



## **EFFORTS TO BOOST ENROLLMENT**

**Dr. Deborah Brandon, Associate Vice President of Enrollment Management, documented the following efforts to boost enrollment and presented them to President Parham on February 5, 2025.**

1. We have established a Memorandum of Understanding (MOU) with the Los Angeles Community College District, a strategic partnership that allows us to share data and better understand prospective students' needs. This collaboration has been instrumental in our enrollment efforts.
2. MOU with Compton College that includes data sharing;
3. Compton College sent a communication on our behalf to prospective students advising them of our extended application deadline;
4. Extended the Fall 2025 application deadline to March 1, 2025;
5. Working on MOU with Corona/Norco;
6. Working Data Sharing agreement with Long Beach City College;
7. Sent two postcard mailings to the prospective students from the Los Angeles Community College District and Compton College data sharing discussing affordability and “why CSUDH”;
8. Sent communications to students who were admitted for Fall 2023 who did not attend anywhere and invited them to apply;
9. Attended several systemwide events in Northern California and Northern Los Angeles;
10. Increase our Transfer Day and College Nights by 10%;
11. Hosted virtual workshops and individual student appointments;
12. Increased our communication and webinars on completing the FAFSA and CADAA;
13. Worked with UCM to send communications to students we received from the Los Angeles Community College District over 20,000 students;
14. Worked with the Deans/Associate Deans to invite prospective students to apply to CSUDH;
15. We hired two temporary professional staff to increase our visibility within our region and throughout the state. They engage with prospective students and promote CSUDH, thereby supporting our enrollment initiatives.
16. Hosted the Systemwide Los Angeles Unified South College Night on our campus;
17. Increase our campus tours by 15%;
18. Collaborated with Educational Partnerships to host an event for their grant-funded seniors on campus;
19. Sent mailings to 1,000+ high schools and community colleges throughout the state, which included CSUDH materials;
20. Increased personalized follow for applicants to secure documents and respond to questions;
21. Hosting on-site Admissions for prospective students on February 28, 2025;
22. We are participating in the CSU-wide re-direction;
23. Expanded our Social Media presence on several platforms and
24. Working with UCM on securing student testimonials