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# CSUN ENROLLMENT: THE GHOSTS OF ENROLLMENT PAST, PRESENT, AND FUTURE

PRESENTED BY

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# AGENDA

- 01 Introduction
- 02 What I am NOT going to cover
- 03 The Ghost of Enrollment Past
- 04 The Ghost of Enrollment Present
- 05 The Ghost of Enrollment Future
- 06 Things to Consider
- 07 Questions



# INTRODUCTION

- Personal
- Educational
- Professional







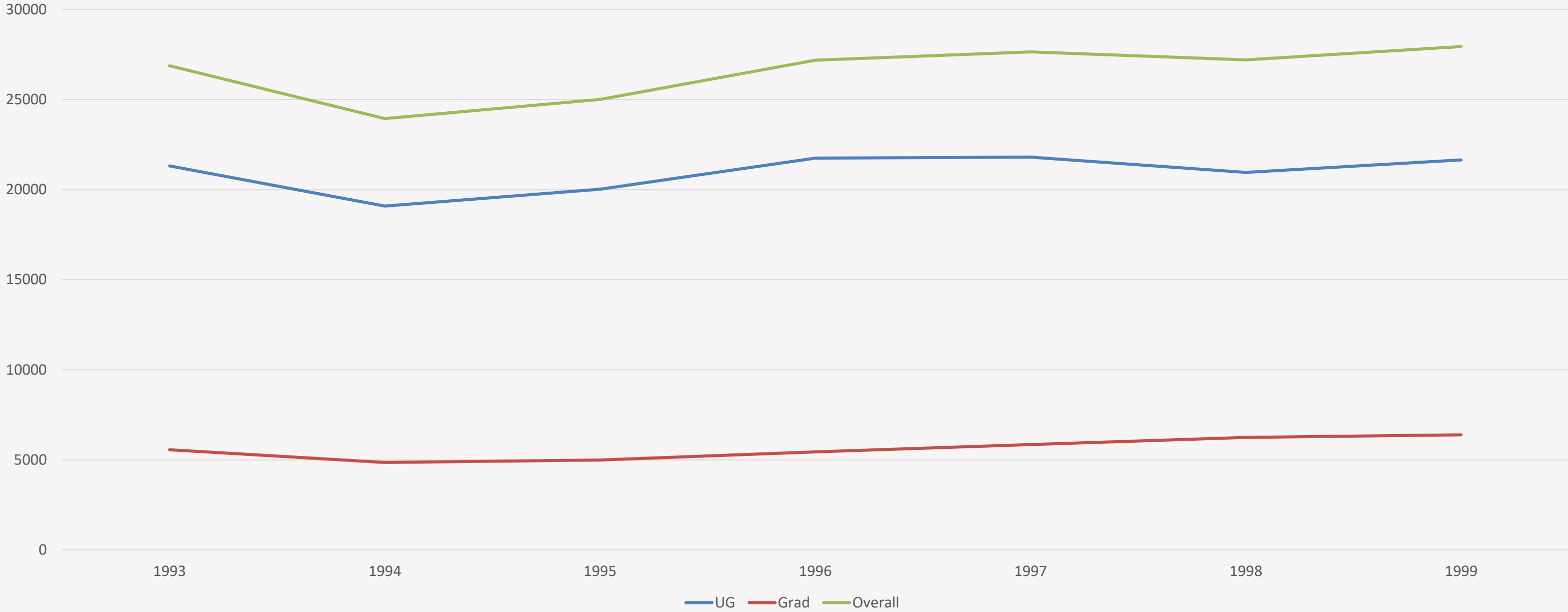
# WHAT I AM **NOT** GOING TO COVER

- College specific enrollment
- Scheduling Patterns



# 1993 - 1999

Source: CSUN Counts



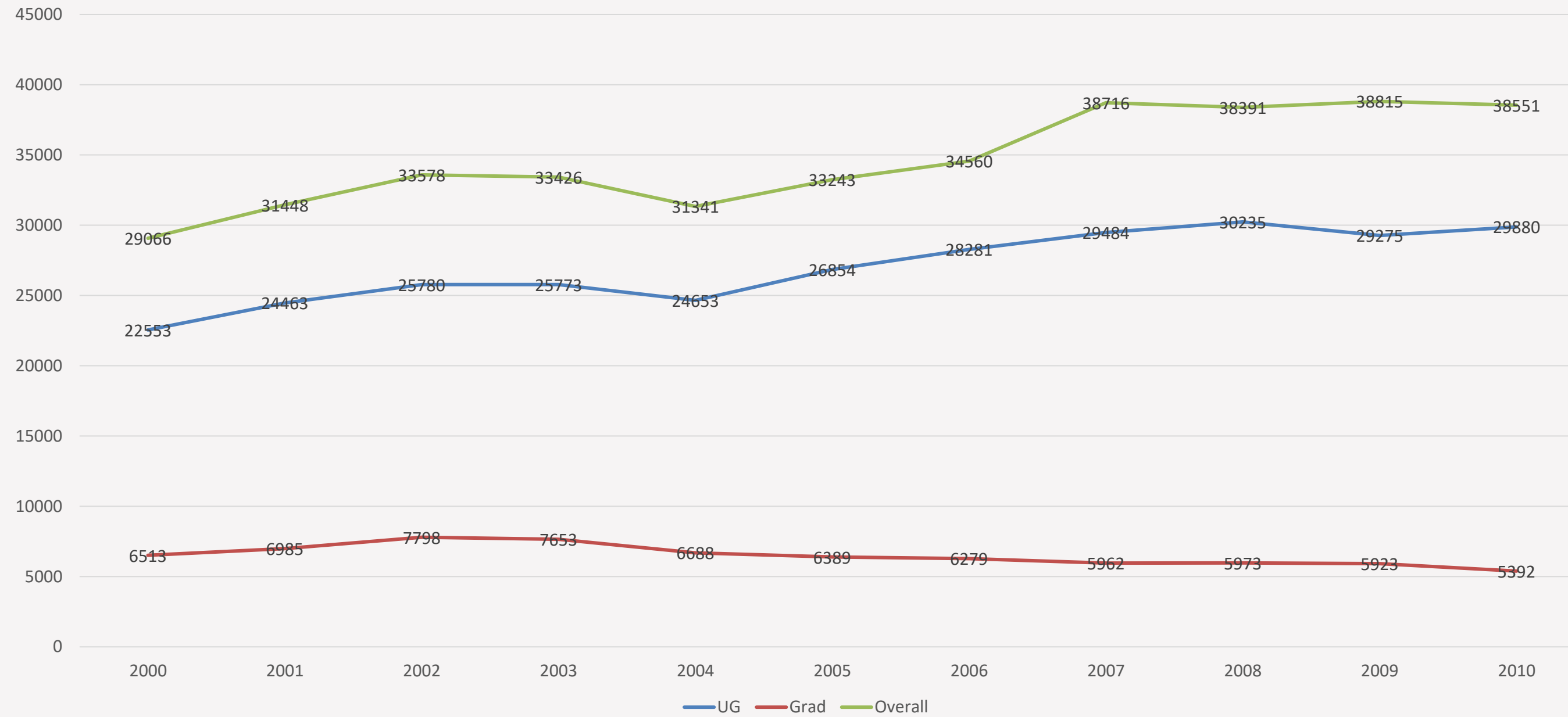
# CSUN ENROLLMENT PAST: OBSERVATIONS 1993-1999

- 01 Stable
- 02 White
- 03 Part-time



# 2000 - 2010

Source: CSUN Counts



# CSUN ENROLLMENT PAST: OBSERVATIONS 2000 - 2010

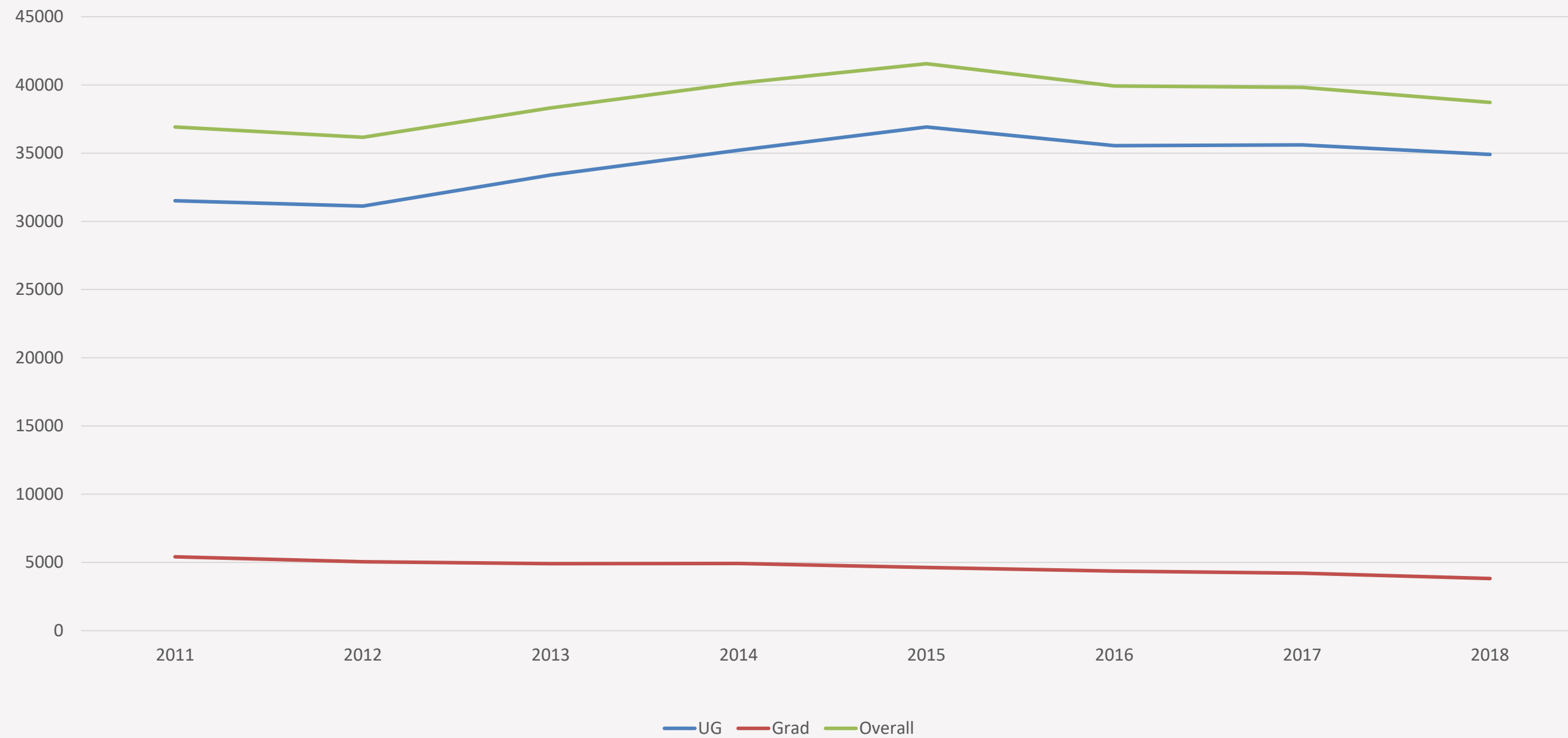
- 01 Growth
- 02 LatinX in 2006
- 03 Pell Eligible
- 04 Millennial Generation
- 05 International





# 20 11- 20 18

Source: CSUN Counts



# CSUN ENROLLMENT PAST: OBSERVATIONS 20 11- 20 18

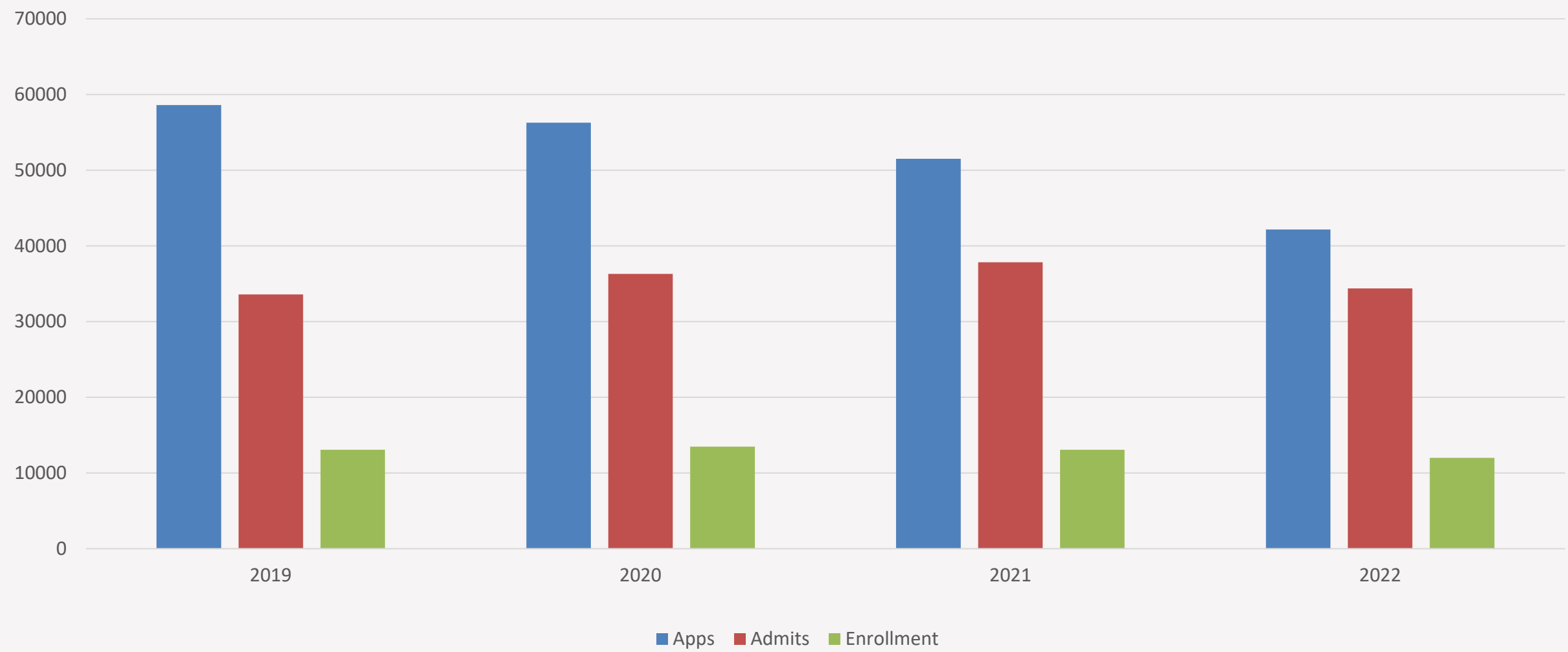
- 01 Impaction
- 02 International Decline
- 03 K-12 Demographic Decline





# CSUN ENROLLMENT PRESENT: APPLICATIONS, ADMITS, ENROLLMENTS: 2019-2022

Source: CSUN Counts





# CSUN ENROLLMENT PRESENT: OBSERVATIONS 2019-2022

- 01 Declining Applications
- 02 Elimination of Standardized Tests
- 03 Multi-factor Admission
- 04 Impaction Changes
- 05 Graduation Rates
- 06 LAUSD
- 07 Persisting equity gaps
- 08 Reduced number of black and AANAPISI students





# THE GHOST OF ENROLLMENT FUTURE: CHALLENGES AND OPPORTUNITIES



# CHALLENGES

- 01 K-12 Demographic Decline
- 02 Community College Enrollment Decline
- 03 California Freshmen Going Out-of-State
- 04 Erosion of Value
- 05 UC Enrollment Goals



# CALIFORNIA HIGH SCHOOL GRADUATES

Year	# of HS Graduates	# of Graduates with a-g	% with a-g	% Change in a-g
2015-16	429,323	194,698	45.40%	2.00%
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%

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

DOF: Forecasting Demographics [Report](#)  
 CDE: Five Year Cohort Graduation Rate [Reports](#)

# LOCAL AREA CSU ELIGIBLE PROJECTIONS

2024	2025	2026	2027	2028	2029	2030
56	56	52	58	72	79	85
1,574	1,574	1,579	1,585	1,594	1,605	1,623
199	211	197	176	186	170	179
670	674	682	676	650	775	701
481	468	520	420	435	412	395
378	365	367	359	388	397	405
961	997	1,001	1,046	1,112	1,114	1,151
212	202	203	228	208	197	170
305	307	331	282	327	339	277
561	583	551	548	531	568	513
17,539	16,902	16,742	16,290	15,855	15,665	14,987
387	364	325	331	325	300	295
568	551	561	506	511	511	492
307	260	302	241	255	255	269
190	197	187	188	188	188	199
387	415	395	341	377	353	355
2,013	1,918	1,934	1,952	1,973	1,998	2,025
<b>26,793</b>	<b>26,044</b>	<b>25,929</b>	<b>25,227</b>	<b>25,015</b>	<b>24,907</b>	<b>24,181</b>

9.74% Decline



# PUBLIC REALITIES

HIGHER EDUCATION

## The collapse of community college enrollment: Can California turn it around?

**Community College Enrollment in California Hit 20-Year Low**

EDSOURCE SPECIAL REPORT

## California K-12 enrollment plunges again, falls below 6 million

Census Day enrollment drops by 110,000 this year on top of 161,000 last year

## With Plunging Enrollment, a 'Seismic Hit' to Public Schools

The pandemic has supercharged the decline in the nation's public school system in ways that experts say will not easily be reversed.

# COMMUNITY COLLEGE ENROLLMENTS

- Decreased significantly since pandemic began
- CCC enrollment dropped below 2 million headcount for Fall 2020
  - First-time in three decades
  - CCC have challenges with data reporting

NSC Reported Data		
Fall 2019	Fall 2020	Fall 2021
1,326,319	1,170,774	1,054,615

EdSource: [CCC enrollment drops](#) – Nov. 2021  
NSC: [Current Term Enrollment Estimates](#) - Jan. 2022

# CALIFORNIA FRESHMAN LEAVING

## LEAVING CALIFORNIA FOR COLLEGE

About 22% of first-time freshmen from California who started at a four-year college in 2020 did so in another state.

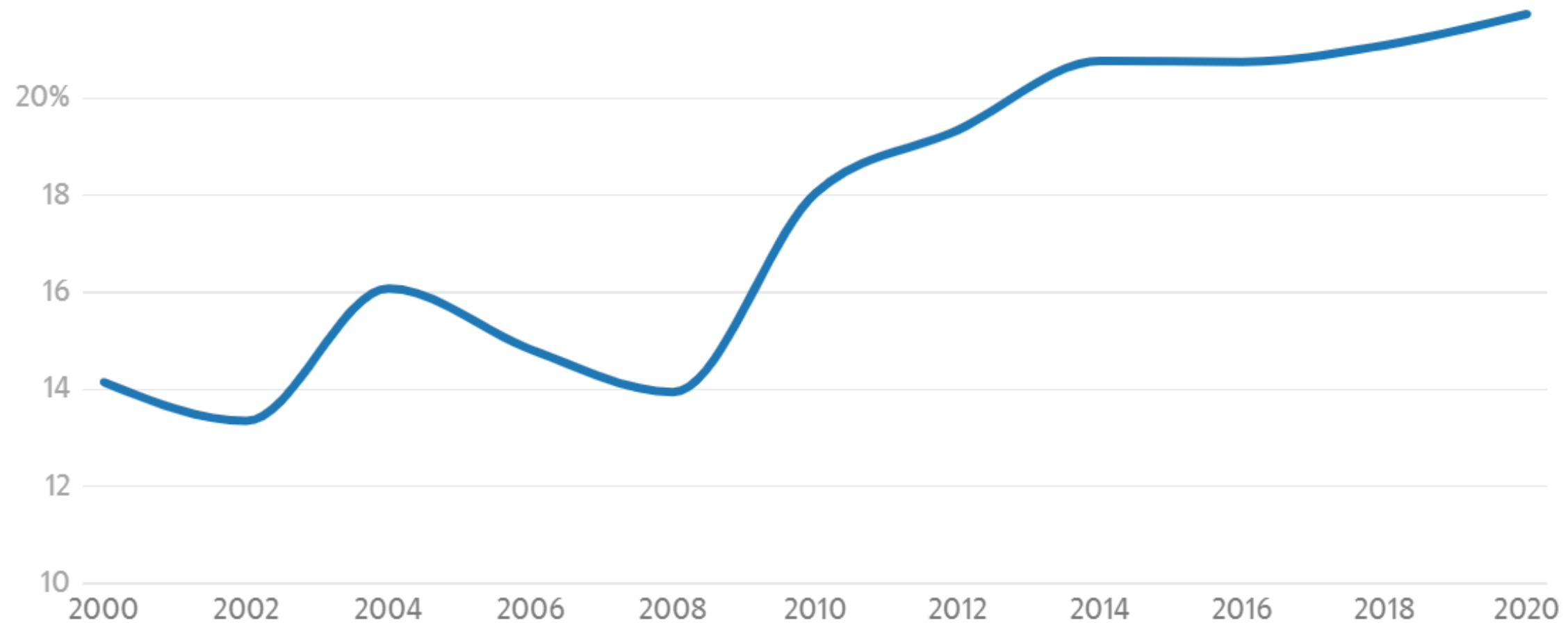


Chart: Phillip Reese • Source: U.S. Department of Education • [Get the data](#)

# 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

 thebatt.com

Is going to college worth it? | Opinion

**Is College Worth It in 2022?**



UC could grow by 33,000 California students, equivalent of new campus, to meet surging demand

– Los Angeles Times



BY TERESA WATANABE  
Staff Writer





# OPPORTUNITIES

- 01 State Funded Enrollment Growth
- 02 Maximize CSUN Assets
- 03 Expand Access



# State-Funded Enrollment Growth



Governor's budget includes CSU resident enrollment growth of 2.5% (9,434 FTES)



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



Identifies priority disciplines

# MAXIMIZE CSUN ASSETS

- Quality Academics
- Affordability
- Social Mobility





# Expand Access

- Lift freshmen and transfer regional impaction
- Increase the number of Multi-factor admission criteria



# Things to Consider

- Invest in the fundamentals
- Continue academic innovation
- Double down on holistic student success





# INVEST IN THE FUNDAMENTALS

- Expand access
- Engage in marketing
- Improve community engagement



# CONTINUE ACADEMIC INNOVATION

- Add new market aligned majors
- Offer new educational modality
- Advance pedagogical best practice
- Target new populations
- Consider new scheduling strategies





# DOUBLE DOWN ON HOLISTIC STUDENT SUCCESS

- Modify policies and processes
- Fund identity based centers
- Improve Communication
- Establish an institutional definition and set of priorities focused on student success



# Q & A

