

Goals and Tools of CSU Enrollment Management

- Achieve but do not exceed funded annual (CY) resident FTES targets
- Maintain or increase diversity such that enrollment "matches" CA or at least the campus service area
- Facilitate graduation
- Provide "authentic access" to as many students as possible given the available resources

Enrollment Management (EM) Tools (by purpose)

Admission

Do not open admission to program(s), level(s) or campus(es) for specific term(s)

1. Specific majors or even colleges and/or
2. Specific levels, e.g., first-time freshmen, upper division transfers
3. The entire campus or satellite

Utilize admissions impaction

4. Program impaction

*Supplemental admissions criteria such as competitive admissions may be required of **all** applicants for specified majors/programs*

5. Campus impaction

A local area is established, and all applicants from outside that area must meet supplemental admissions criteria usually implemented by “level”, e.g., first-time freshmen, transfers, etc.

6. Systemwide impaction

This tool offers “insurance” for campuses, which find themselves with too many applications. Campus may use system wide impaction to admit regularly admissible local area applicants and “wait list” others until space becomes available

7. Close admission categories as soon as application quotas are met

Quotas should be pre-determined based on enrollment goals, assumed yield/capture rates.

“Tighten” optional admission categories

8. Offer provisional admission only to regularly admissible first-time freshmen (FTF), upper division undergrad transfers (UDT) and graduate/post-baccalaureate (Grad/PB) applicants.

*Lower division undergrad transfers (LDT), persons, who already hold bachelor’s degrees (2nd BA) and non-regularly admissible UDTs should be admitted **only** if part(s) of successful plan to reach **but not exceed** funded FTEs target.*

9. Reduce special admissions to the lowest possible level
10. Curtail transitory admissions, e.g., HS "honors," CSU visitors/concurrent, or cross enrollments.

Some campuses may choose to "divert" some types of transitory admissions to special sessions/self-support.

11. Require that admitted applicants engage in mandatory enrollment intention confirmations, such as:

Mandatory orientation, including advising, registration, and fee payment
Enrollment deposits or statements of intent

Lessen the volume of admitted students, who enroll by

12. Enforcing deadlines for completing missing requirements
13. Rigorous reviewing of final transcripts
Rescind admissions for non-compliance with provisions of admission
14. Disallowing meeting admissions requirements over the summer
15. Making use of reasonable wait lists, which should be cleared by August 1

Enrolled Students

Use the full weight of EO 1038 to remove without immediate reinstatement under achievers.

16. Minimum GPA for students on probation
17. Any student whose term GPA is below 1.0
18. "The cumulative grade point average is so low that in view of the student's overall educational record, it seems unlikely that the deficiency will be removed within a reasonable period, as defined by campus academic policy."
19. "Age" student accounts receivable and take action to remove those with unpaid and/or unlikely to be paid accounts.
20. Proactively intervene with "super seniors"

Other

21. Tools, which are unique to the campus, e.g., cruise requirements at California Maritime Academy.

Caveats and “heads up” for Provosts, Budget Officers, Chief Student Affairs Officers, etc.

1. Recently discharged veterans and active servicemembers must have priority, particularly if regularly admissible and in compliance with university requirements.
2. California residents should not be replaced by others, i.e., do not exceed current absolute numbers of non-residents, international students, WUE or NSE enrollments.
3. Summer 2010 may be self-support.
4. Enrollment (consumers) must be optimally matched with class schedule (inventory)
5. “Log jams”, i.e. cases where demand frequently exceeds supply should be monitored and remedied or diverted
6. Monitor "undeclared" students and help them select a major ASAP.
7. Be mindful of major changes and their effect upon course/seat availability.
8. Find continuing PBUs and others without degree objectives and encourage them to become admitted to a degree or credential within a short, but defined period of time.
9. Some thought might well be given to the matter of how we will “re-inflate” CSU enrollment when the current budget problem subsides.

Maintaining or Enhancing Diversity

It would be unacceptable for the CSU's efforts to manage enrollment downward were to result in any decrease in the university's remarkable and hard-won diversity.

- A. Outreach and recruitment for diversity are not prohibited by Proposition 209.
 - 1. Encouraging under-represented students to apply
 - 2. Supporting file completion
 - 3. Facilitating FAFSA completion by priority dates

- B. Including additional non-academic supplemental admissions criteria for impacted programs or levels is not prohibited by Proposition 209 including perhaps:
 - 1. Socio-economic status
 - 2. First generation college
 - 3. Educational disadvantage

- C. Yield strategies for diversity, for example:
 - 1. Super Sundays and Super Saturdays
 - 2. Alumni and staff-related encouragement to under-represented admittees
 - 3. Targeted e-mail and/or "blast" tactics