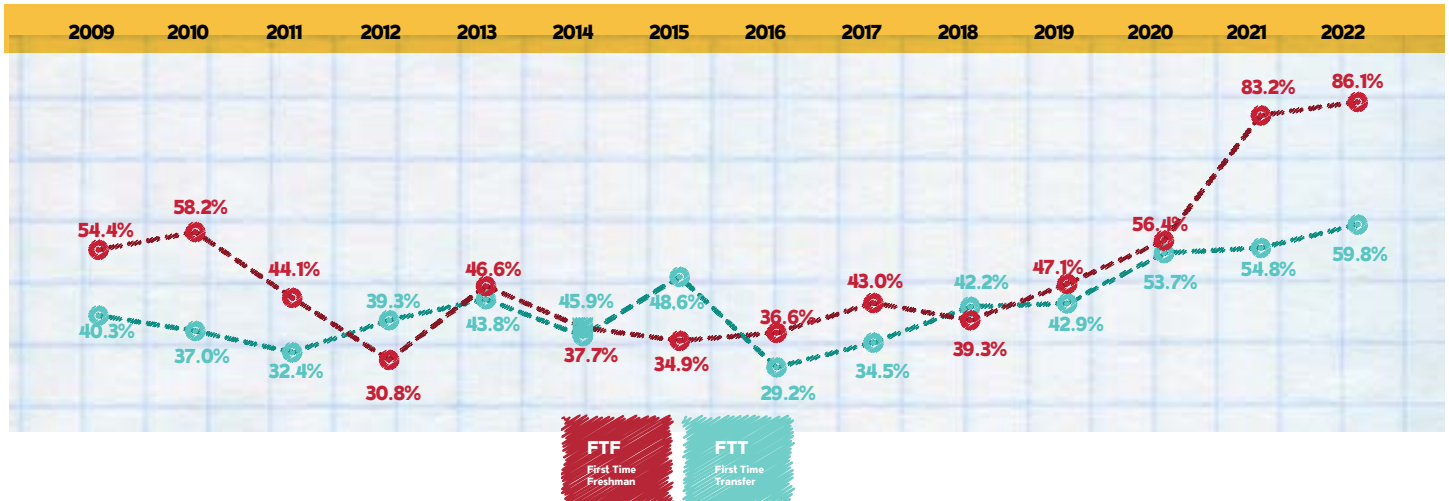
Application Count: 2009-2022



Admission Rate Steadily Increases

Although the number of applications from Black undergraduates has been declining since Fall 2018, the admission rates for Black applicants during this period have steadily increased for both FTF and FTT applicants, to a high for both groups in Fall 2022 (86.1% for FTF, 59.8% for FTT).

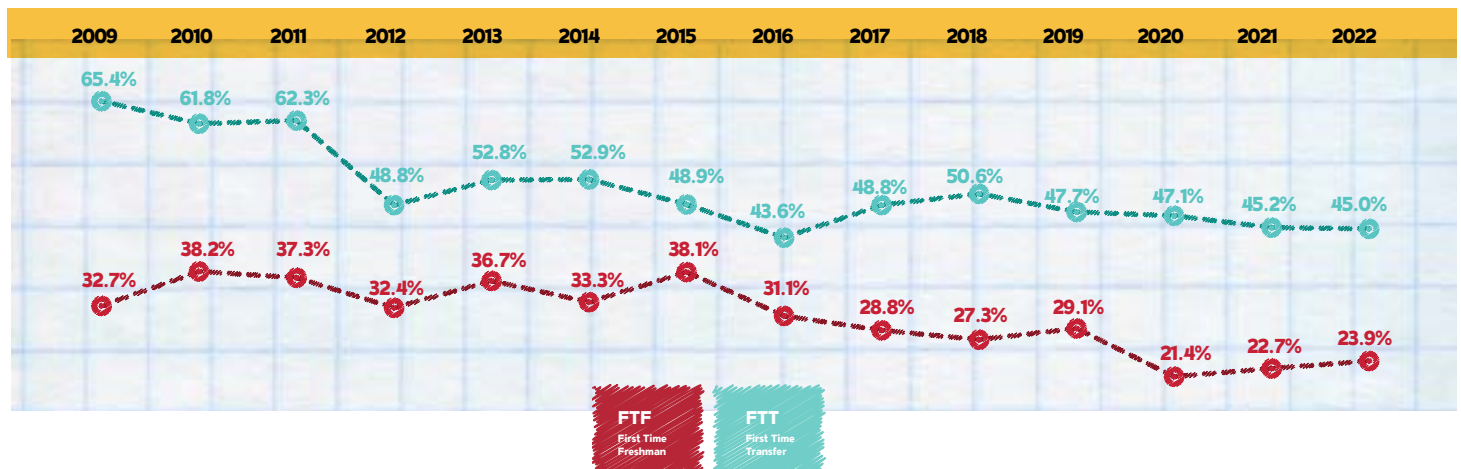
Black Undergraduate Admission Rate: 2009-2022



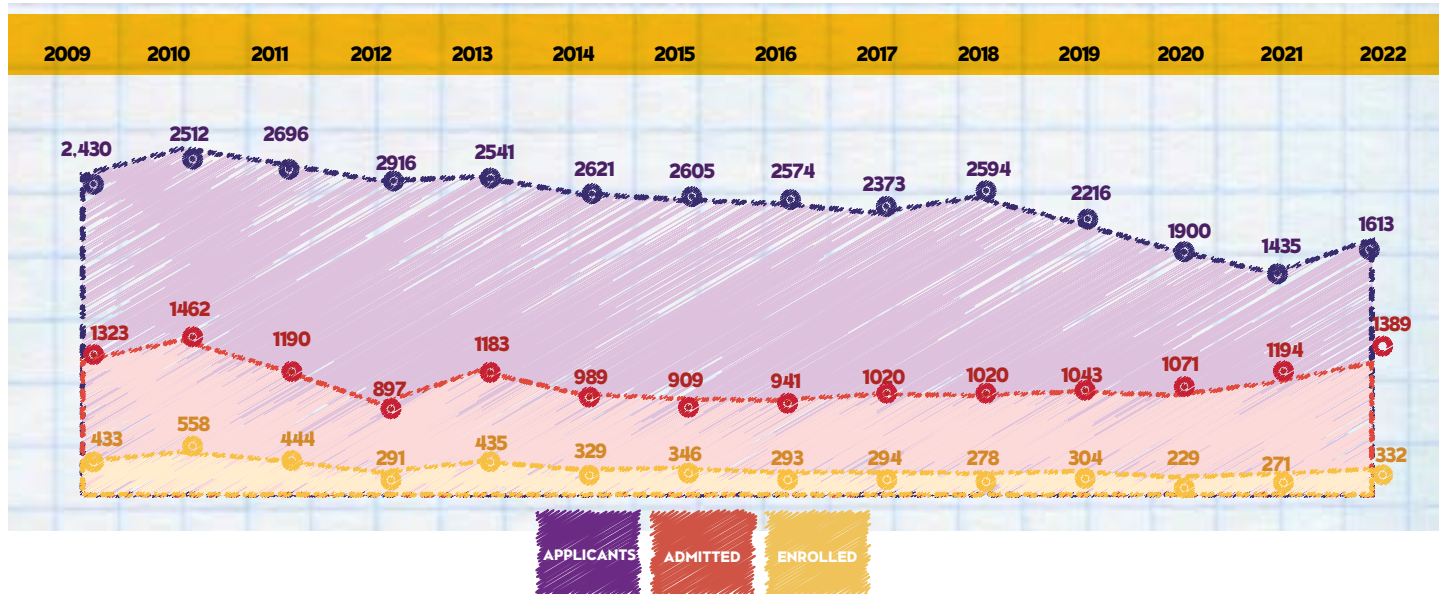
Enrollment Yield Decreases Despite Increase in Admission Rates

During the period under study, enrollment yield (the proportion of admitted students who end up enrolling at CSUN) of admitted Black undergraduate students has been declining. Among FTF, this is particularly evident since the Fall 2016 admission cycle; yield is currently in the low 20 percents (23.9% in Fall 2022). Among FTT, the decline was evident earlier, since the Fall 2012 admission cycle; yield has stayed somewhat stable in recent years, in the mid 40 percents (45.0% in Fall 2022). In combination with the increased admission rates, this has resulted in a stable total number of new Black undergraduate students enrolling at CSUN in recent years. (Note the increase in number of applications, admitted students, and enrolled students among Black FTF in Fall 2022).

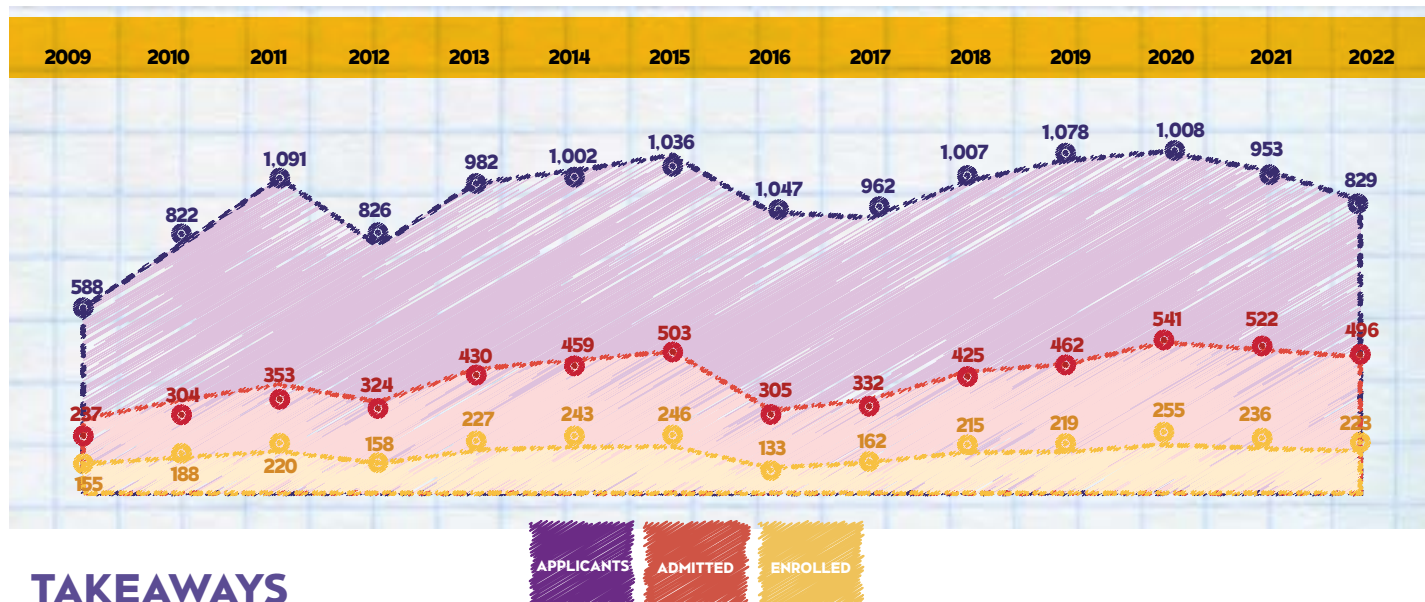
Black Undergraduate Yield Rates: 2009-2022



Black FTF Applicant, Admitted, and Enrolled Count: 2009-2022



Black FTT Applicant, Admitted, and Enrolled Count: 2009-2022



TAKEAWAYS

It is very clear that the enrollment of Black/African American students at CSUN has been declining, especially during the last decade or so. A deeper examination of enrollment trends indicates that regional impaction policies have contributed to this decline, especially among tier 2 (out of local area) FTT. Additionally, application numbers have been decreasing among Black undergraduate students in the last few years, especially among FTF, and though admission rates have been increasing, enrollment declining, resulting in a plateau in the total number of new Black undergraduate students in recent years.

A myriad of reasons likely contribute to these patterns. CSUN is working to address some of these, with efforts such as targeted recruitment, and is also investigating further to better understand these trends. It is too early to evaluate the impact of these efforts, but there are already some hopeful signs, such as the 12% increase in FTF applications in Fall 2022.