California State University, Chico

Division of Student Affairs
Department Name
Annual Report 2025-26

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

I. Mission Statement

Enrollment Management Services (EMS) provides services to support student educational goals and to assist the University in fulfilling its mission. We do this by coordinating the recruitment, matriculation, retention, and graduation of a diverse, high-quality student population necessary for the University to meet its goals through the strategic use of data-informed metrics and multi-modal communication and marketing tactics. This enables the University to make informed decisions and facilitates accountability through the provision of records and data management services.

II. Accomplishments - A highlight

Referencing the new Division of Student Affairs Strategic Plan, highlight 3-5 accomplishments from 2025-26 that you are particularly proud of. Include ways your department made progress toward diversity efforts. (Responding to year 3 of the Strategic Action Plan priorities)

- Proudly Owning Who We Are:
    i. EMS offices were instrumental leaders in not only helping Chico State achieve 10 consecutive semesters of enrollment growth but by meeting the CSU System's enrollment recalibration target for 2025 – 2026, saving the institution from suffering approximately $7,000,000 in budget cuts.
    ii. EMS was a major contributor in the cross-divisional Enrollment Continuum, which successfully collaborated to launch the new Strategic Enrollment Management Plan (see below)
- Leveraging Our Strengths in What We Do: Through the Enrollment Continuum, EMS was a driving force in the creation and launch of a new, cross-divisional new student onboarding process.
- Advancing Our Influence by How We Do Our Work:
    i. EMS successfully launched and managed the Strategic Enrollment Management Plan 2025 – 2026 this year.
    ii. Through Enrollment Management's Data Analytics and Operations (EMDAO) area, EMS embodied this priority by partnering with the Financial Aid & Scholarship Office (FASO) and the Office of the Registrar (REGS) to successfully implement Course Auditor fall 2025. EMDAO provided project management expertise that

enabled the system to launch with minimal disruption to students and operations during spring 2026 course registration.

iii. A strong collaboration between the Office of Admissions (ADMS), EMDAO, EMS, and FASO set the foundation for what would become the new $3 million scholarship program, the Wildcat Guarantee. Designed to improve affordability for incoming California-resident, first-time-in-college undergraduate students entering in fall 2026, this is the first merit-based, recruitment scholarship of its kind in Chico State history.

- Let's Dance!

III. Program Statistics and Assessment for Past Year

- Highlight key metrics that demonstrate program reach, engagement, outcomes, and areas of notable impact.
  i. Chico State met the CO's CA 2025 – 2026 resident annualized 14,640 FTES enrollment target, by achieving 13,482 FTES, thereby avoiding a third consecutive year of enrollment recalibration budget cuts
  ii. We anticipate that the new Wildcat Promise Scholarship will have the following results (some of which were projected before launch through data analytics)
    1. 1,090 new FTICs enrolled
    2. Mitigate shrinking new FTIC applications (about 2.6%) by yielding about 200 additional students
  iii. Project that fall 2026 total headcount and FTES will be up by 1.25% and .8% respectively
- Summarize key findings and insights derived from the data, including successes, challenges, and/or opportunities for improvement.: While data-informed, strategic actions, and cross-institutional collaboration led by EMS over the past few years have resulted in what will likely be 12 consecutive semesters of enrollment growth, maintaining (and indeed reigniting) this performance will require continued investments in various resources (particularly technology and appropriately scaled human capital) and limited but very focused new tactics (like those in the SEM Plan, e.g., merit scholarships, Transfer-in-Place, and Wildcat Guarantee).
- If needed, consult with the Assessment Champion Group for support

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

Referencing the new Student Affairs Strategic Plan, identify *one* outcome from each of the Value Propositions that your area will implement in 2026-27. The outcome must be measurable.

- **Proudly Owning Who We Are**

    - Work with the Division of IT to begin work on updating the websites for FASO and REGS
- **Leveraging Our Strengths in What We Do**
    - Successfully launch the Traditionally Underserved Student Enrollment Plan within the larger SEM effort
- **Advancing Our Influence by How We Do Our Work**
    - Launch the new partnership with EAB
    - Successfully launch at least 75% of SEM initiatives, particularly the Out-of-State Recruitment Plan, and Transfer-in-Place
- **Let's Dance!**
    - Identify Specific Outcome

Identify and describe at least one topic of which your area will assess the outcomes. If needed, consult with the Assessment Champion Group for support.

- Each SEM initiative listed above will be assessed by established outcomes metrics. See the SEM Plan for details.

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

Referencing the fifth question from the Chico State Playbook, "What is most important right now," identify *at least one* goal or objective your area will implement in 2026-27.

- Maintaining enrollment growth. Please see above comments under Program Statistics and Assessment for Past Year for details.