

WASC Lines of Inquiry: Enrollment Update

Each year, the CSU provides each campus a California resident enrollment target. Chico State has, year over year, successfully met this target with a 1 to 3% overage. The California resident target forms the basis of our state appropriation along with the accompanying tuition and fees. Revenue from non-resident students and above target CA students is restricted to tuition and fees. At Chico State, and we have enjoyed increases in student applications of 62% in the past ten years and 4.7% during the past five years. Our California students come from across the state, 22% from the Los Angeles area, 28% from our twelve county service region, and 21% from the San Francisco Bay area.

2018-19 Enrollment

As of January 31, 2019, we are on track to meet and exceed the funded resident Full-Time Equivalent Student (FTES) annualized target of 15,250. We are forecasting an annualized enrollment for this academic year of 15,584 resident FTES. The average semester unit load for CA residential students is 13.88 units, the same as last year's average load.

During summer 2018, our budget forecasts revealed the need to increase California resident FTES to offset recent declines in non-resident FTES. This observation, however, came late in the new-student enrollment cycle to make any adjustments for entering fall 2018 students. We focused our attention towards increasing enrollments for the spring 2019 semester. While the current estimate of new spring 2019 students is considerably higher (1,300) than the number of new spring 2018 students (770) used for initial 2018-19 enrollment planning, we expect to be short of the annualized resident FTES budget target of 15,700 by 116 FTES. These spring new student enrollments are comprised of mostly transfer students. In addition, there appears to be adequate on and off campus housing for these additional students who have joined us this spring.

2019-20 Enrollment Planning

CSU enrollment planning is guided by the recent release of the Governor's budget proposal that includes funding for a 2% growth in CA residents. We expect to receive the campus resident FTES funded enrollment target soon. In consultation with Institutional Research, Enrollment Management Services, Graduate Studies, and the Office of International Education, we will determine planning scenarios and then confer with additional groups (such as Cabinet, Enrollment Management Advisory Committee, Provost's Academic Council, and the University Budget Committee) to finalize the 2019-20 planning model.

In consultation with the CSU Chancellor's Office, President Hutchinson has requested Chico State be held harmless from meeting the funded targets for three years due to potential impacts from the Camp Fire. Enrollment impacts from the Camp Fire remain unknown with student housing availability as an ongoing concern. Our Office of Admissions is consulting with University Housing and Off-Campus Student Services to ensure effective messaging regarding housing availability and leasing processes with new students. As of January 31, our Director of Off-Campus Student Services has not identified any significant student housing problems, but we are committed to stay vigilant should such problems emerge later.

We are closely monitoring and planning for CSU and CA legislative mandates that are effective for the 2019-20 enrollment cycle. These include:

- Ongoing enhancements to the Cal State Apply online admissions application that will require local reprogramming of PeopleSoft, Perceptive Content (i.e. document imaging), and application processing business processes;
- First-Time Freshmen (FTF) redirection due to campus impaction;
- Academic program impaction service area priority;
- SB 967 Foster Youth tuition waiver;
- AB 2248 Cal Grant recipients enhanced time-to-degree communications;
- Enhancements to Academic Preparation EO 1110 policies and practices and the status of required credit-bearing Early Start Program courses.

Fall 2019 Admission

Following the close of the undergraduate admission application filing period for campuses with impaction (i.e., unable to accommodate all CSU eligible applicants), FTF applications equal 22,432 and transfer equal 7,592. While FTF applications are down -1,314/5% relative to fall 2018, transfer applications are up +93/1%. Both application pools are sufficient to meet our estimate of the new student goals of FTF 2,800 and transfers 1,700. It is important to note that CSU FTF applications were down 1.43% overall in this application cycle. This FTF cohort is an important CSU cohort. Their six-year graduation rate is an important goal of the CSU Graduation Initiative 2025.

International undergraduate admissions application remains open until 5/1/19 and the graduate admissions application remains open, with the application deadline varying by program.

Other Considerations

We are monitoring a number of state trends to help inform our future enrollment strategies. This includes trends in the number of high school graduates in California and college preparatory course requirements (known in as A-G readiness – one criteria for CSU admission).

High school graduates are expected to remain flat in the short term before increasing to a peak of 449,400 in 2023-24. Overall, 35 counties will see an increase in the number of high school graduates by 2027-28. These projections, however, do not consider A-G readiness, yet this it has been increasing (i.e., rose from 39.4% in 2012-13 to 46.8% in 2016-17). This may translate to an increased eligible applicant pool even as the number of high school graduates decline overall.

We have recently prioritized an interest in increasing non-resident tuition revenue. Programs are being reinvigorated in the following ways:

- International new student recruitment has been enhanced through agreements with agents to assist with recruitment; new exchange and collaborative programs are planned with additional international universities, especially in China; more agreements are planned

with community colleges both in CA and out-of-state; there is renewed cooperation with Student Affairs to recruit and support out-of-state transfer students; the MS in Computer Science has been reinstated; and we are engaged in renewed recruitment in India.

International enrollment is expected to begin growing again in the next year and beyond, especially if re-opened graduate programs remain strong and in demand.

- Domestic out-of-state new student recruitment investments are being implemented and are expected to increase enrollments in the next year and beyond. By focusing on new recruiting ventures, we expect that a diverse population of students will choose Chico State due to its affordability, academic programs, location in Northern CA, and the Western Undergraduate Exchange program participation.