California State University, Chico

Division of Student Affairs
Office of Admissions
Annual Report 2025-26

Departmental Annual Report Outline (2-5 pages max)
Due: Thursday, August 13th, 2026

I. **Mission Statement -** Unchanged since last report

II. **Accomplishments - A highlight**

During the 2025-2026, the Office of Admissions remained focused on strengthening enrollment while navigating a challenging recruitment environment, economic pressures affecting students and families, and staffing uncertainty. The team continued its core work while expanding Strategic Enrollment Management (SEM) initiatives focused on recruitment, yield, family engagement, access, and stronger school and community partnerships.

These efforts reflect the team's commitment to adapting strategies and providing personalized support throughout the enrollment journey. Preliminary fall 2026 outcomes as of August 11 are encouraging and are detailed in Section III; final enrollment results will be determined at census.

Collectively, this work supports the Chico State Playbook through connection, equitable access, North State service, and adaptive ways of working, while supporting the CSU Promise through clear pathways, inclusive engagement, affordability guidance, and personalized support.

Proudly Owning Who We Are

- Expanded education access and belonging through culturally responsive outreach that connected students, families, educators, and community partners with Chico State opportunities and resources.
- Sustained partnerships with all eight Way to Wildcat high schools, providing college readiness presentations, admissions guidance, and bilingual family outreach tailored to the communities served.
- Continued culturally focused community engagement through Hmong New Year, Steps to College in partnership with the Mexican Consulate, and other outreach efforts designed to increase college awareness and strengthen Chico State's connection with diverse communities.
- Strengthen Spanish-language outreach and family engagement by collaborating with University Communications and campus partners to make information more accessible and relevant to Spanish-speaking students and families.

Leveraging Our Strengths in What We Do

- Completed the third recruitment cycle using the recruitment and territory management strategy, engaging 773 schools through 311 recruitment events and continuing to strengthen Chico State's presence in key recruitment markets.
- SEM Initiative IA1 – Wildcat Guarantee Concierge Yield Experience for 12th graders: Launched a new on-campus yield experience for seniors from wildcat guaranteed

partner schools. Unlike broader yield events, these three-hour experiences provided students with more personalized support around the next steps toward enrollment. Three events served 185 12th graders and 11 chaperones:

- Lindhurst High School: 22 students, 2 chaperones
- Enterprise and Marysville high schools: 122 students, 6 chaperones
- Foothill, Shasta and Shasta Collegiate high schools: 41 students, 3 chaperones

In addition to supporting students as they moved toward enrollment, the initiative deepened relationships with administrators and counselors at Wildcat Guarantee partner schools. This targeted effort also supports a larger Wildcat Guarantee pipeline that includes 8,964 prospective students across current and future recruitment cycles.

- SEM Initiative IA3 – Yield and Freeze Communications: Partnered with University Communications to review and strengthen Admissions yield and freeze communications, creating greater space to tell the Chico State story while continuing to provide timely enrollment information and next steps. The work strengthened the communication journey from prospect through enrollment and created a more coordinated experience for students and families.
- SEM Initiative IA4 – Parent and Supporter Engagement: Revised parent communications to recognize the important role families and supporters play in the college decision process. New efforts included parent-specific admission materials, targeted mailers, yield/freeze and parent-resource postcards, window clings, in-person parent programming during Choose Chico, and virtual sessions in both English and Spanish. The in-person and virtual sessions generated over 800 engagements in English and over 70 in Spanish, creating an additional point of connection for families during the critical yield and freeze period.
- SEM Initiative IA5 – Yield Receptions: Overhauled in-person yield receptions to create a more celebratory and engaging experience centered on students' accomplishments. The redesigned format brought Chico State into students' communities and created opportunities for students and families to connect with faculty and staff, learn about campus opportunities, and understand the steps necessary to secure their admission offer. Participation in the three in-person yield receptions increased 32% YOY among students and 18% YOY overall.
- SEM Initiative IIA1 – Counselor Summit: Transformed the traditional Counselor Breakfast into a more comprehensive Counselor Summit, welcoming 39 high school and community college counselors. The Summit provided Wildcat Guarantee partners with program updates and opportunities to identify ways to strengthen the program, while introducing non-partner schools to the Wildcat Guarantee and opportunities to participate. Counselors also explored Chico State academic programs and student support resources through a comprehensive information fair and academic focus campus tours.

Advancing Our Influence by How We Do Our Work

- SEM Initiative ID2 – Strengthening Partnerships in Southern California: Sustained partnerships developed in the Los Angeles region with schools and communities serving historically underrepresented student populations after the funding that originally supported this work was no longer available. Through college-going outreach, Chico State exposure, and information about student support services, 38 students participated and 15 accepted their admission offer, demonstrating the continued value of maintaining these relationships.

California State University, Chico

- SEM Initiative IE1 – College Board Student Search: Expanded the prospect pool through the purchase of 40,000 12th grade and 100,000 9-11th grade students names to support both immediate and future recruitment cycles. While fall 2026 FTIC applications remained below the prior year, College Board was identified as the first source for 3,572 applications, representing 17.6% of 20,233 FTIC applications as of April 14. The initiative did not produce overall application growth; however, the results indicate that it contributed meaningfully to the application pool and likely helped offset a larger decline. The effort also strengthened the future pipeline, with more than 800 prospects identified as potential fall 2027 applicants and an additional 400 already showing interest in fall 2028.
- Implemented the Tomorrow Calls campaign, with Admissions counselors providing targeted admitted students with monthly outreach from February through May to reinforce belonging and encourage progress toward enrollment. The campaign reached multiple populations, including California FTICs, OOS admits, SoCal bus trip participants, and TSP students.

Tomorrow Calls Campaigns	Records	APPL	ADMT	DEIN	Enrolled*	IEs after campaign start
CA FTIC	192	192	192	77	58	34
Out of State	53	53	53	12	8	9
So Cal Bus Trip	44	44	44	16	7	16
Transfer Success Pathway	94	17	17	12	7	7
Overall Campaign Outcomes	**383**	**306**	**306**	**117**	**80**	**66**

*as of 7/29/2026

- Hosted two On-the-Spot Admissions events serving 55 students, up 2% YOY, providing students with direct admissions support and a more immediate pathway through the admissions process.
- Expanded MOU community college outreach through 43 visits to Butte, Yuba, College of the Siskiyous, Feather River, Lassen, Shasta, and Woodland Community Colleges reaching 178 students and strengthening regional transfer pathways.
- Maintained a significant volume of student and family communications while simultaneously implementing new SEM strategies. Across TargetX and Marketing Cloud, Admissions delivered more than 3.4 million emails, generating nearly 3.38 million opens and 125,858 clicks, while the general admissions inbox received 20,826 incoming inquiries.

	Platform	Journeys	Campaigns/ Messages	Broadcasts	Emails	Opens	Clicks
Outgoing	TargetX	n/a	497	12,975	2,490,733	2,757,798	73,585
	Marketing Cloud	38	219	n/a	914,145	620,531	52,273
	Combined	n/a	716	n/a	3,404,878	3,378,329	125,858
Incoming	info@csuchico.edu				20,826		

Taken together, these accomplishments reflect a team that continued to innovate while maintaining the core recruitment, processing, communication, and enrollment

functions students depend on every day. Amid a challenging enrollment environment and organizational uncertainty, Admissions staff expanded personalized outreach, introduced new strategies, sustained critical school and community partnerships, and continued moving thousands of students through the enrollment process.

III. Program Statistics and Assessment for Past Year

Fall 2026 enrollment data reflects activity as of August 11, 2026. Results are preliminary and will continue to change through the enrollment cycle; final enrollment outcomes will not be available until census.

FTIC Fall 2026	2023	2024	2025	2026	% YOY Over 2025
Applications	22707	23375	22342	21756	-2.6%
Admissions	20817	21487	20409	20108	-1.5%
Active IEs	2450	2458	2246	2288	1.9%
Enrolled		2170	2042	2037	-0.2%
Conversion	91.7%	91.9%	91.3%	92.4%	1.1 pt
Yield (on ENRL)	0.0%	10.1%	10.0%	10.1%	0.1 pt

Transfer Fall 2026	2023	2024	2025	2026	% YOY Over 2025
Applications	8094	8018	7962	8030	0.9%
Admissions	6190	6315	6045	6162	1.9%
Active IEs	2010	2026	2040	2398	17.5%
Enrolled		1795	1894	2086	10.1%
Conversion	76.5%	78.8%	75.9%	76.7%	0.8 pt
Yield (on ENRL)	0.0%	28.4%	31.3%	33.9%	2.5 pt

- FTIC enrollment remained resilient despite a smaller applicant pool. Applications are down 2.6% and admissions are down 1.5%; however active IEs are up 1.9%, conversion improved 1.1 percentage points to 92.4% and enrolled FTIC students are essentially even with the prior year at -0.2%. While these results remain preliminary until census, the narrowing of the gap from applications to enrollment is encouraging and coincides with a year of concentrated SEM work focused on personalized contact, and clearer enrollment pathways.
- Transfer Enrollment represents a particularly strong area of growth. Transfer applications are up 0.9% and admissions are up 1.9% YOY, while active IEs increased 17.5% and enrolled students show an increase of 10%. These preliminary results reinforce the value of sustained community college engagement, MOU campus visits, direct admissions support, and continued efforts to strengthen the transfer pathway.

Collectively, the preliminary results demonstrate progress in moving students through the enrollment funnel during a challenging recruitment cycle. The team continued implementing new SEM initiatives while maintaining the core recruitment, processing, communication, outreach, and enrollment functions necessary to serve students and families. Final results will be assessed following census.

IV. Integrate Unit Objectives with Strategic Action Plan in 2026-27

- **Proudly Owning Who We Are**
  - Measure: Continue tracking engagement with Way to Wildcat partner schools, including student and family participation in college readiness, admissions, and culturally responsive outreach.
  - Outcome: Maintain active engagement with all eight Way to Wildcat partner schools while expanding family engagement and establishing stronger measures of student participation and progression toward Chico State.
- **Leveraging Our Strengths in What We Do**
  - Measure: Continue strengthening Wildcat Guarantee partnerships through counselor engagement, student programming, and targeted recruitment and yield activities.
  - Outcome: Increase student engagement with Wildcat Guarantee partner schools and assess the effectiveness of targeted yield activities through participation, IE and enrollment outcomes.
- **Advancing Our Influence by How We Do Our Work**
  - Measure: Continue strategic outreach and partnerships that expand Chico State's visibility and access among students and communities historically underrepresented in higher education.
  - Outcome: Increase participation in targeted outreach efforts and use application, IE, enrollment and engagement data to identify strategies demonstrating the greatest impact on enrollment.

V. Identify at least one goal/objective that support the Chico State Playbook in 2026-27

Goal: Strengthen new student enrollment by creating a welcoming, personalized, accessible, and coordinated recruitment experience for students and families.

Objective: Continue improving undergraduate recruitment, yield, and enrollment through personalized student engagement, family outreach, strategic school and community partnerships, data-informed SEM initiatives, and streamlined enrollment support.

The Office of Admissions' 2026-2027 work directly supports the Chico State Playbook through Connection, Excellence, Inspiration, and Innovation, with particular emphasis on fostering an equitable and inclusive environment, serving the North State through accessible education, and embracing streamlined and adaptive ways of working. These efforts also advance Chico State's current priority of creating a welcoming and exciting university culture. The work also supports the CSU Promise by helping students and families better understand affordability and financial aid, providing clearer pathways and enrollment next steps; creating more inclusive and personalized experiences; and connecting prospective students with academic, experiential learning, and career opportunities through Chico State.