

Oct 2, 2023

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CSUN ENROLLMENT: A WORK IN PROGRESS

Presented by:

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AGENDA

1. CSU Enrollment Context
2. 22-23 CSUN Enrollment Summary
3. Re-cap of Enrollment Challenges
4. 23-24 CSUN Enrollment Outlook
5. Responding to Enrollment Context
6. Opportunities for Collaboration
7. Questions



STATE-FUNDED ENROLLMENT GROWTH



Governor's budget includes CSU resident enrollment growth of 5% (9,434 FTES) over 5 years. CSU enrollment declined 4.5% in the first year of the compact.



Budget compact commits to an additional 1% enrollment growth through 2026-27.



CSU Enrollment and Budget Reallocation Plan

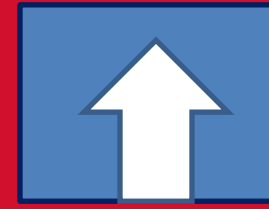


CSU Enrollment and Budget Reallocation Plan

- Exceeding enrollment targets encouraged
- Enrollment Increases above target will result in more funding. Additional FTES will be fully funded.
- Failure to achieve enrollment target may result in budget reductions



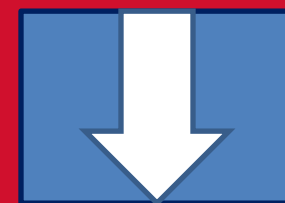
Funding Framework Groups



Meet or Exceed CO
Enrollment Target



5% or Less Below CO
Enrollment Target



More than 5% Below
CO Enrollment Target

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22-23 CSUN ENROLLMENT Summary:

Challenging



CY 2022-23 Final Resident Enrollment

		Summer 2022 (actual)	Fall 2022 (actual)	Spring 2023 (actual)	Annualized (actual)
Resident	Level				
	Undergrad	242	26,053	23,802	25,048
	Master's	134	1,973	1,779	1,943
	Other PBU		603	489	546
	Total	375	28,629	26,070	27,537

CO target **28,533**
% from target **-3.5%**

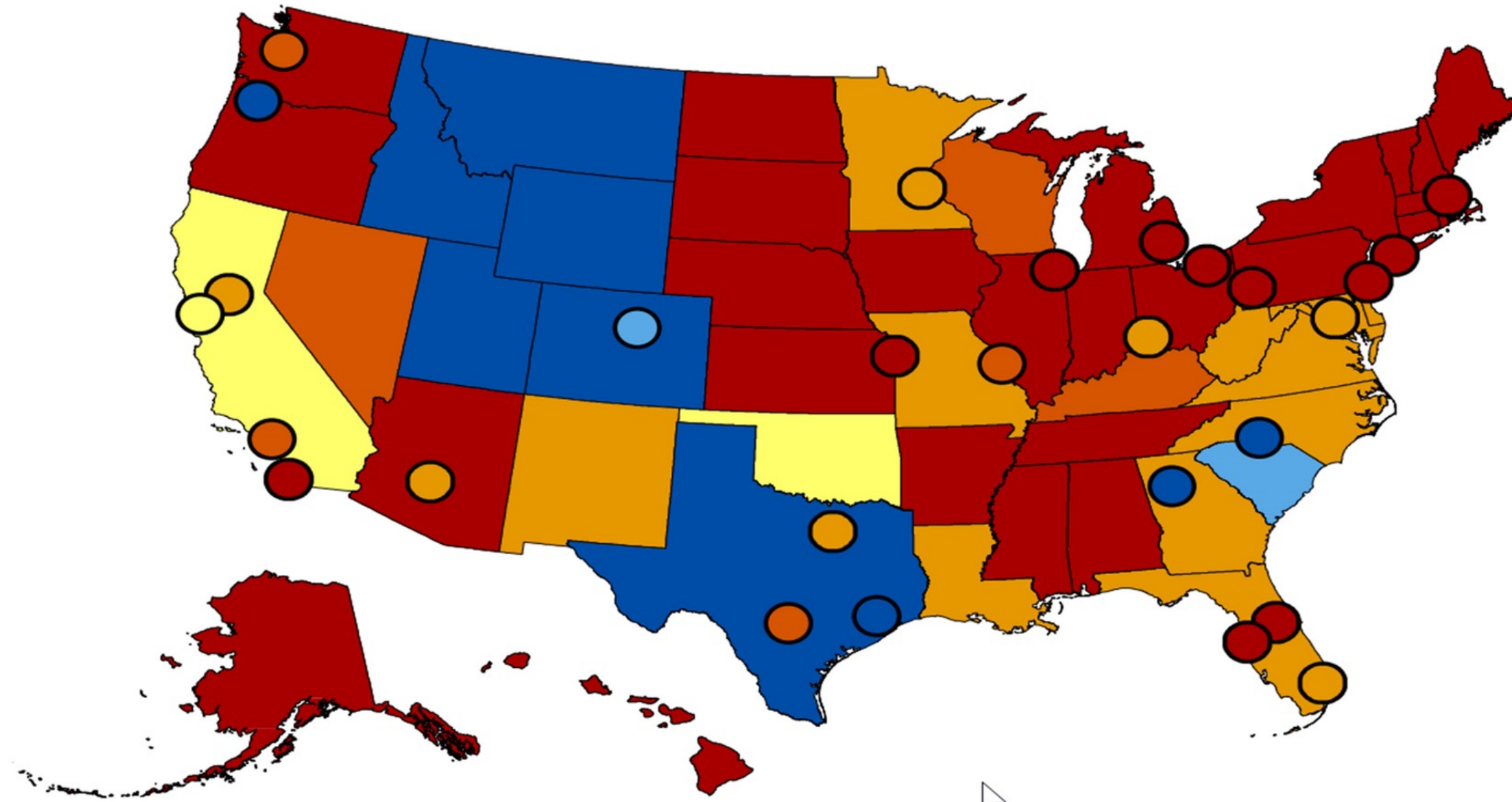


RECAP OF ENROLLMENT CHALLENGES

- High School Graduate Decline
- California Freshman Going Out-of-State
- Community College Enrollment Decline
- UC Enrollment Growth
- Erosion of Value



NATIONAL TRENDS

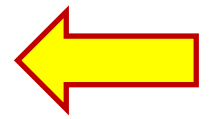


< -15% **-15% to -7.5%** **-7.5% to -2.5%** **-2.5% to 2.5%** **2.5% to 7.5%** **> 7.5%**

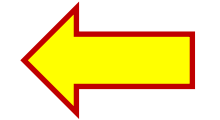


CALIFORNIA HIGH SCHOOL GRADUATES

Year	# of HS Graduates	# of Graduates with a-g	% with a-g	% Change in a-g
2016-17	429,333	200,911	46.80%	1.40%
2017-18	421,365	203,786	48.36%	1.56%
2018-19	431,423	208,806	48.40%	0.04%
2019-20	430,108	210,998	49.06%	0.66%
2020-21	429,386	210,699	49.07%	0.01%
2021-22	433,028	217,908	50.32%	1.25%



Projected High School Graduates						
2021-22	2022-23	2023-24	2024-25	2025-26	2026-27	2027-28
440,672	443,406	446,550	435,283	429,421	412,088	418,614



Student Residence + Migration In California

332.1k >

Total first-time enrollment at institutions located in California

89%

In-state residents attending California institutions

35,612 out of state students attending California colleges

-7,057
Net Migration

42,669 California residents attending college out of state

460 In-State Colleges + Universities

Institution Type	4-YR	2-YR	Total
Public	57	114	171
Private, NFP	148	3	151
Private, For Profit	72	66	138
Total	277	183	460

Insights: Fall 2016 to Fall 2020



-16%

Total first-time enrollment in CA

-15%

In-state residents attending CA institutions

-22%

Out of state students attending CA institutions

1. Digest of Education Statistics, 2021 Table 309.10, Fall 2020.
 2. The Chronicle of Higher Education, Almanac 2022.
 3. NCES Enrollment of first-time undergraduates by residence, Fall 2020.

COMMUNITY COLLEGE ENROLLMENTS

18%

Drop in enrollment at California Community Colleges between 2019-2022.

28%

Enrollment decline at the 9 colleges in the LACCD (LA Community College District) over the same period.

7.2%

Enrollment increased between Spring 2022 and Spring 2023.



UC Admits Record Number Of In-State Freshmen For Fall 2023



~The Patch
BY ANNA SCHIER
Staff Writer




PUBLIC NARRATIVES

F Forbes

Is College Even Worth It? Here's How To Decide


Is a College Education Worth It?

 CNBC

Majority of borrowers say taking on federal student loan debt is not worth it, CNBC survey finds

Is College Worth The Cost? Pros Vs. Cons – Forbes Advisor

Is College Worth It in 2022?

 thebatt.com

Is going to college worth it? | Opinion



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23-24 CSUN ENROLLMENT OUTLOOK:

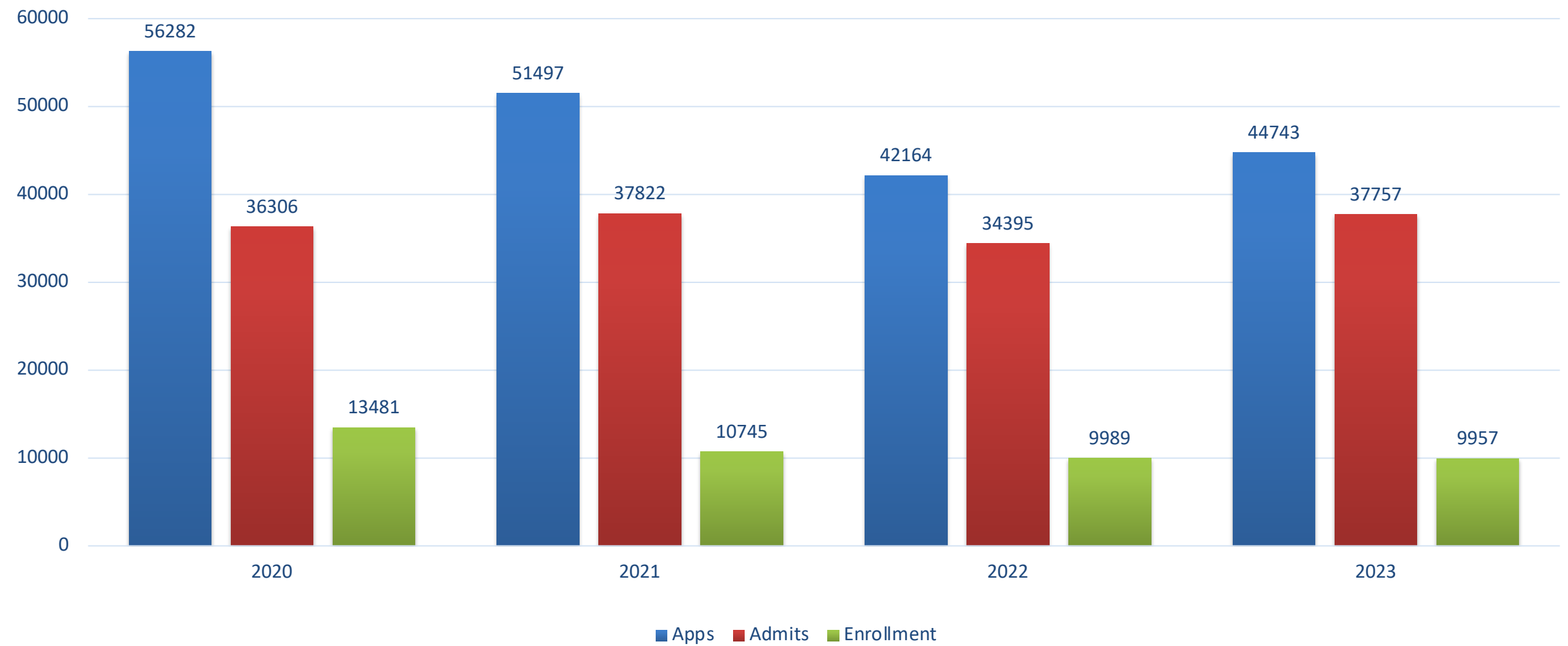
MOSTLY GOOD





CSUN NEW ENROLLMENT APPLICATIONS, ADMITS, ENROLLMENTS: 2020-2023

Source: CSUN Counts





CSUN CONTINUING STUDENT ENROLLMENT: SUMMER 2023

Measure	Current	Target	Differential
Headcount	7404	6400	1004
FTES	2803	2060	743



CSUN CONTINUING STUDENT ENROLLMENT: FALL 2023



Year	New FTF	New FTT	Cont FTF	Soph	Junior	Senior	Grads	Total
2022	4972	5028	1513	3388	5182	11874	4166	36123
2023	5545	4326	1865	3552	5627	11257	4196	36368
Difference	573	-702	352	164	445	-617	30	245



Responding to our Enrollment Context

1. Things we have done
2. Things in the works



Things we have done

- Modified Impaction
- Opened Spring
- Transitioned Summer to Stateside
- Focused on Re-enrollment
- Funded Strategic Enrollment Plan



Things In The Works

- Expanding Recruitment Efforts
 - Adding New Events
 - Auditing Marketing Assets
 - Integrating Market Perception Study
-

- Top of the Funnel
- Application Generation
- Re-enrollment



Opportunities for Collaboration

- Re-enrollment
- Events
- Recruitment
- Campus Tours
- Academic Advising
- Market Aligned Majors



Q&A

