

CSUN | IR | INSIDE COUNTS
LATINX/HISPANIC STUDENT ENROLLMENT AT CSUN



Latinx/Hispanic students make up the largest racial/ethnic group at CSUN (57% of the undergraduate population in Fall 2022). This report aims to better understand enrollment trends of Latinx/Hispanic students at CSUN by disaggregating beyond the larger pan-ethnic label to national origin groups, focusing on undergraduate students who first entered CSUN between Fall 2009 and Fall 2022.

Key Findings

- Both total enrollment of Latinx/Hispanic undergraduate students and enrollment of new Latinx/Hispanic undergraduates have grown** steadily during the period under study, going from about a third of enrollment in Fall 2009 (33% of total, 37% of new) to over half of enrollment in Fall 2022 (57% of total, 58% of new).
- Undergraduate applications from Latinx/Hispanic students has grown steadily since 2009, with a peak of 58% of all undergraduate applications in Fall 2020.** This proportion has historically been larger among FTF than FTT, but this gap has been narrowing in recent years.
- The largest proportion of Latinx/Hispanic applicants are of Mexican heritage,** with applications among Mexican-heritage FTT growing at a faster rate than Mexican-heritage FTF applicants.
- Admission rates of Latinx/Hispanic undergraduate applicants do not vary widely by regional or national origin groups,** but for both FTF and FTT applicants, admission rates are consistently highest for those of South American heritage.
- The enrollment yield of admitted Latinx/Hispanic students has decreased** during the period studied. Data indicate that yield has been consistently highest among both FTF and FTT of Salvadoran heritage. The largest drops in yield have been among FTF of Central American and Other Latinx/Hispanic heritage and FTT of Caribbean and Other Central American heritage.



OVERVIEW

This report examines enrollment trends among Latinx/Hispanic undergraduate students at CSUN, both collectively as a pan-ethnic group and by national origin groups. First, we present a general overview of the Latinx/Hispanic undergraduate enrollment trends across time. Then we explore the application/enrollment funnel to further understand enrollment patterns among Latinx/Hispanic students at CSUN.

Defining Latinx/Hispanic

Latinx/Hispanic students are the largest racial/ethnic group at CSUN—comprising 57% of the undergraduate population in Fall 2022 (18,313 out of 31,957 students).

There are many terms that are used to denote this population, including (but not limited to): Hispanic, Latinx, Latine, Latina/o, Latin@, Chicana/o, and Chican@. In this report we use “Latinx/Hispanic” to be inclusive of the regional variations in the use of these terms, as well to recognize commonalities in histories of colonization. Further, we utilize “Latinx”, rather than the more common “Latino”, as a gender neutral term that is more inclusive of LGBTQIA+ communities.

We acknowledge that notions of race, ethnic, and national identity labels carry political, social, and familial meanings that can be

controversial. Most importantly, we recognize the limitations and imperfections of any label applied to such a diverse group.

This report aims to better understand enrollment patterns among the Latinx/Hispanic student population at CSUN by disaggregating to national origin groups at CSUN. In particular, we have disaggregated to the national origin groups [as captured by the CSU system common application form \(Cal State Apply\)](#)¹ during the period spanning from Fall 2009 to 2022.² In order to aid in interpretation of the disaggregated data, given the large number of national origin groups represented, we have divided up the groups by geographic region (see below), with the exception of the three largest national origin groups (Mexican, Salvadoran, Guatemalan).

Disaggregated Latinx/Hispanic regional and national origin groups captured by Cal State Apply

Mexican (MEX)

Salvadoran (SAL)

Guatemalan (GUA)

Caribbean (CAR): Cuban, Dominican, Puerto Rican

Other Central American (OCEN): Costa Rican, Ecuadorian, Honduran, Nicaraguan, Panamanian, Other Central American

South American (SOU): Argentinian, Bolivian, Chilean, Colombian, Peruvian, Paraguayan, Uruguayan, Venezuelan, Other South American

Other (OTH): Spanish, Other Latinx/Hispanic, Not Specified

¹Some Latinx/Hispanic national origin groups may not be represented in this brief because of the limited options provided in the CSU system common application form.

²Note that the federal guidelines for gathering race/ethnicity data changed in 2009, which had significant impact on how the Latinx/Hispanic population is defined. For this reason, this report includes an examination of the data only back to 2009.

DATA

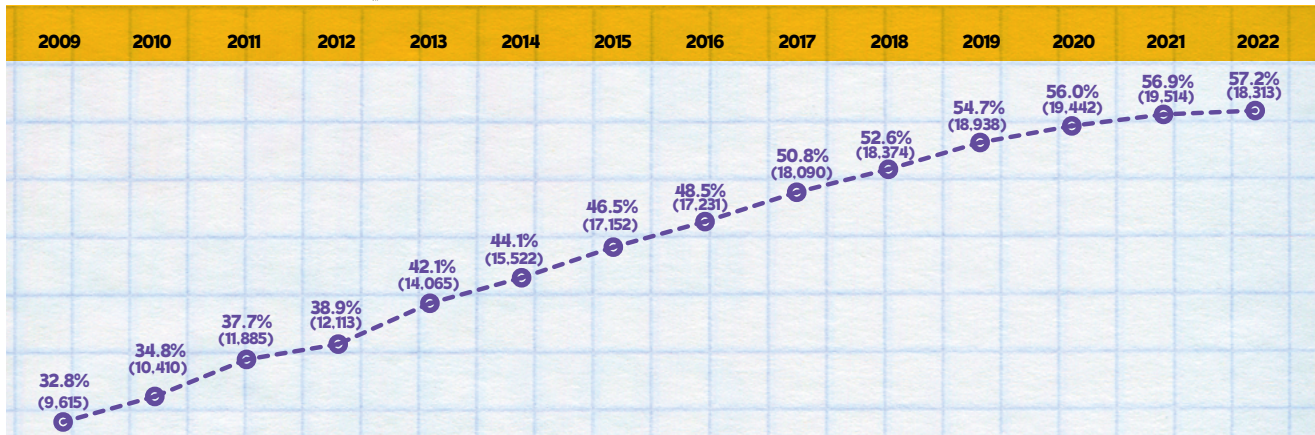
This report references the data available on [CSUN Counts](#) regarding [total undergraduate student](#) and [new incoming undergraduate](#) student enrollment. Additionally, a dataset compiled by the Office of Institutional Research with detailed Latinx/Hispanic student application information (admission and enrollment) from Fall 2009 to Fall 2022 supplemented the CSUN Counts data to disaggregate analyses further. The total size of the dataset is 332,031 applicants.

LATINX/HISPANIC UNDERGRADUATE ENROLLMENT TRENDS ACROSS TIME

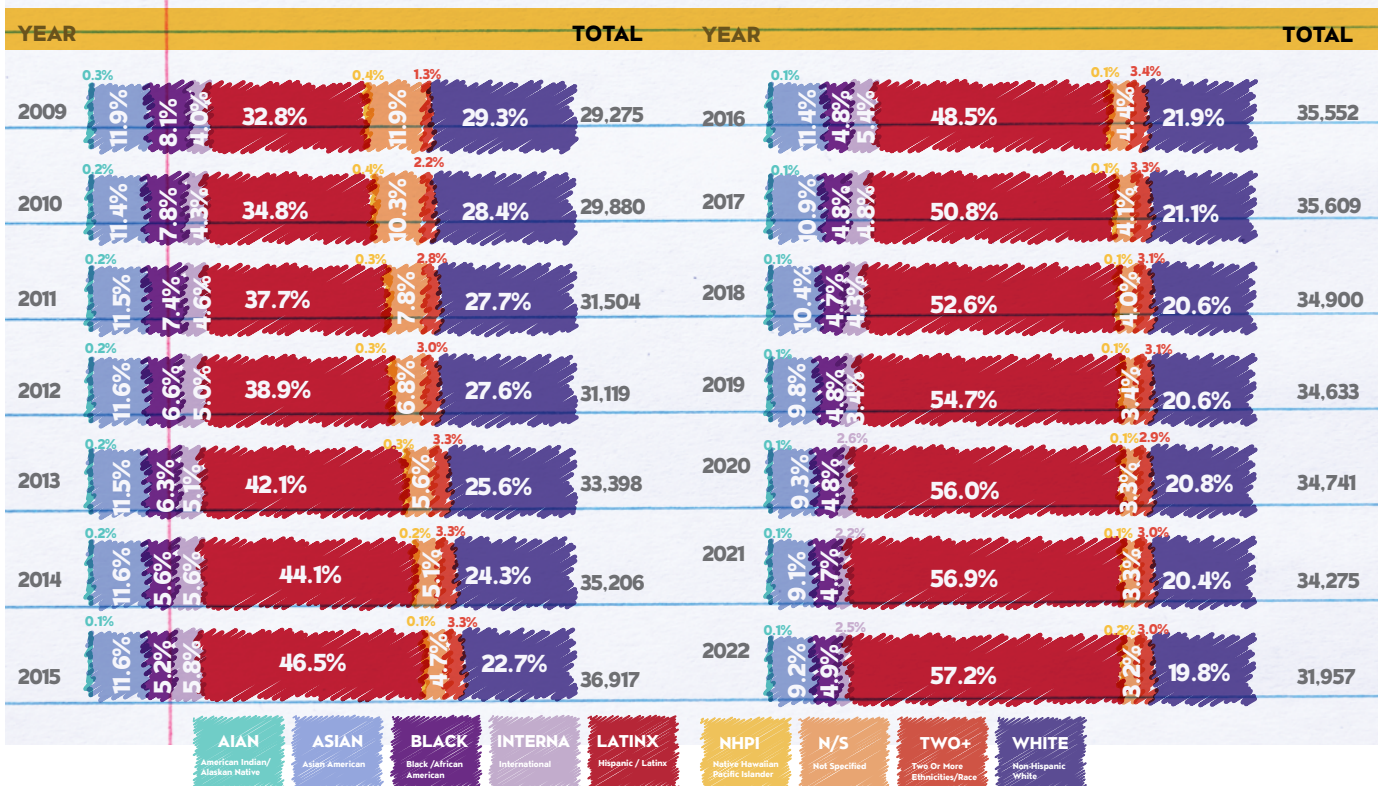
Total Latinx/Hispanic Undergraduate Enrollment

From Fall 2009 to Fall 2022, the total enrollment of Latinx/Hispanic undergraduate students at CSUN has steadily increased, both in number and as a proportion of the overall undergraduate student body (except for a slight drop in number in Fall 2022, when total enrollment also dropped).

Proportion of Undergraduate Students Identifying as Latinx/Hispanic (and Counts): Fall 2009 to Fall 2022



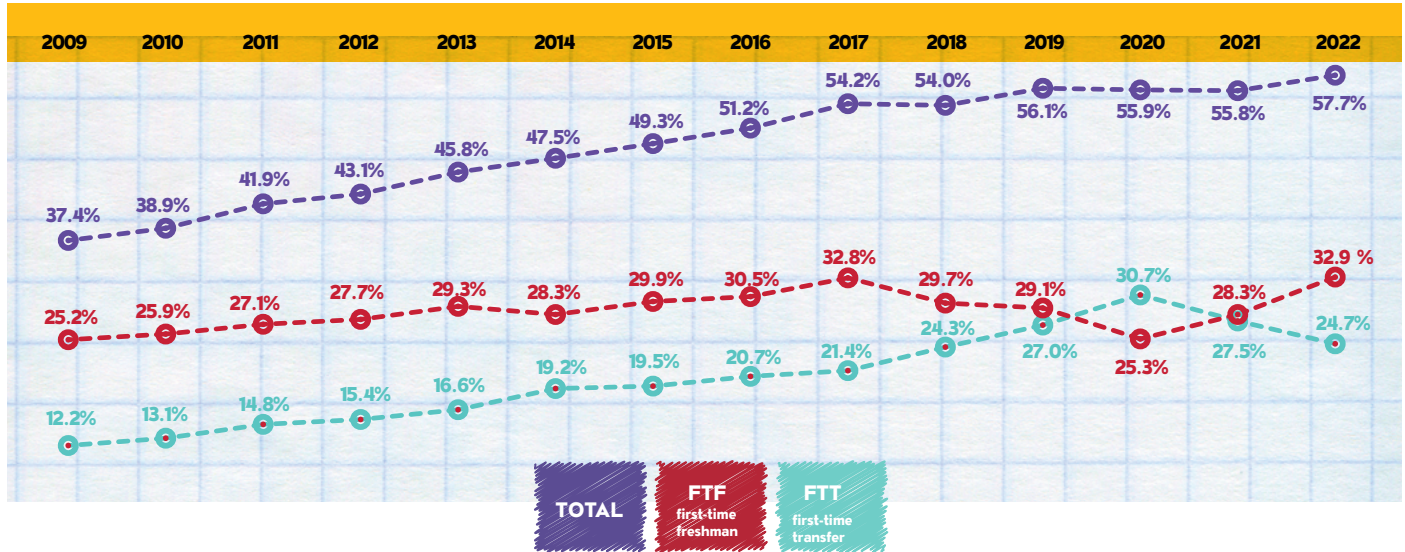
Proportional Breakdown of All Undergraduate Enrollment by Race/Ethnicity



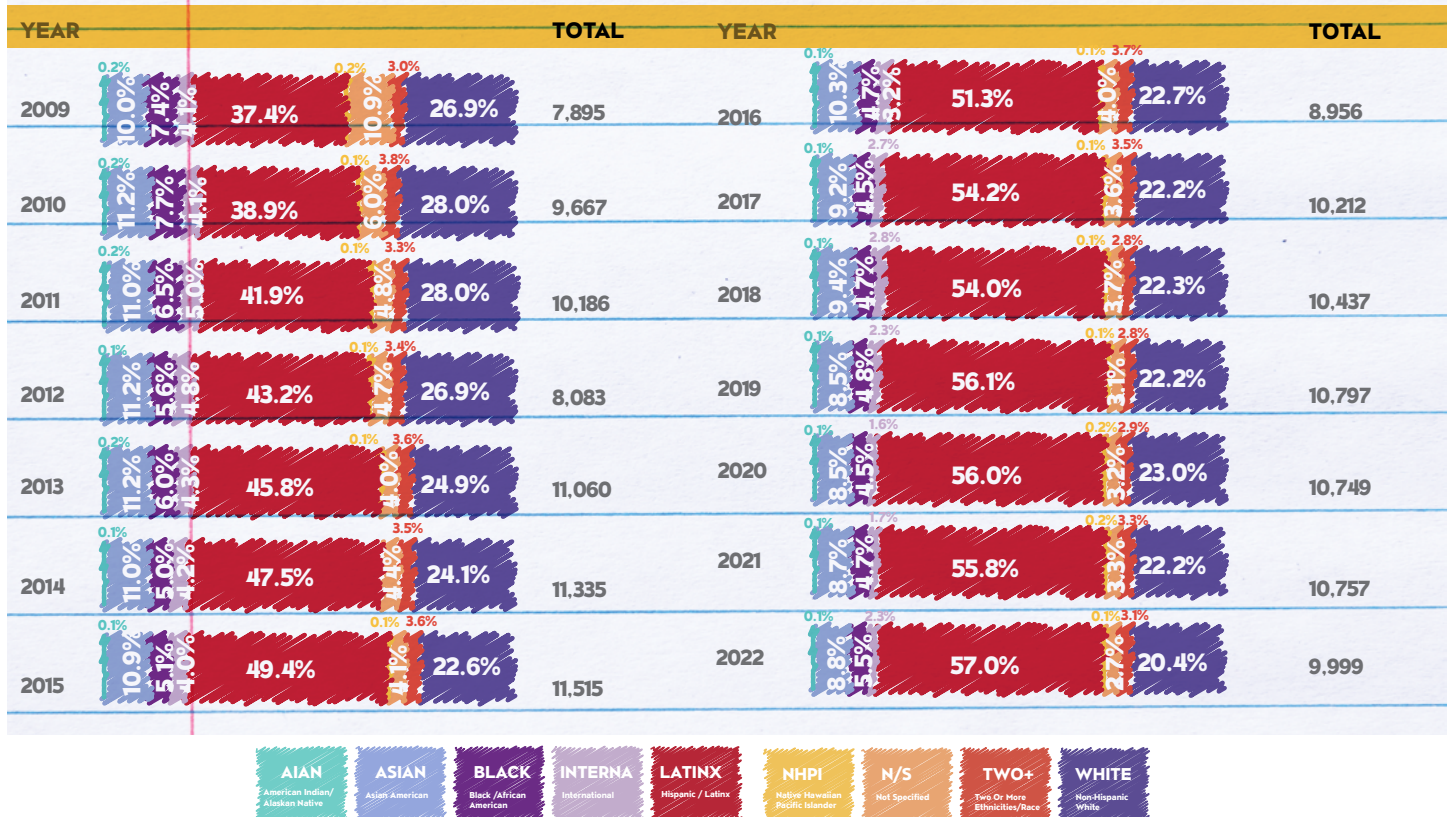
New Latinx/Hispanic Undergraduate Enrollment

New Latinx/Hispanic undergraduate student enrollment mirrors the steady increase in total undergraduate Latinx/Hispanic enrollment from Fall 2009 to 2022. Interestingly, from Fall 2017 onward, the proportion of new Latinx/Hispanic undergraduates remains pretty stable. When the data are examined by entry type, we see that while the new Latinx/Hispanic first-time freshman (FTF) proportions decline slightly during this period, the new Latinx/Hispanic first-time transfer (FTT) proportions continue to increase. Note, however, that in the last 2 years (Fall 2021, 2022), that trend has reversed, with FTF proportions increasing and FTT proportions declining.

Proportion of New Incoming Hispanic/Latinx Undergraduate Enrollment by Year



Proportional Breakdown of Undergraduate Enrollment by Race/Ethnicity

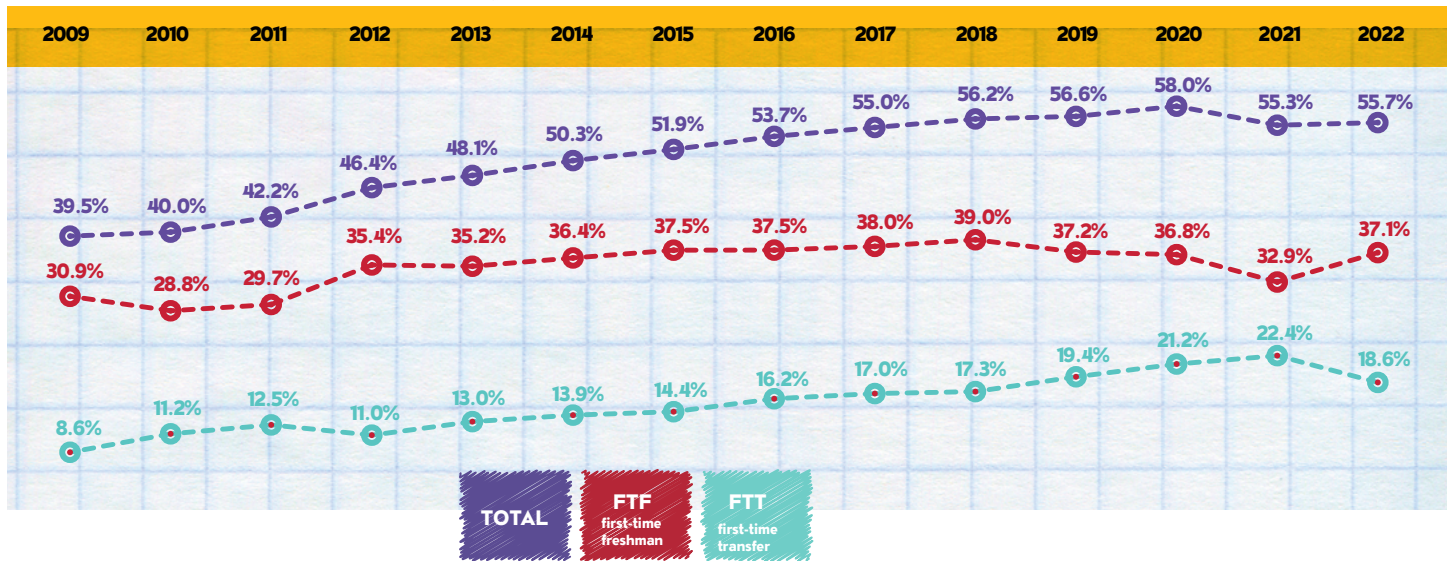


APPLICATIONS, ADMISSIONS, AND YIELD AMONG LATINX/HISPANIC UNDERGRADUATES

Latinx/Hispanic Undergraduate Applications

Since Fall 2009, the proportion of undergraduate applications from Latinx/Hispanic students has increased steadily, from 39.5% in Fall 2009 to a high of 58.0% in Fall 2020. This proportion dipped a bit in Fall 2021 and 2022. The proportion of Latinx/Hispanic FTF applicants has traditionally been higher than the proportion among FTT applicants, and this gap has been narrowing (at least until Fall 2021), largely due to an increase in the proportion of Latinx/Hispanic FTT applicants.

Proportion of Undergraduate Applications from Latinx/Hispanic Students: Fall 2009 to 2022

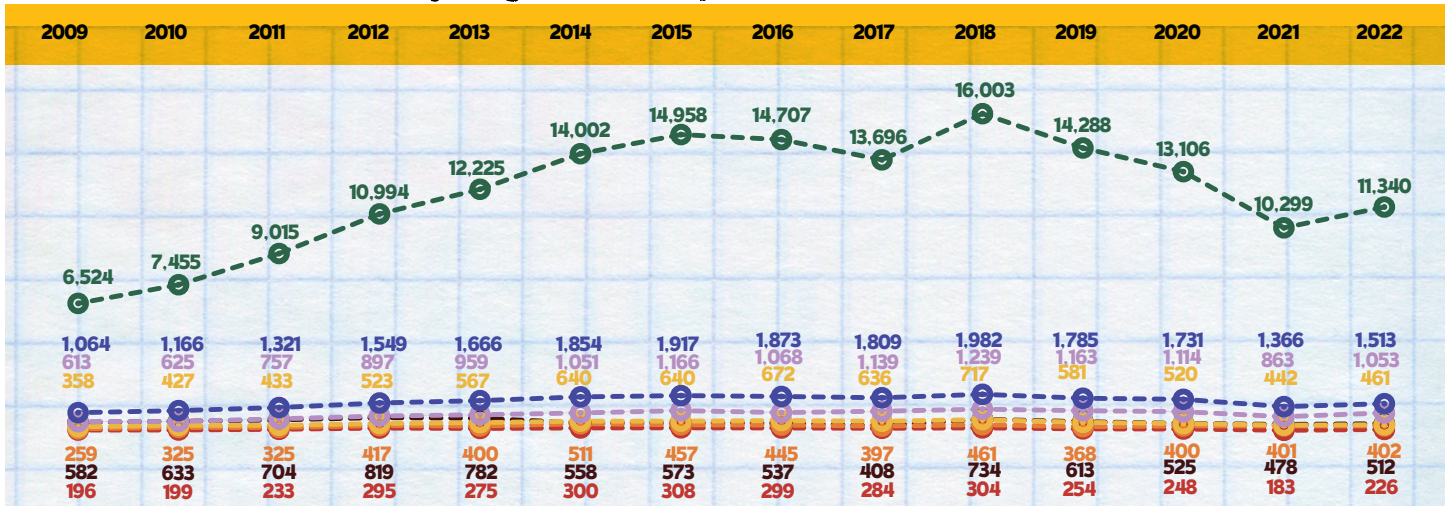


Between the Fall 2009 and Fall 2022 application cycles, CSUN received 332,031 undergraduate applications from Latinx/Hispanic students. The largest proportion were from students of Mexican heritage (72.0%). For both FTF and FTT applicants, students of Mexican heritage make up the largest proportion of Latinx/Hispanic applicants, but their numbers have grown at a faster rate among FTT applicants (a 222% increase from Fall 2009 to 2022) than FTF applicants (74% increase). Among FTF applicants, applications from students of Guatemalan heritage have grown at a similar rate (72%) to those of Mexican heritage, and among FTT applicants, both Salvadoran (200%) and Guatemalan (265%) heritage student counts have increased at rates similar to Mexican heritage students. Of note among the other groups is that while the number of applications from students of Other Central American heritage is larger than that of those of South American heritage among FTF, the reverse is true among FTT applications.

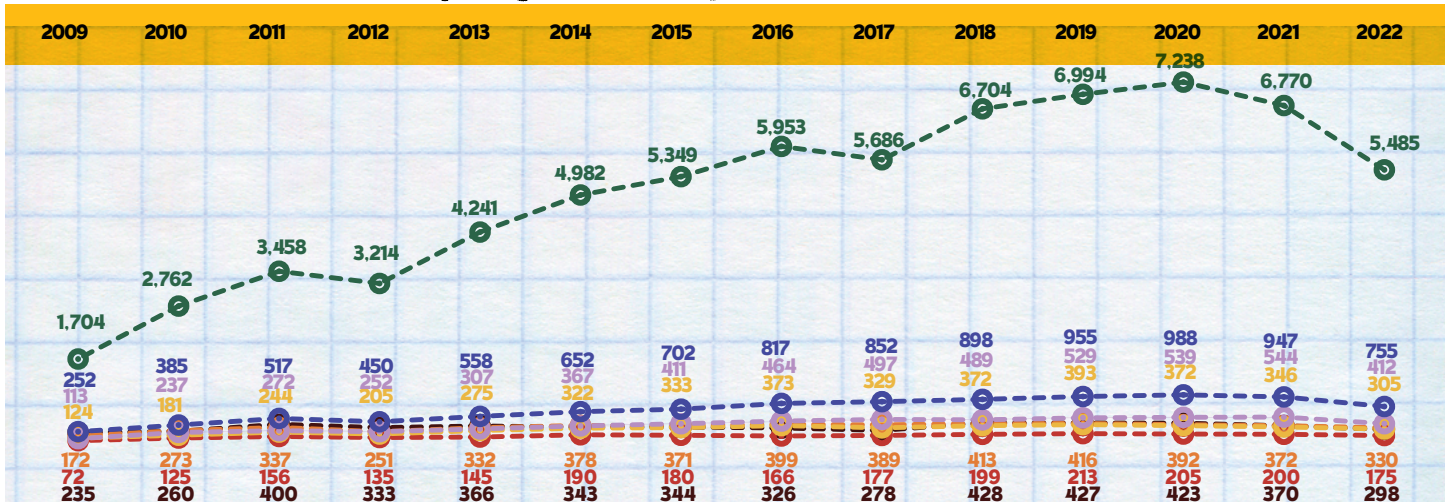
Latinx/Hispanic Undergraduate Applications by Regional Group: Fall 2009 to 2022



Number of Latinx/Hispanic FTF Applications By Regional Group: Fall 2009 to 2022



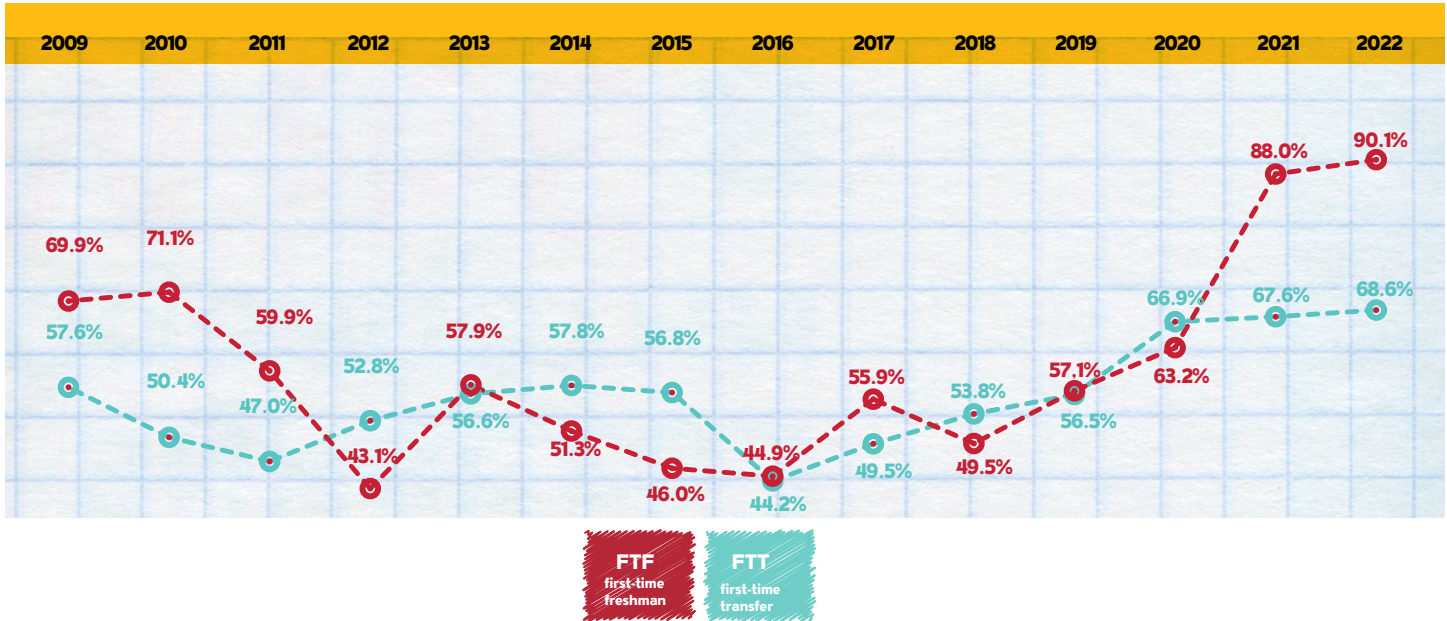
Number of Latinx/Hispanic FTT Applications By Regional Group: Fall 2009 to 2022



Latinx/Hispanic Admission Rates

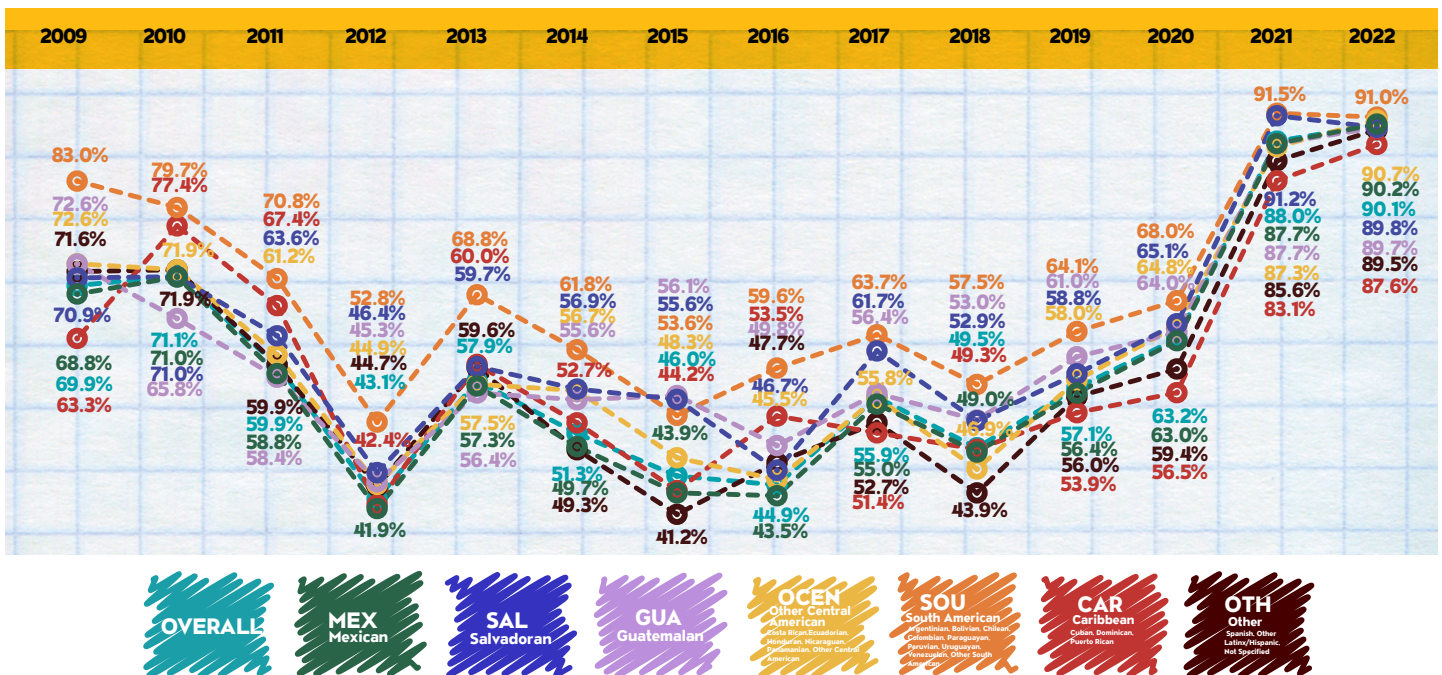
Admission rates of Latinx/Hispanic undergraduate applicants to CSUN have ranged from 43% to 90% between Fall 2009 and 2022. Dips in admission rates coincide with changes to the campus' impaction policy, most notably the campus-wide impaction that went into place in [Fall 2016](#). Nonetheless, in the past few years, admission rates have increased, most notably for Latinx/Hispanic FTF, for whom the admission rate in Fall 2022 was at an all-time high of 90%.

Admission Rates for Latinx/Hispanic Undergraduate Applicants: Fall 2009 to 2022

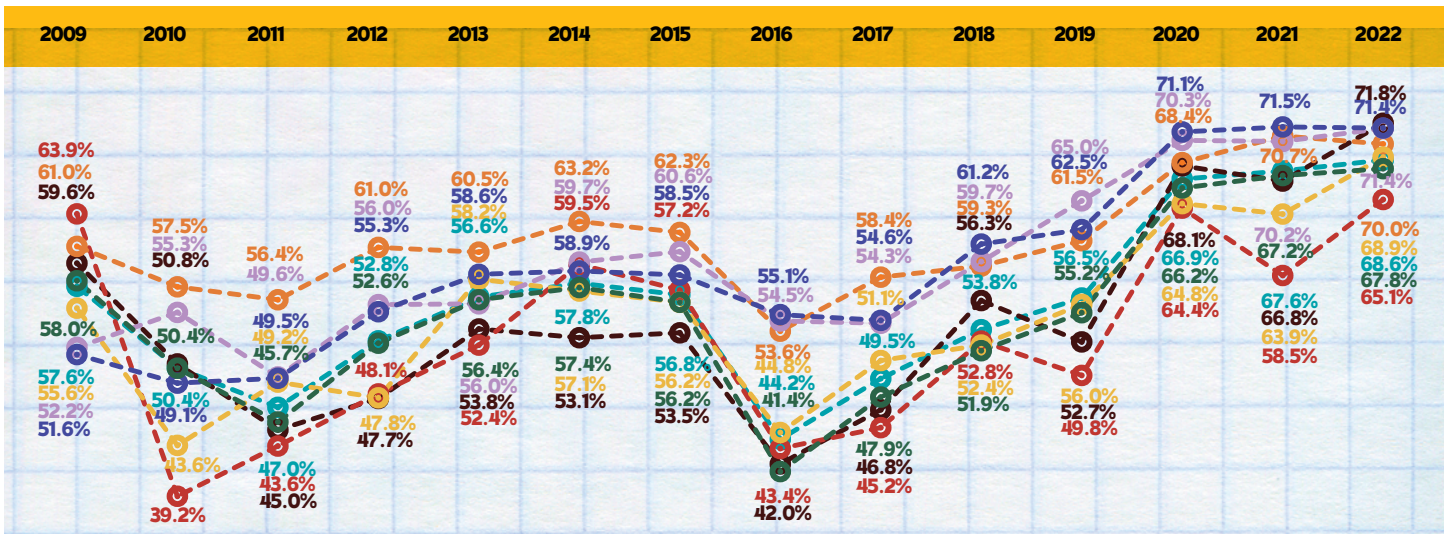


When disaggregated further, both FTF and FTT admissions rates for Latinx/Hispanic applicants do not show a lot of variability across the regional groups, with any such variability growing smaller across the period studied. For both FTF and FTT applicants, those of South American heritage consistently have among the highest admission rates.

FTF Admission Rates by Regional Group



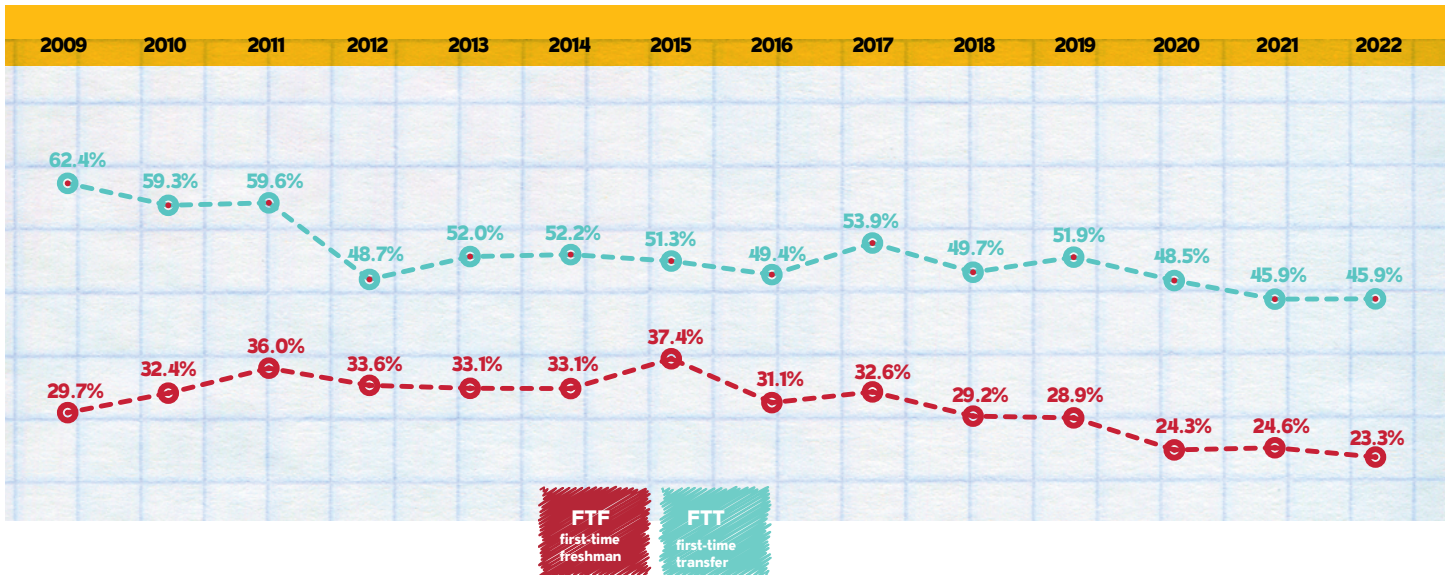
FTT Admission Rates by Regional Group



Enrollment Yield of Admitted Students

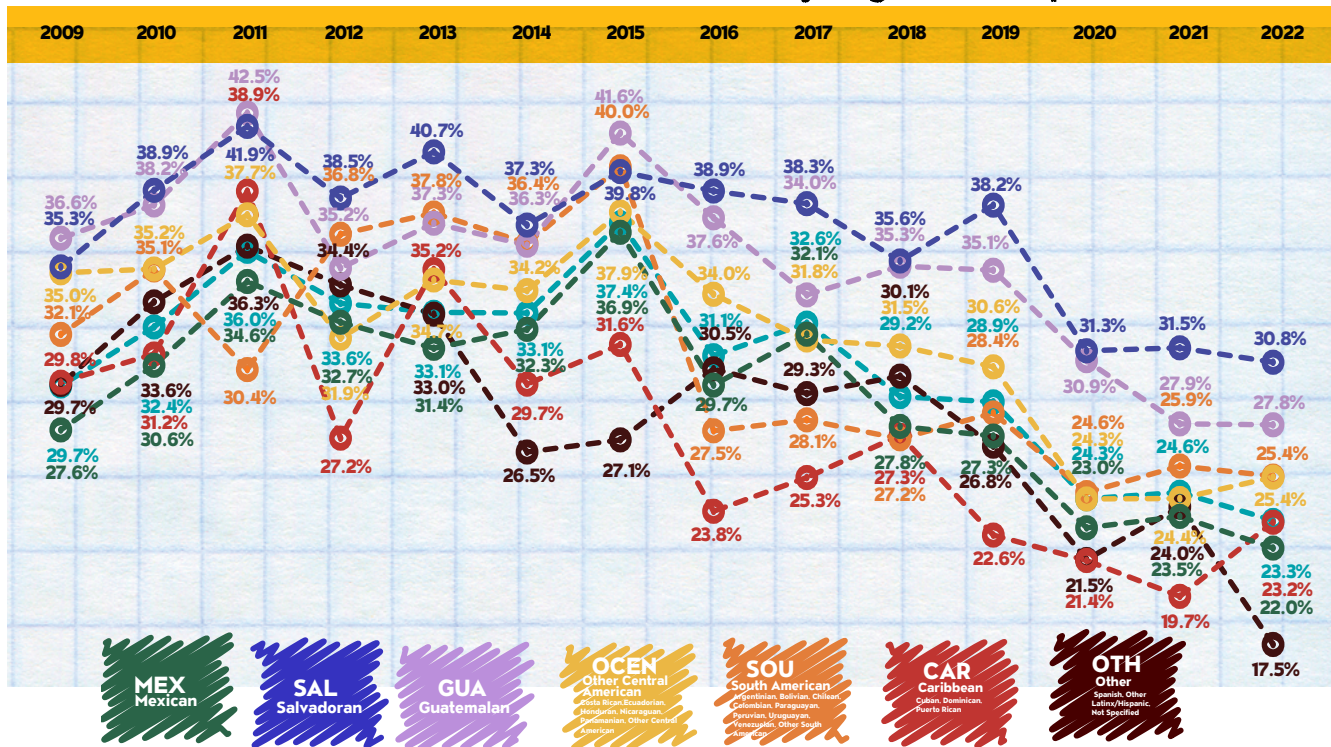
Since Fall 2009, the enrollment yield of admitted Latinx/Hispanic students (i.e., the % of admitted students who end up enrolling) at CSUN has decreased. Though there were ups and downs during this period, including highs of 37% for FTF (in Fall 2015) and 60% for FTT (in Fall 2011), yield has overall decreased by 6.4 (FTF) and 16.5 (FTT) percentage points from Fall 2009 to 2022.

Enrollment Yield of Admitted Latinx/Hispanic Undergraduates: Fall 2009 to 2022

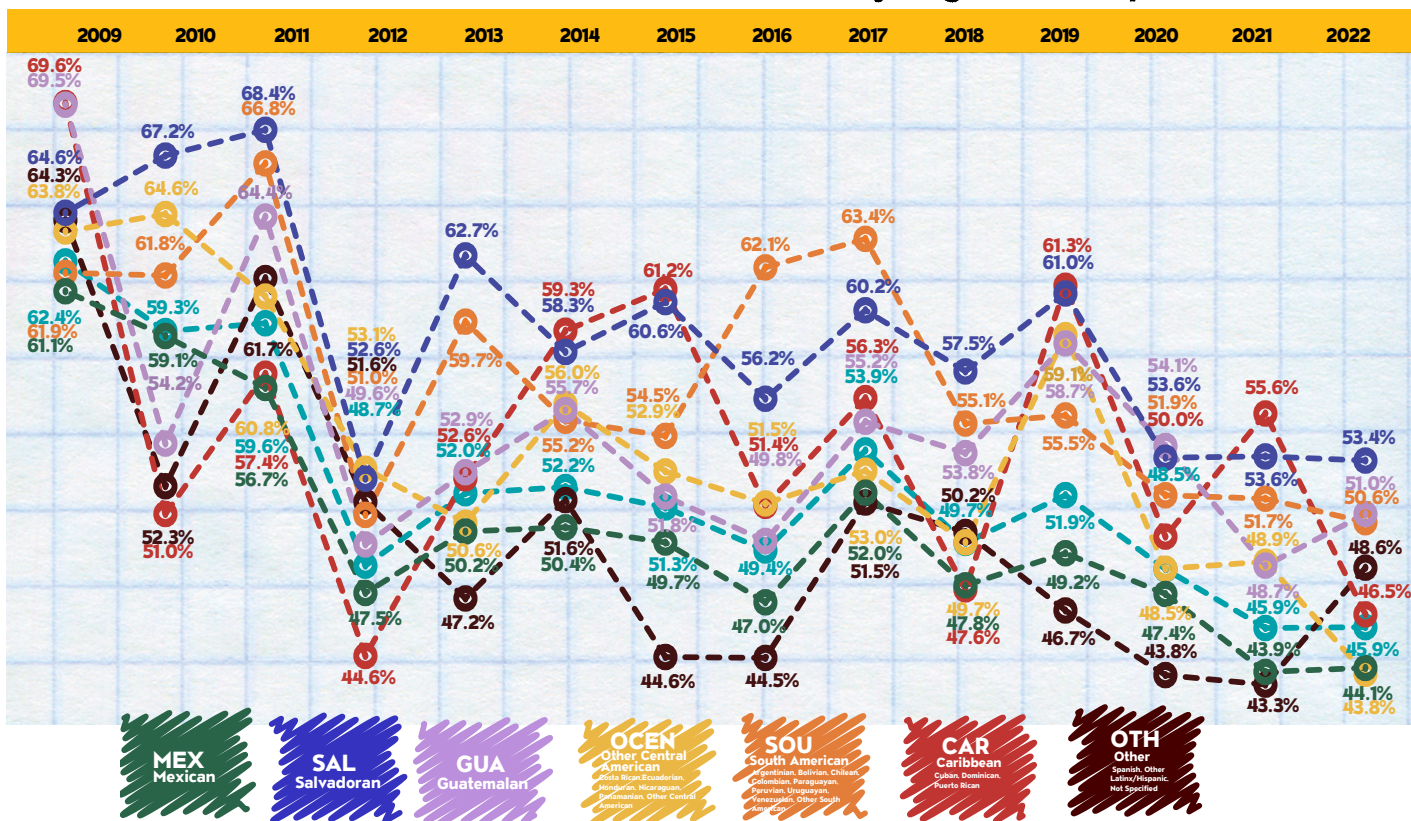


Further disaggregated data show that yield has been consistently highest for admitted students of Salvadoran heritage, among both FTF and FTT. Moreover, yield has been decreasing among both FTF and FTT for all Latinx/Hispanic regional groups. Among FTF, the largest drops in yield during this period have been among students of Other Central American and Other Latinx/Hispanic heritage. For FTT, the largest drops in yield have been among admitted students of Caribbean and Other Central American heritage.

Yield of FTF Admitted Students by Regional Group



Yield of FTT Admitted Students by Regional Group



TAKEAWAYS

Latinx/Hispanic students have made up a large and growing proportion of applicants, admitted, and enrolled students at CSUN during the period studied in this report (Fall 2009 to 2022). While admission rates for this group have increased during this time, yield has decreased, especially among admitted FTT. Disaggregated data indicate that this is particularly true among admitted FTT of Caribbean and Other Central American heritage.

Because of the overall size of the Latinx/Hispanic student population at CSUN, it can be easy to lose track of trends within this group; this report has shown that there are important variations within the Latinx/Hispanic student population that are masked when data for the group are not disaggregated further. We also recognize that the regional groups may themselves mask variations by national origin and that there is a balance between further disaggregation and making sense of the additional data generated by such disaggregation ([see Addendum for data further disaggregated by national origin](#)).



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