

# FALL 2018 ENROLLMENT TRENDS

OCTOBER 24, 2018

**CSUDH**

DIRECTORY

**CSUDH**

CALIFORNIA STATE UNIVERSITY  
DOMINGUEZ HILLS



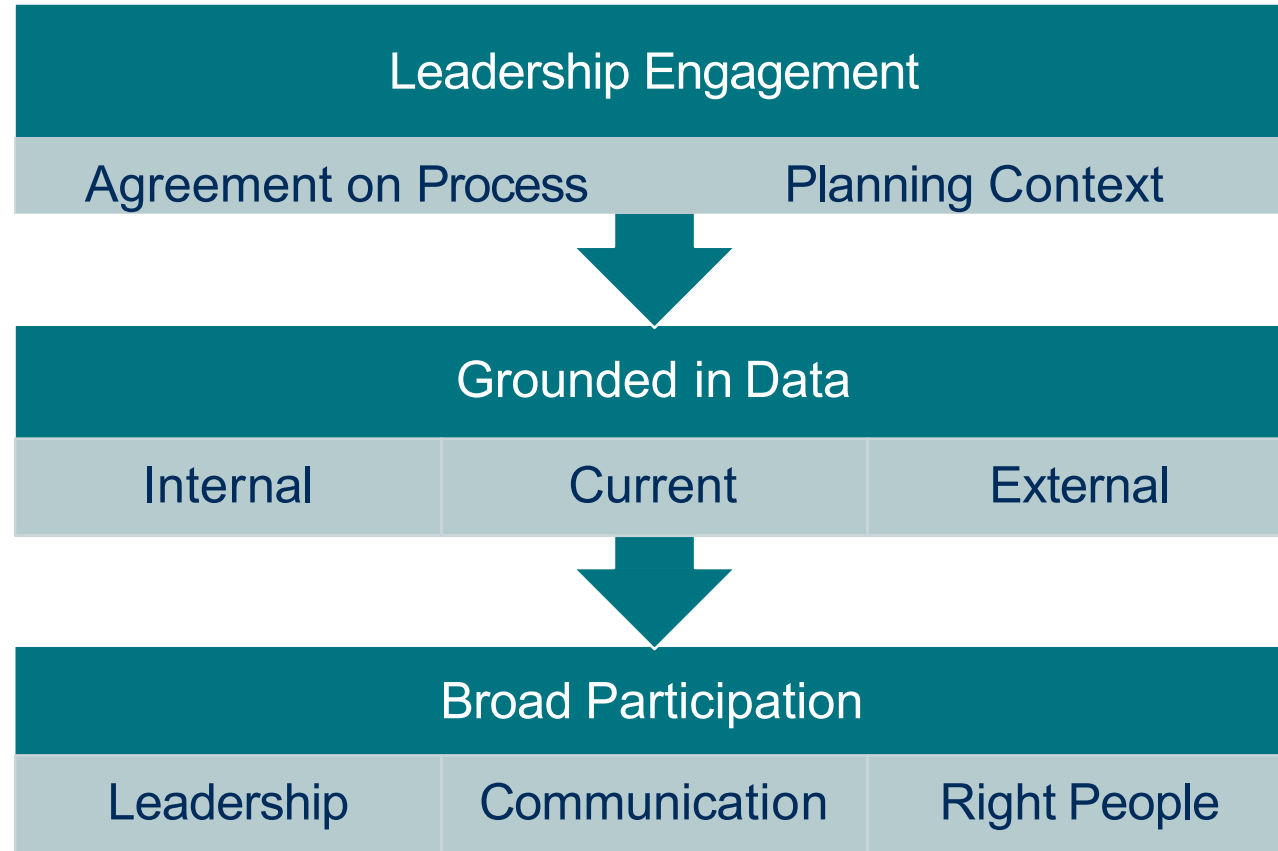
# Strategic Enrollment Planning



- **Program** (academic, co-curricular, services, and support)
- **Place** (on-site, off-site, online, hybrid)
- **Price and Revenue** (tuition, fees, discounts, incentives)
- **Promotion** (marketing, recruitment, web presence, social media)
- **Purpose and Identity** (mission, distinctiveness, brand)
- **Process** (data-informed, analytics-guided, integrated planning)



# Strategic Enrollment Planning





## Strategic Enrollment Planning

- **Enrollment:** FTE, headcount, (PIs: credit/non-credit; state funded/non-state funded), New (PI: funnel rates), Continuing students
- **Student Success:** Retention, Grad rates, Progression, DFW courses (PIs: engagement, belonging)
- **Student Shape:** diversity, academic profile (entering GPA, SAT/ACT, incoming credits), drive & determination/efficacy
- **Program Quality:** Degrees awarded, alumni success (employment, grad school, social mobility), alignment with workforce needs, quality of learning spaces
- **Market Position:** Market Penetration/Share
- **Fiscal:** net revue per student; cost per student, student debt ratio, # Pell eligible, default rate, scholarships



**CSUDH**  
**Strategic Enrollment  
Management  
Committees**



# Fall 2018 - Enrollment Trends

Applicants		Fall 2018	Fall 2017	Fall 2016
+3,459	First Time Freshmen	20,225	17,386	16,766
	Undergraduate Transfers	12,394	11,008	11,223
	Graduate/Credential	1,818	2,303	2,343
	TOTAL	34,437	30,697	30,332
Admitted				
+5,056	First Time Freshmen (65%)↑	13,051	9,332	7,995
	Undergraduate Transfers	10,371	9,254	9,169
	Graduate/Credential	1,257	1,223	1,276
	TOTAL	24,679	19,809	18,440



# Fall 2018 - Enrollment Trends

Intent to Enroll		Fall 2018	Fall 2017	Fall 2016
+1,384	First Time Freshmen	3,489	2,639	2,105
	Undergraduate Transfers	4,492	4,486	4,425
	TOTAL	7,981	7,125	6,530
Enrolled				
+734	First Time Freshmen (~60%)	2,024	1,678	1,290
	Undergraduate Transfers	3,124	2,988	2,826
	Graduate/Credential	764	917	935
+861	TOTAL	5,912	5,583	5,051

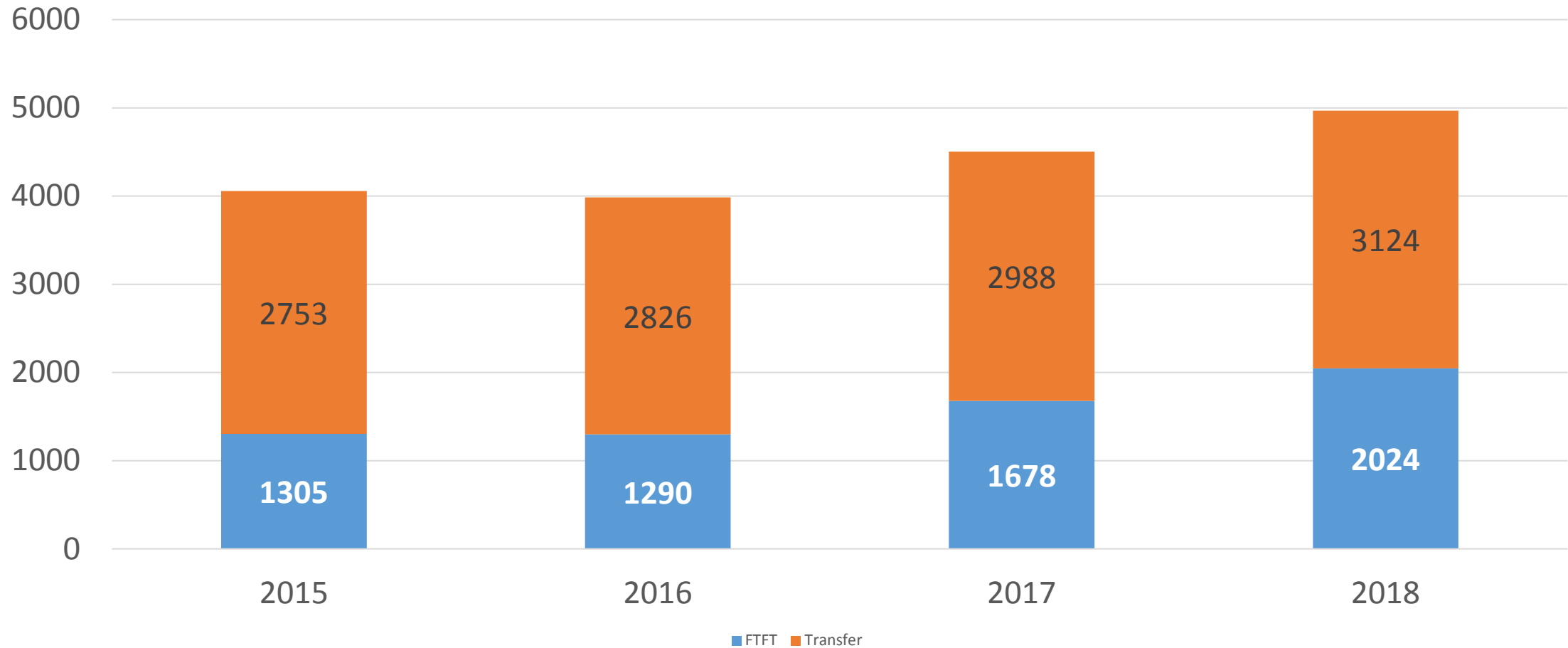
# Fall 2018 - Enrollment Trends

	Fall 2018	Fall 2017	Fall 2016
Headcount (+1,010)	15,741	15,179	14,731
FTE	12,711	12,168	11,533

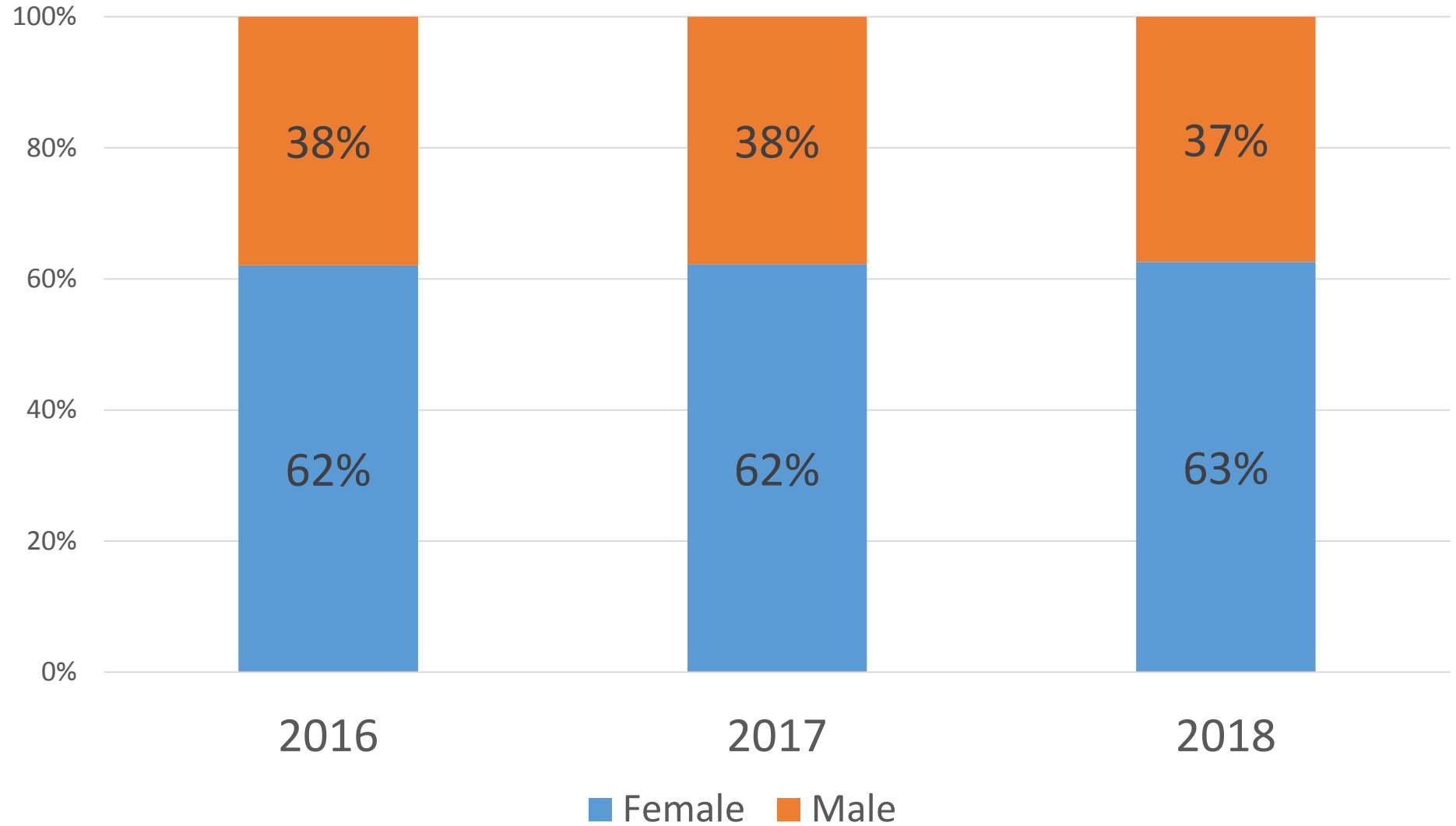


# Enrollment Trends

New Student Enrollment is increasing



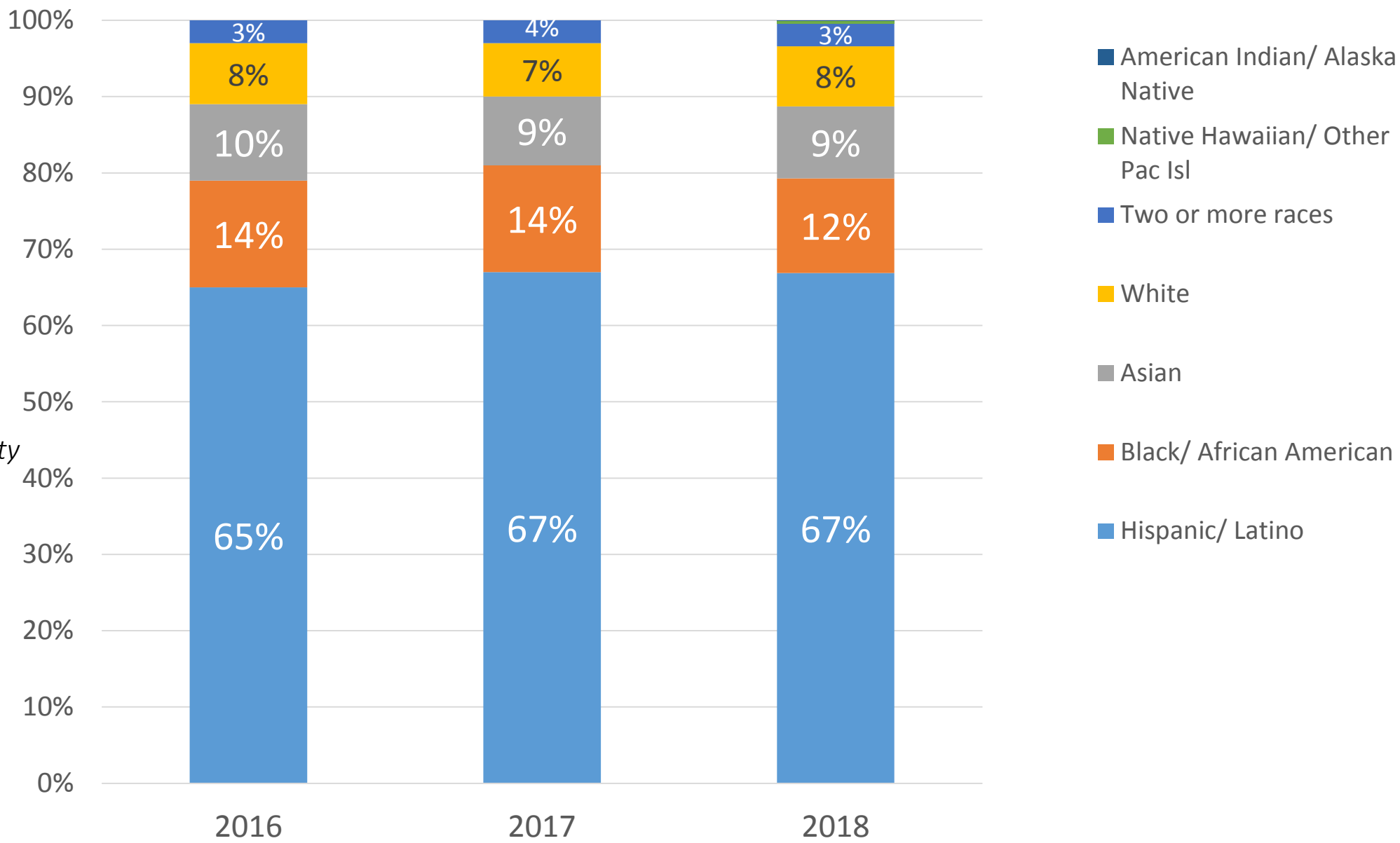
# Enrollment by Gender





Enrollment  
by  
Race/  
Ethnicity

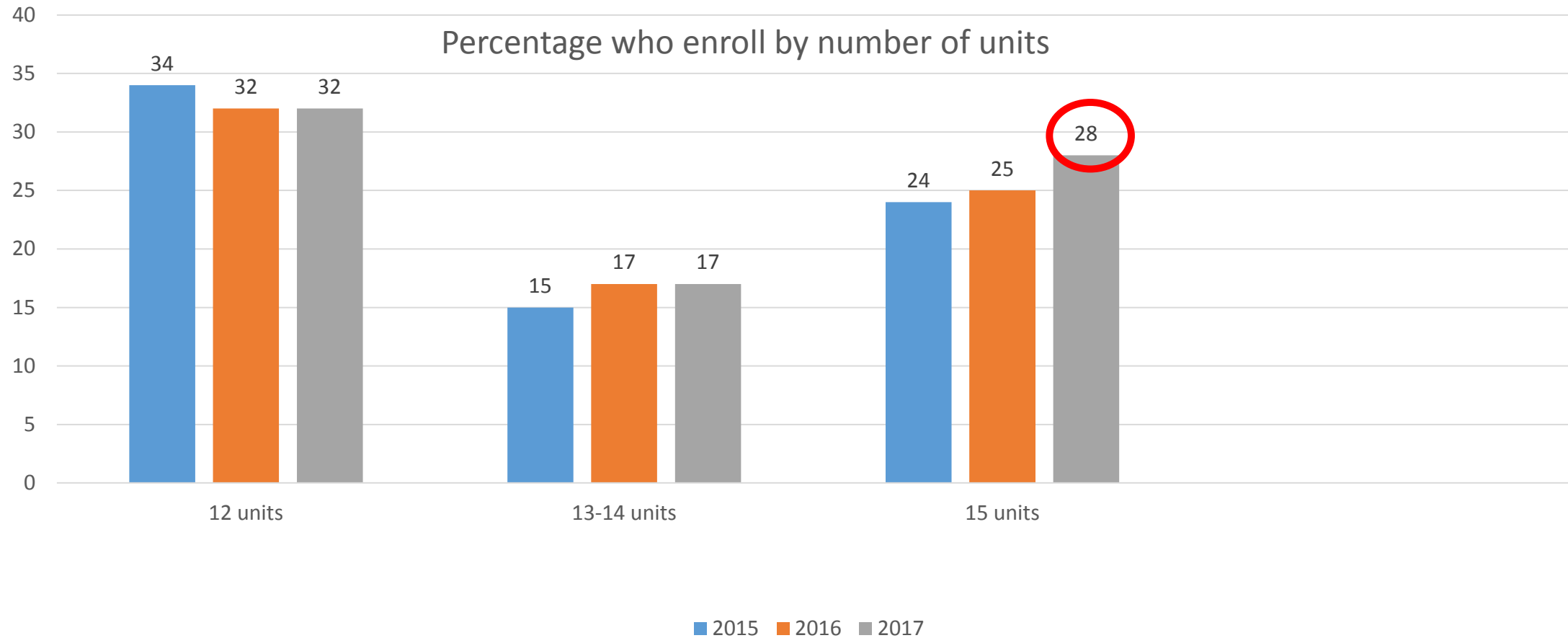
Percentage of known ethnicity

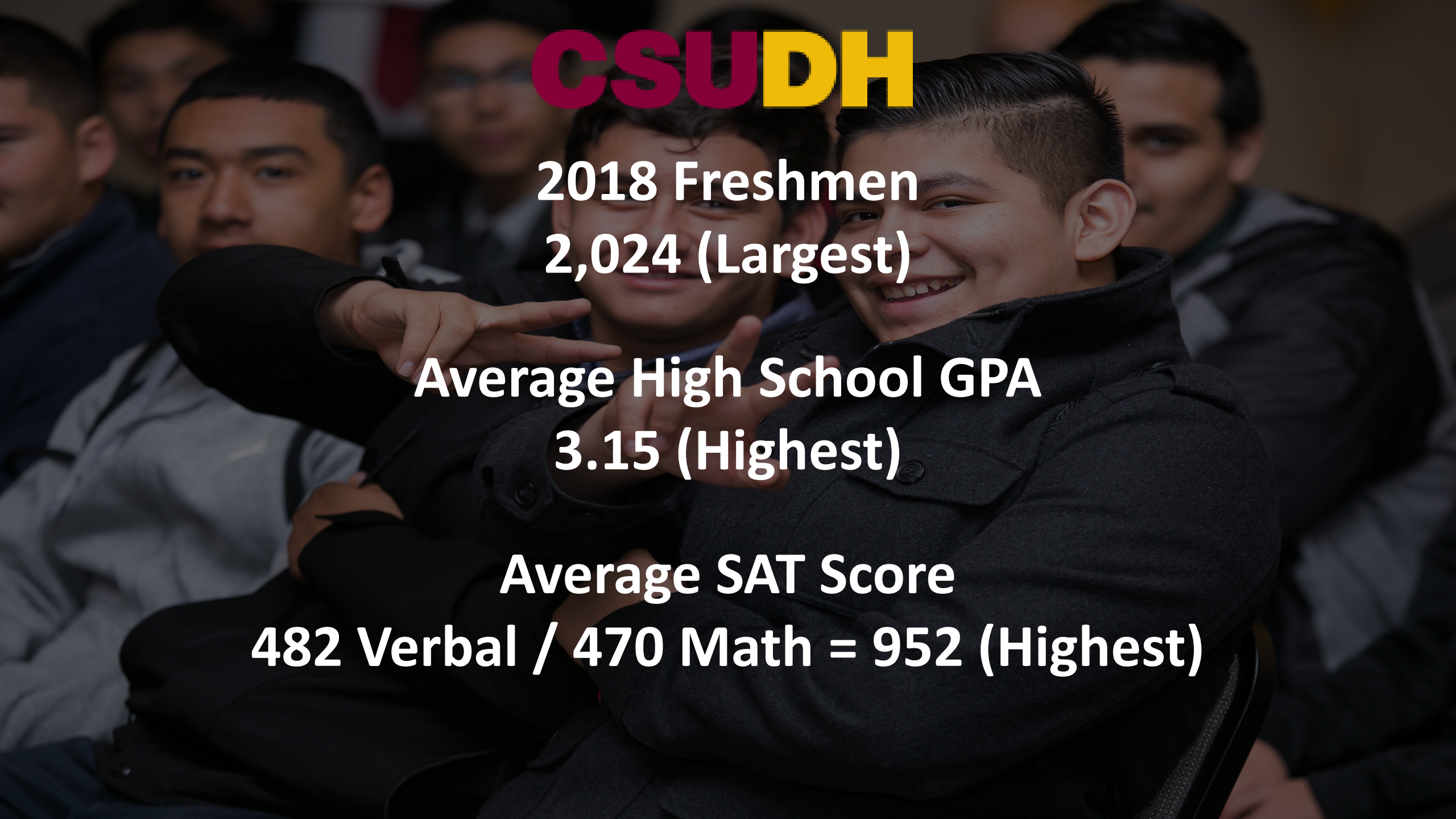


**Note:** International student enrollment as a percentage of total enrollment: 2% (2016), 5% (2017), 4% (2018)

# Enrollment Trend

## Students are taking more units





# **CSUDH**

**2018 Freshmen  
2,024 (Largest)**

**Average High School GPA  
3.15 (Highest)**

**Average SAT Score  
482 Verbal / 470 Math = 952 (Highest)**





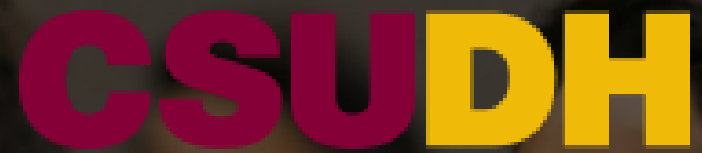
# CSUDH

First Generation  
70%

Underrepresented Minority  
86%

Gender  
63% Female - 37% Male





**2018 Transfer  
3,124**

**Average Transfer GPA  
2.84**

**Underrepresented Minority  
70%**

**Gender  
63% Female - 37% Male**





**2017 Undergraduates  
13,096**

**2017 Undergraduate FAFSA Applicants  
11,137 (85%)**

**2017 Pell-Eligible Undergraduate FAFSA Applicants  
9,143 (82%)**



**2017 Undergraduates with a \$0 EFC**

**5,613 (61%)**

**2017 Undergraduates with a \$0 to \$500 EFC**

**6,338 (69%)**

**2017 Undergraduates with a \$501 to \$2,000 EFC**

**1,200 (13%)**

**2017 Undergraduates with a \$2,001 to \$5,328**

**1,605 (18%)**



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