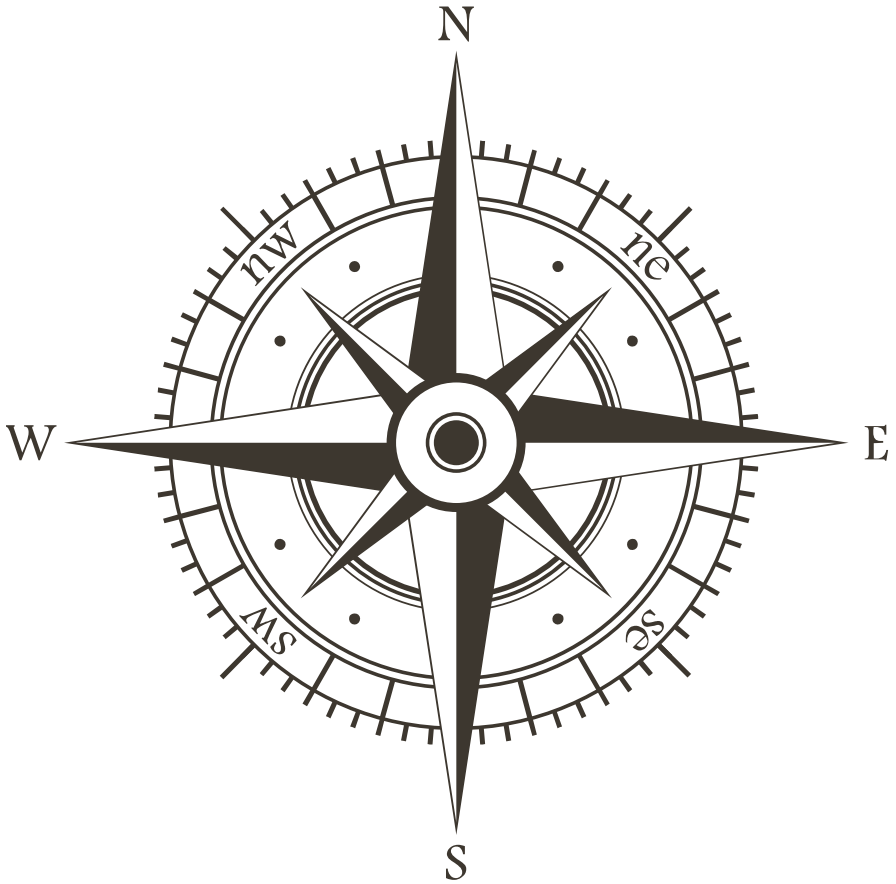
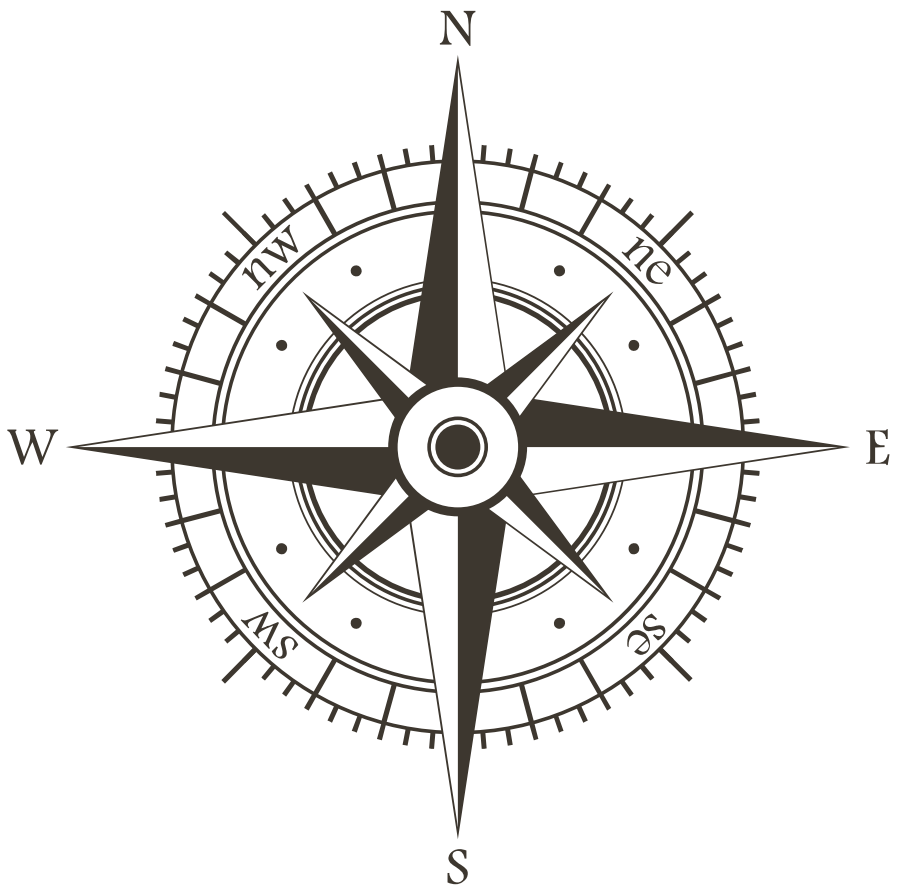


We Are Here

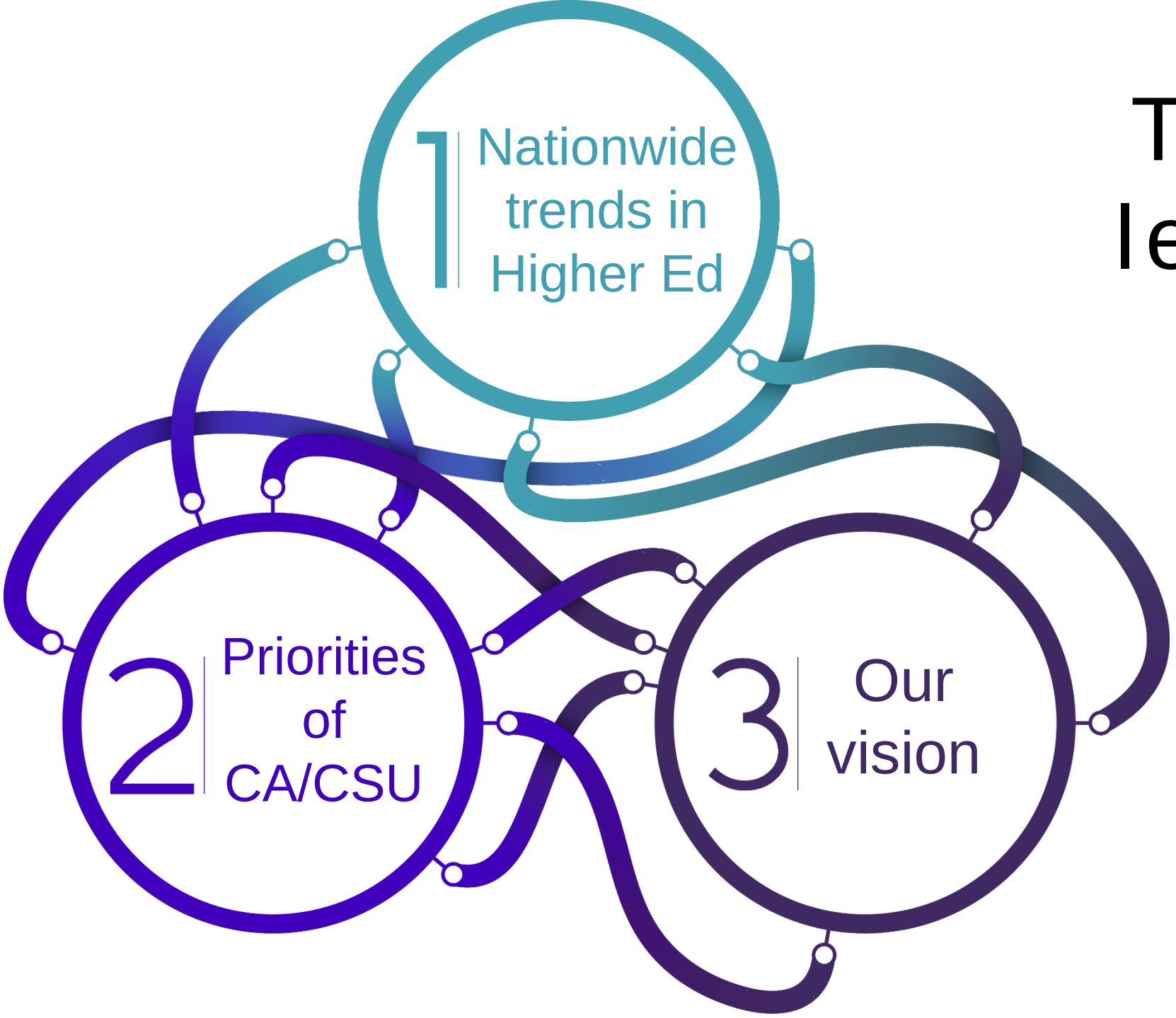
A Snapshot of HSU's Current Conditions, Circumstances and Influences

Strategic Enrollment Management Planning
December 11, 2017
Lisa Castellino, PhD Associate Vice President for Institutional Effectiveness

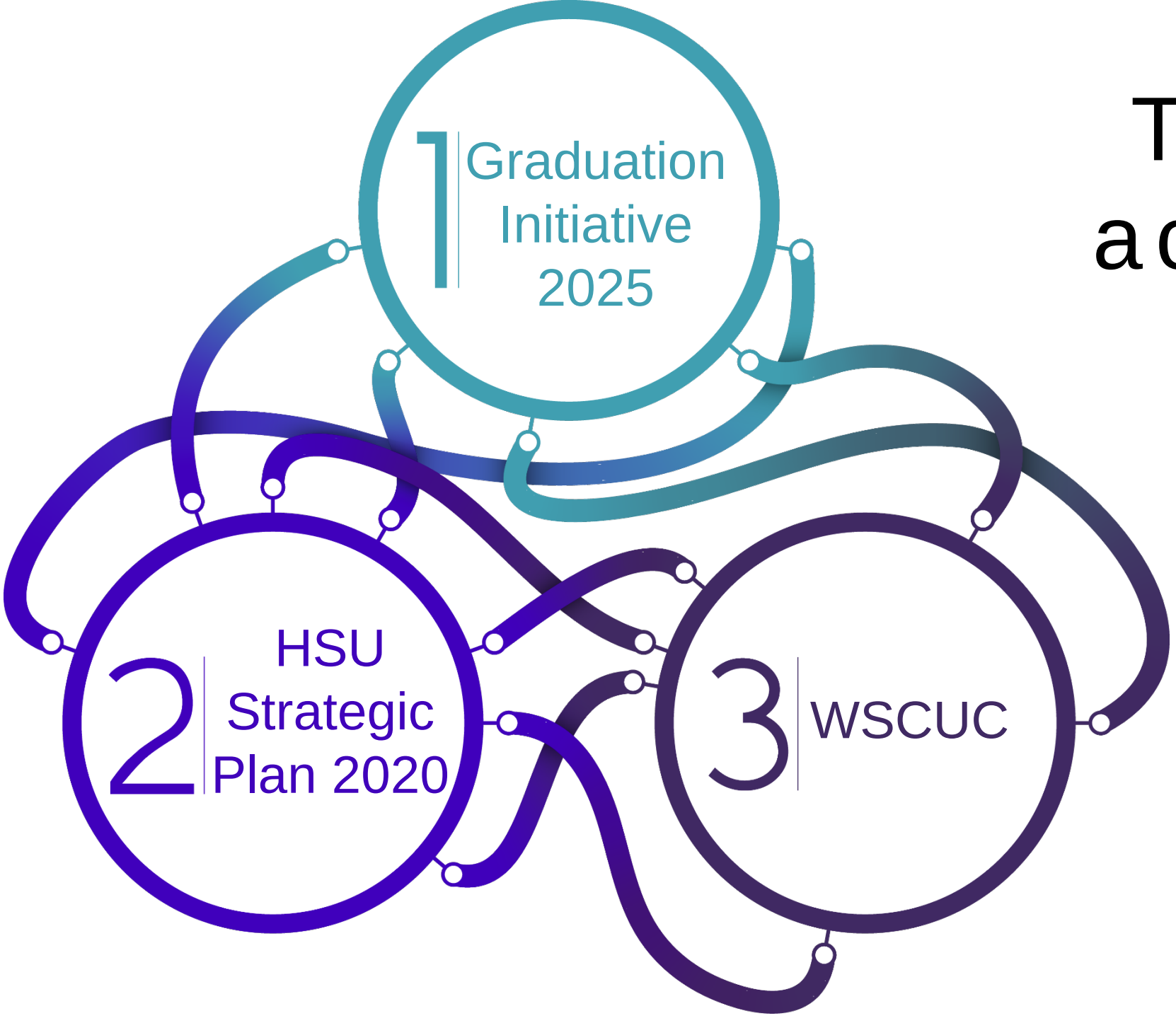


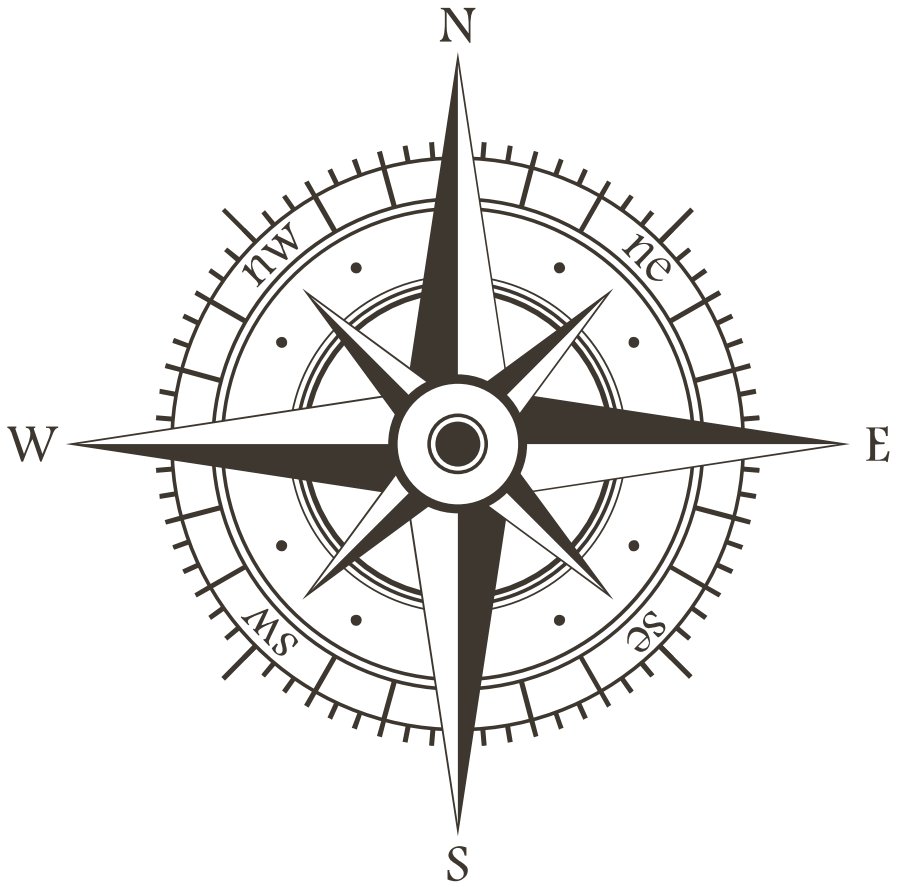
CONTEXT

Three lenses

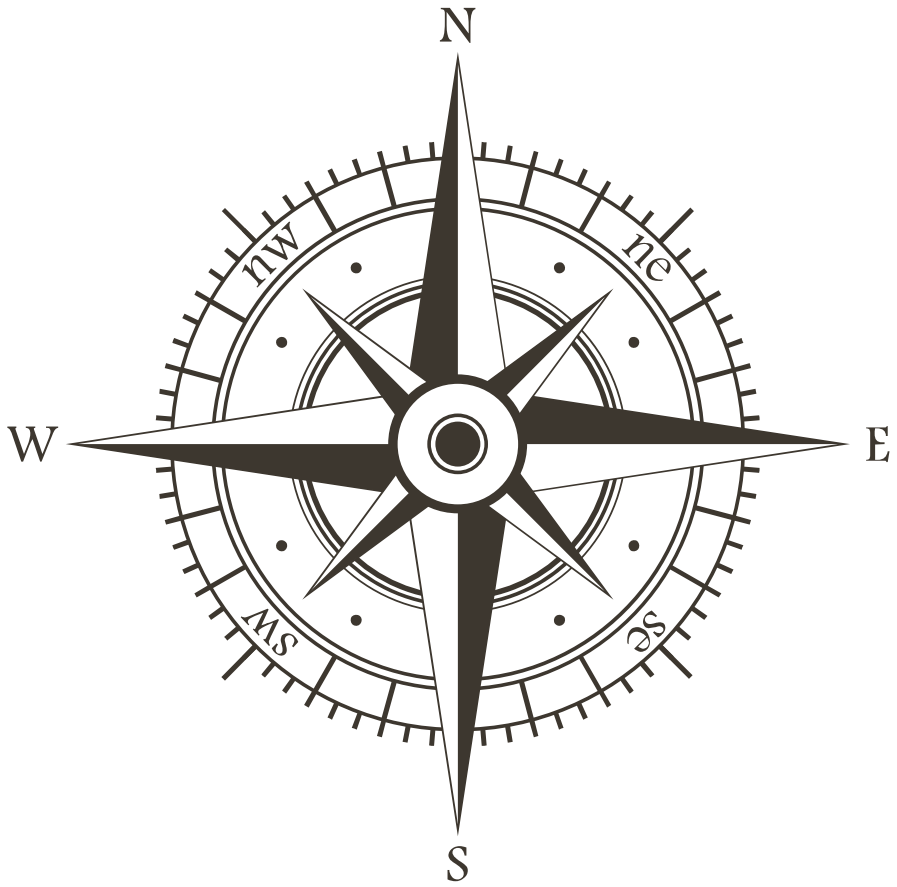


Three actions



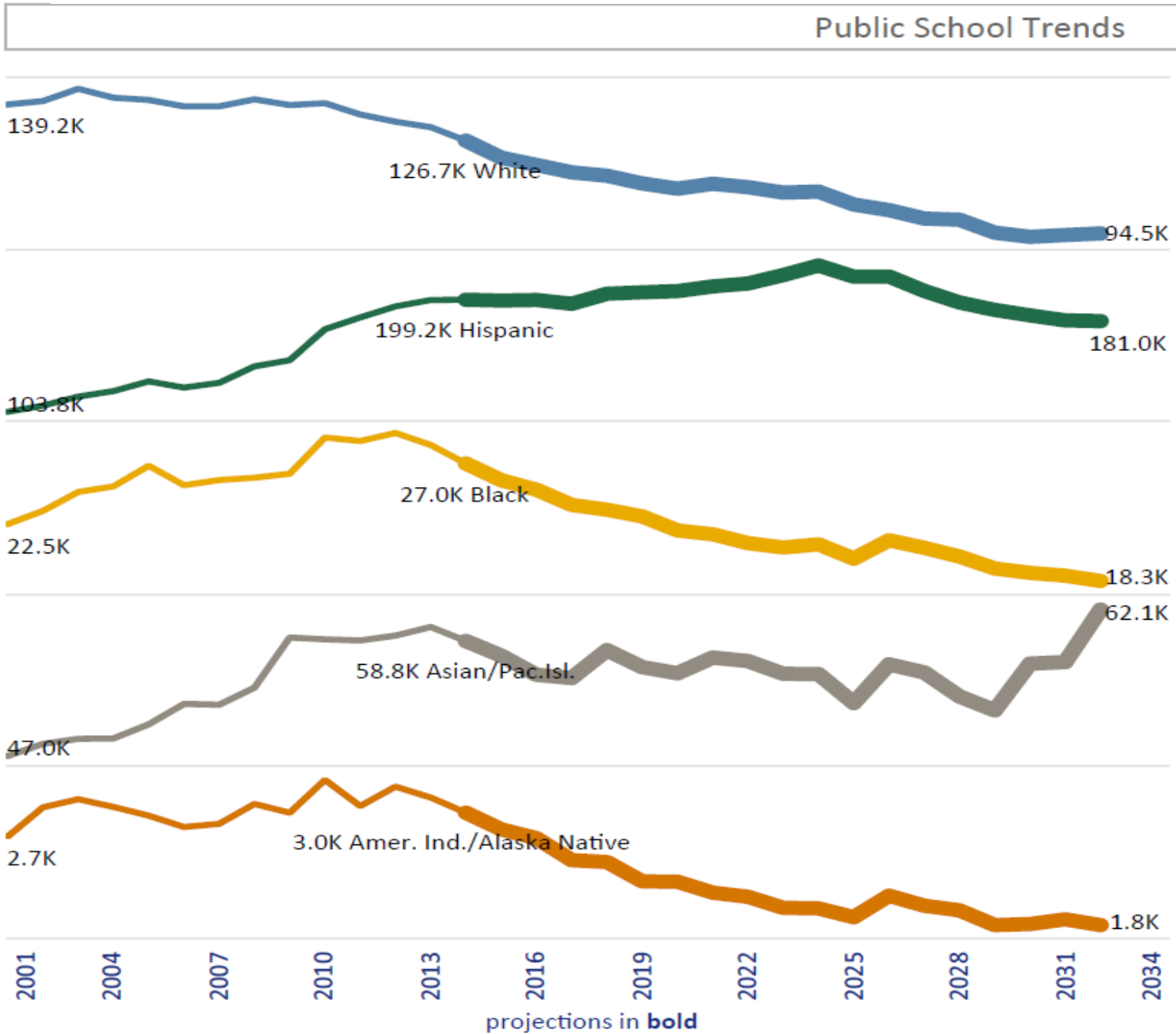


Housekeeping: This is about patterns, not perfection



SHIFTING LANDSCAPE

High School Graduates & Diversity

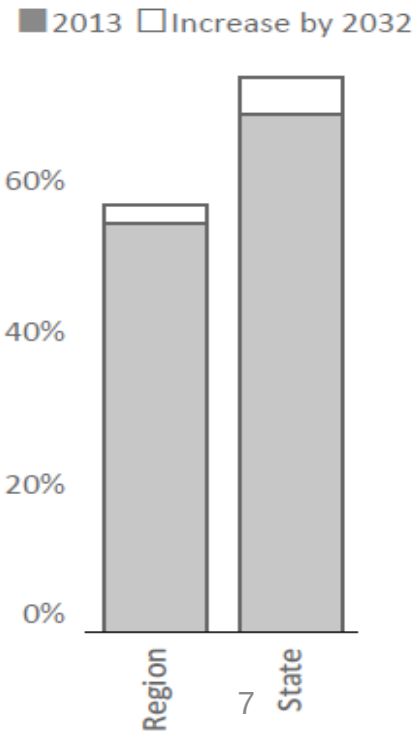


White Graduates

- White graduates will change from 31% to 26% of public school graduates, around 36,800 fewer in 2031-32 than 2012-13.

Non-White Graduates

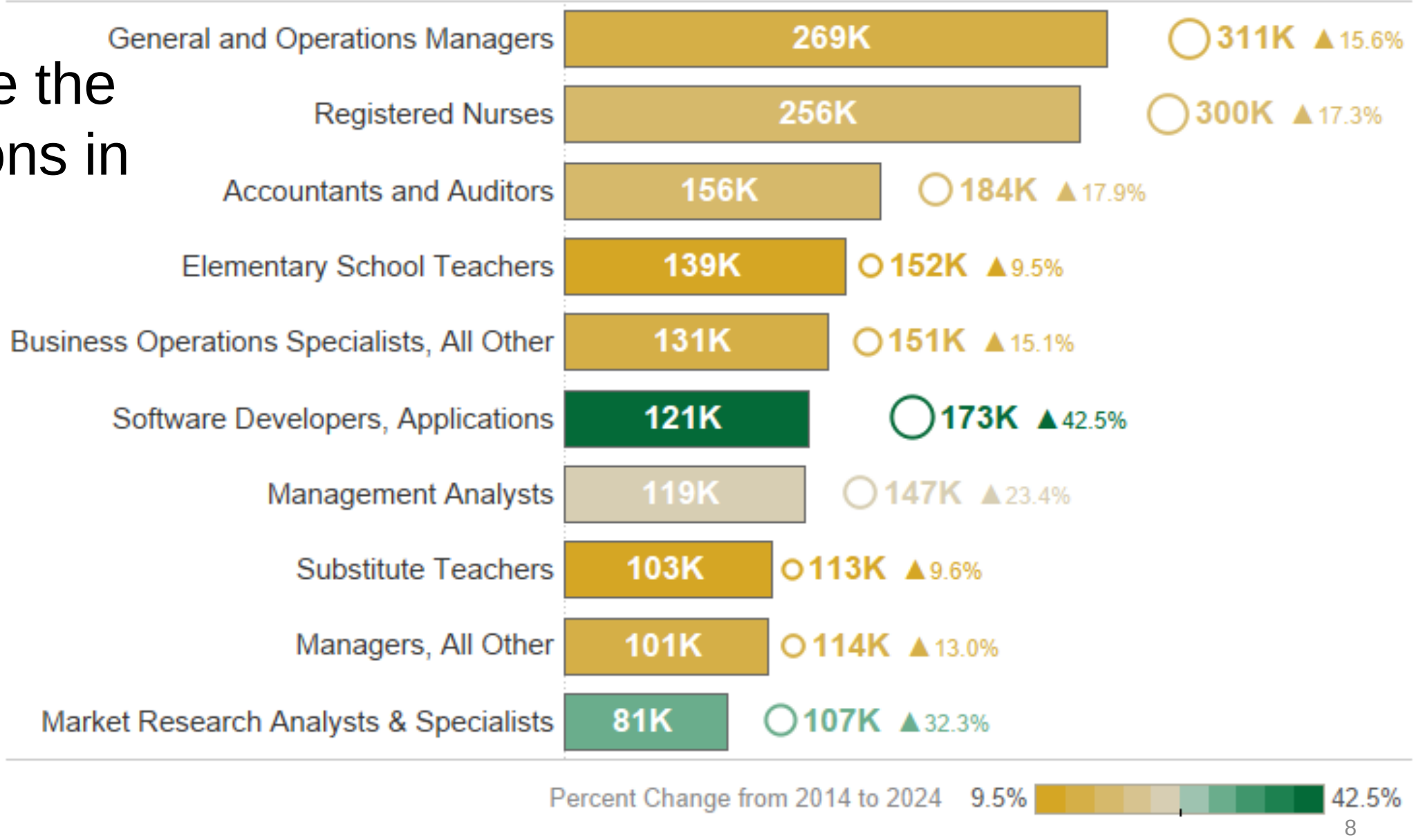
- California high school graduates are more diverse than the West overall.



- Non-White graduates in California will decrease in number by around 27,500 from 2012-13 to 2031-32, and change from 69% to 74% of public high school graduates.

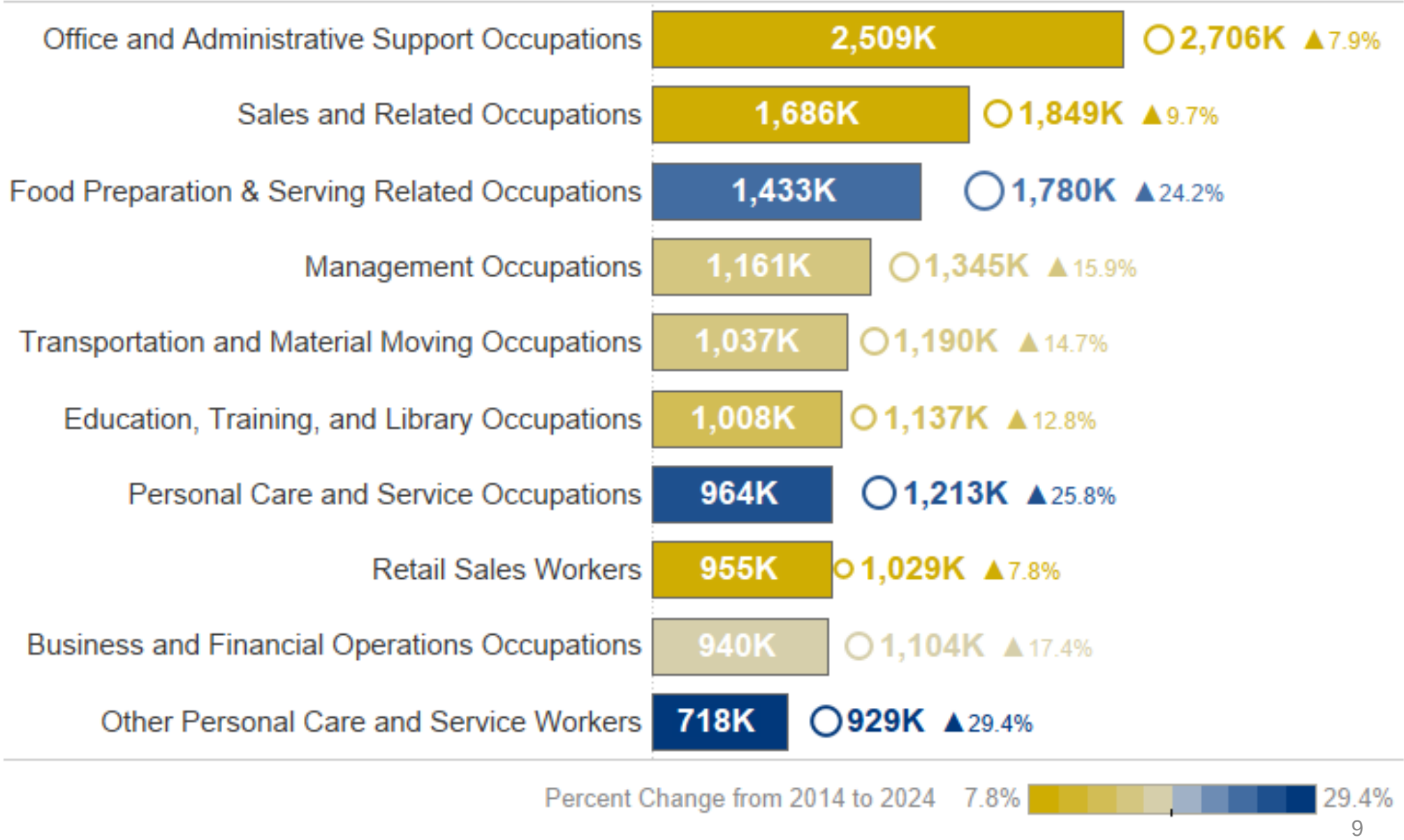
California's workforce is **growing…**

These are the occupations in need of a degree…

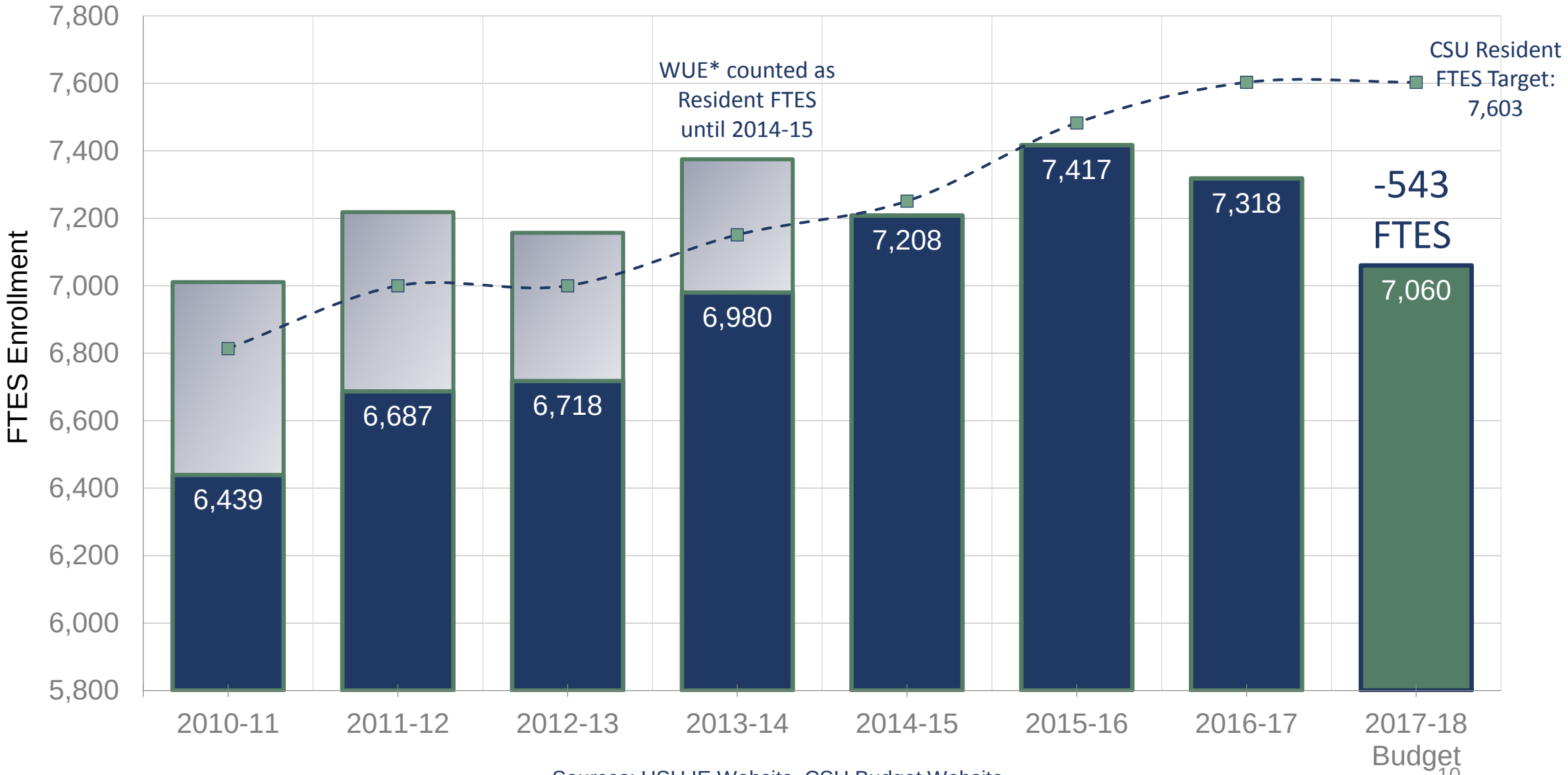


California's workforce is **growing**

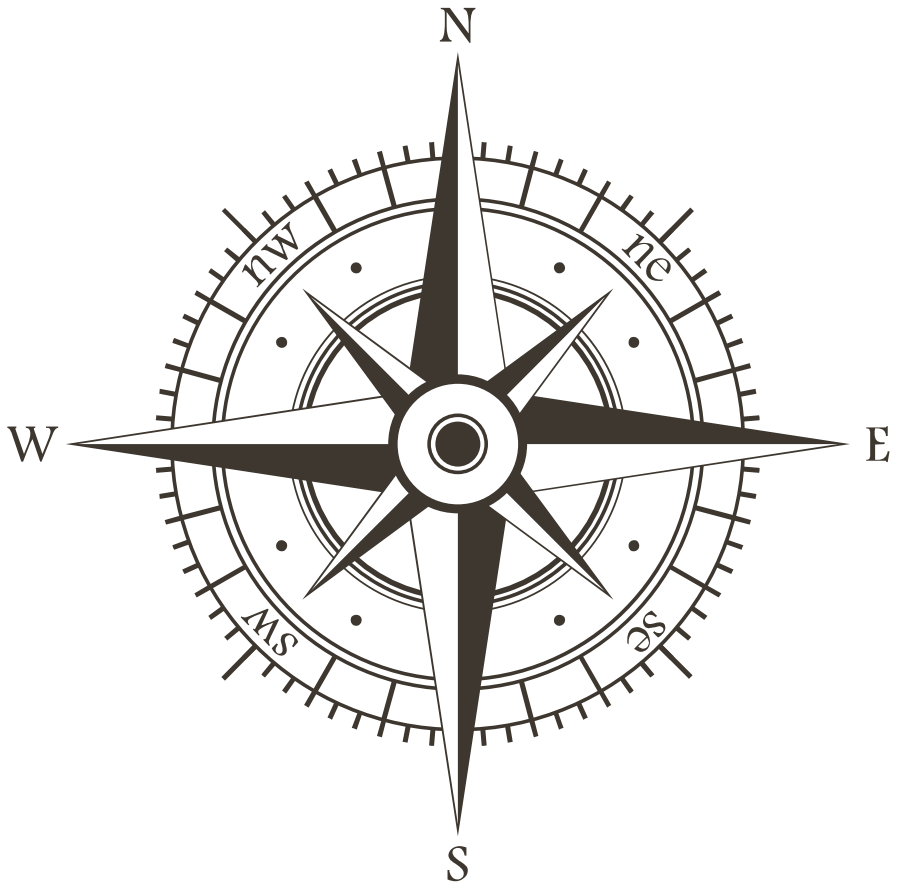
And these don't …



Total annual resident FTES **dropped** in 2016-17 & possibly, 2017-18



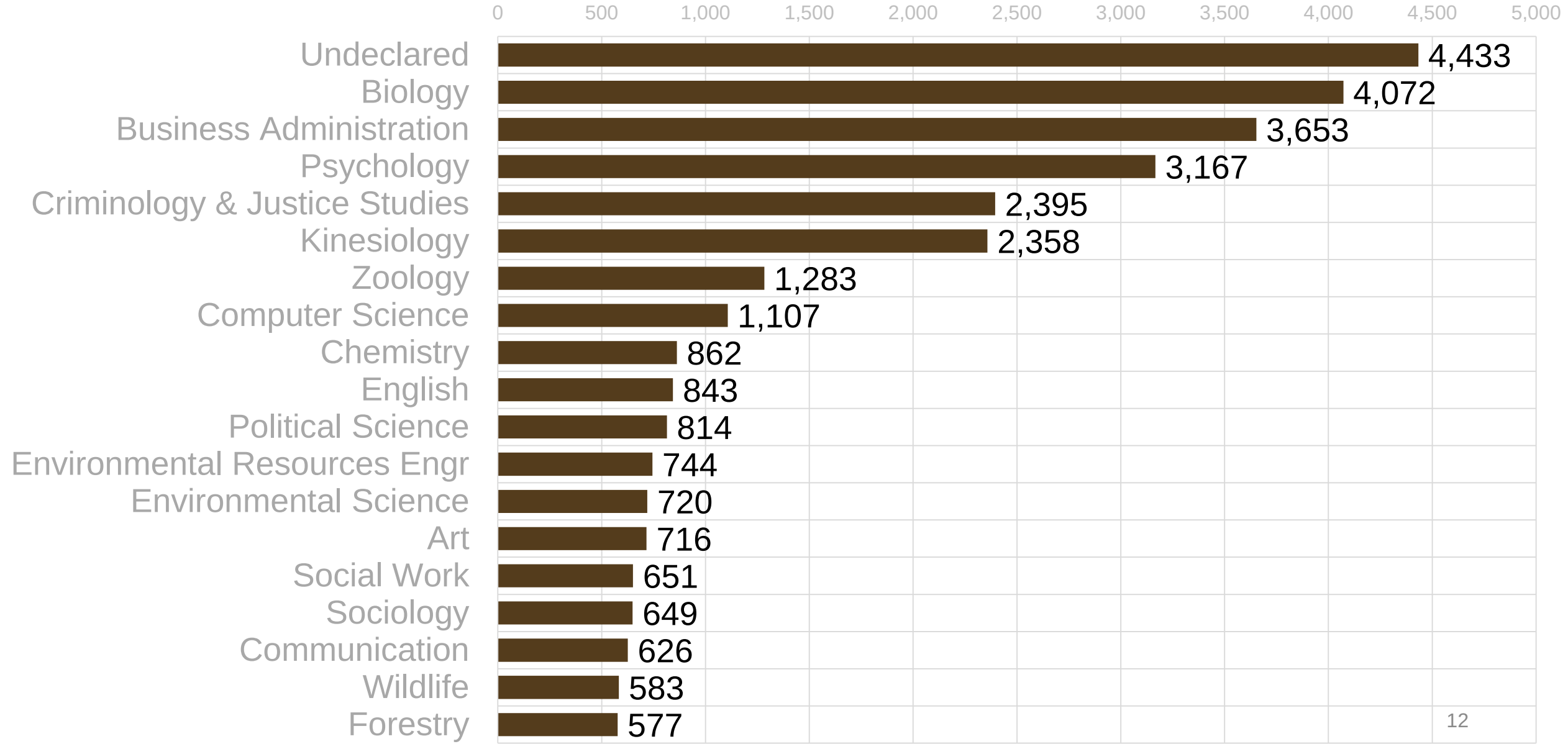
Sources: HSU IE Website, CSU Budget Website



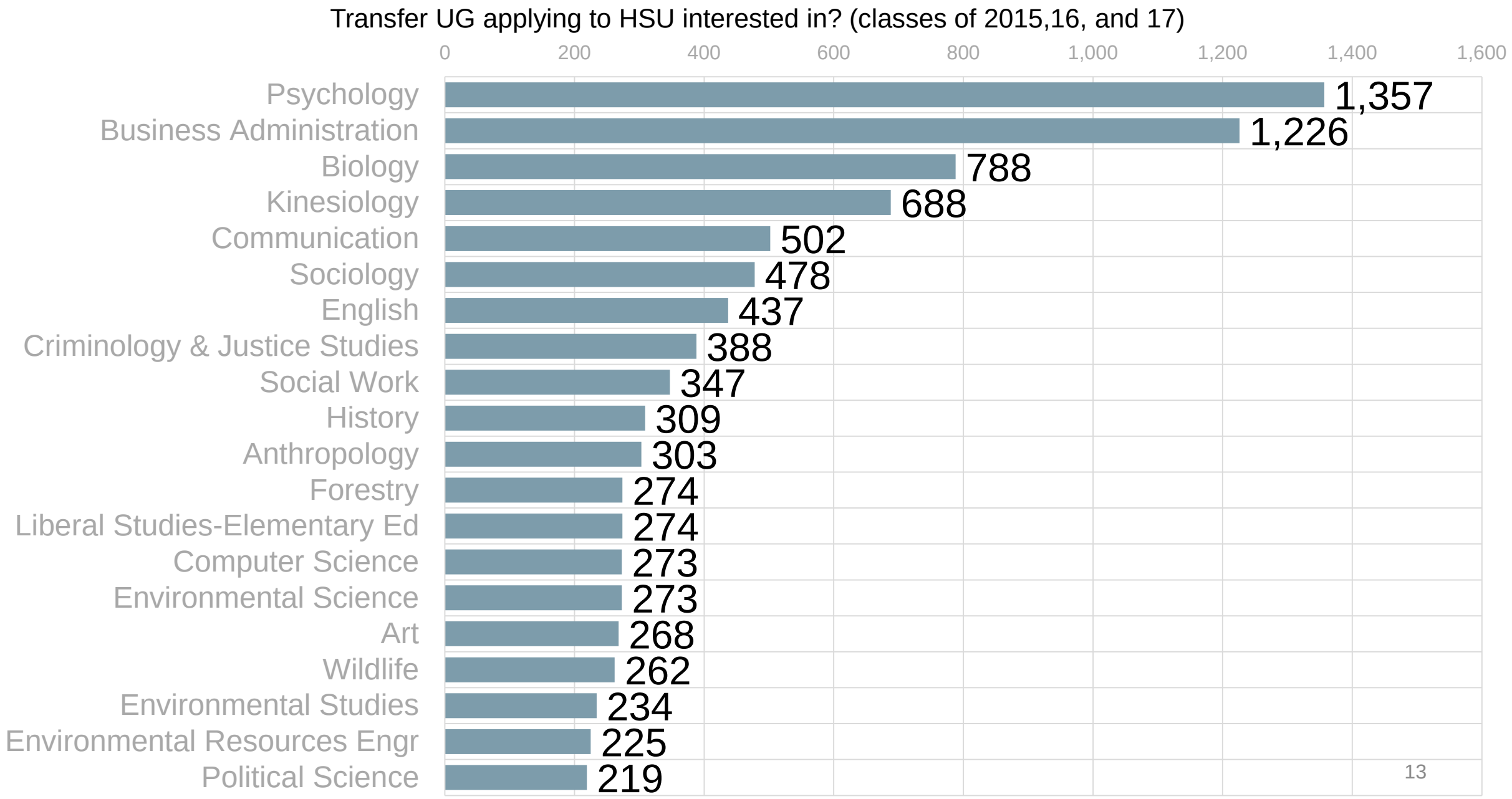
APPLIED: Where pathways begin

What students want to **major in when they apply?**

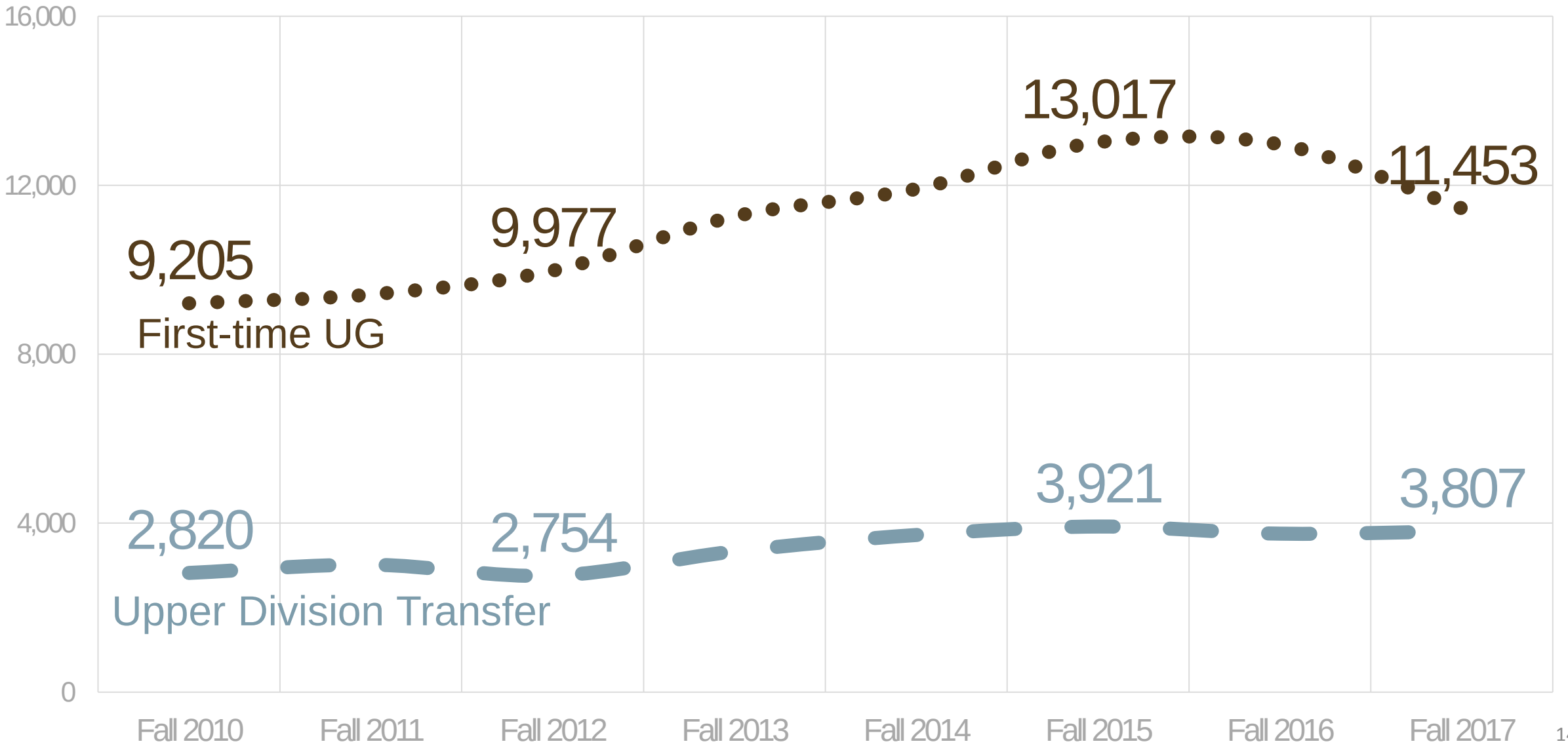
First-time UG applying to HSU interested in? (classes of 2015,16, and 17)



What students want to **major in when they apply?**

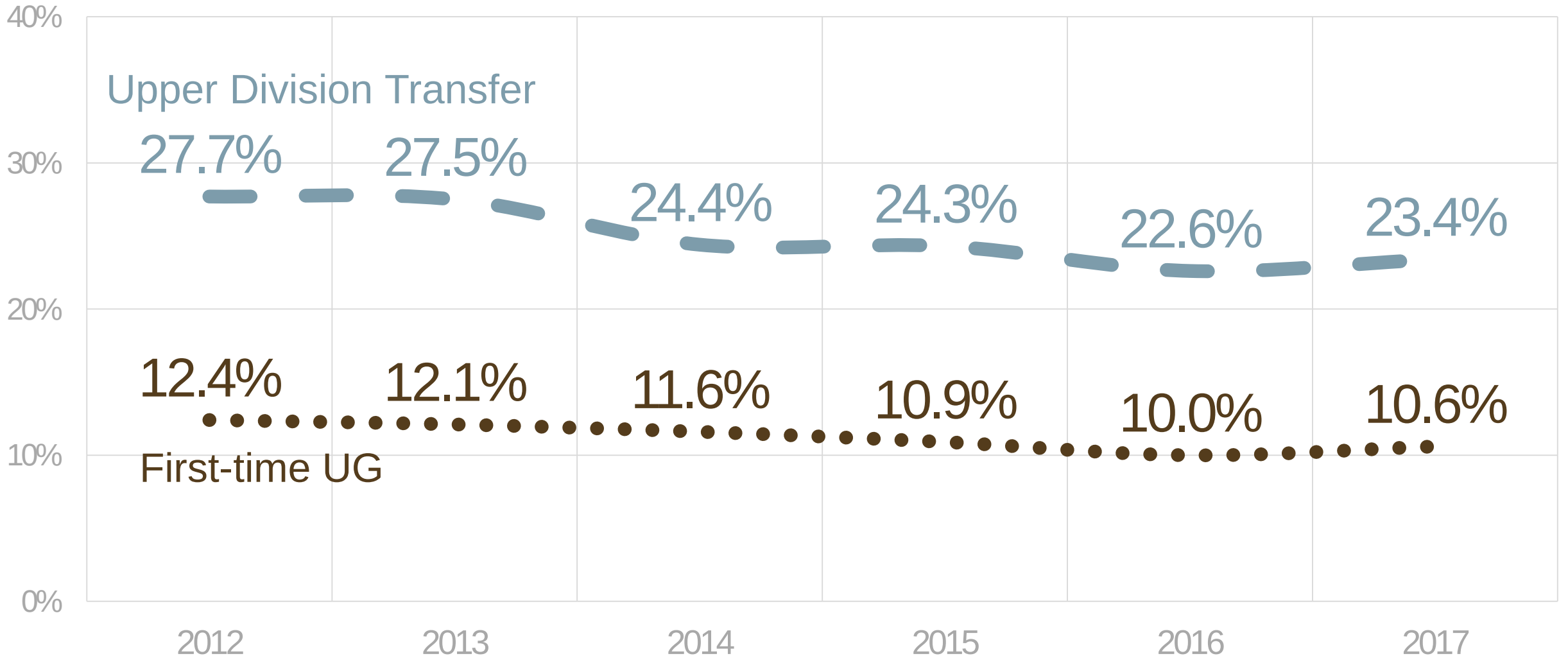


First-time Undergraduate applications **dropped** in 2016 & 2017

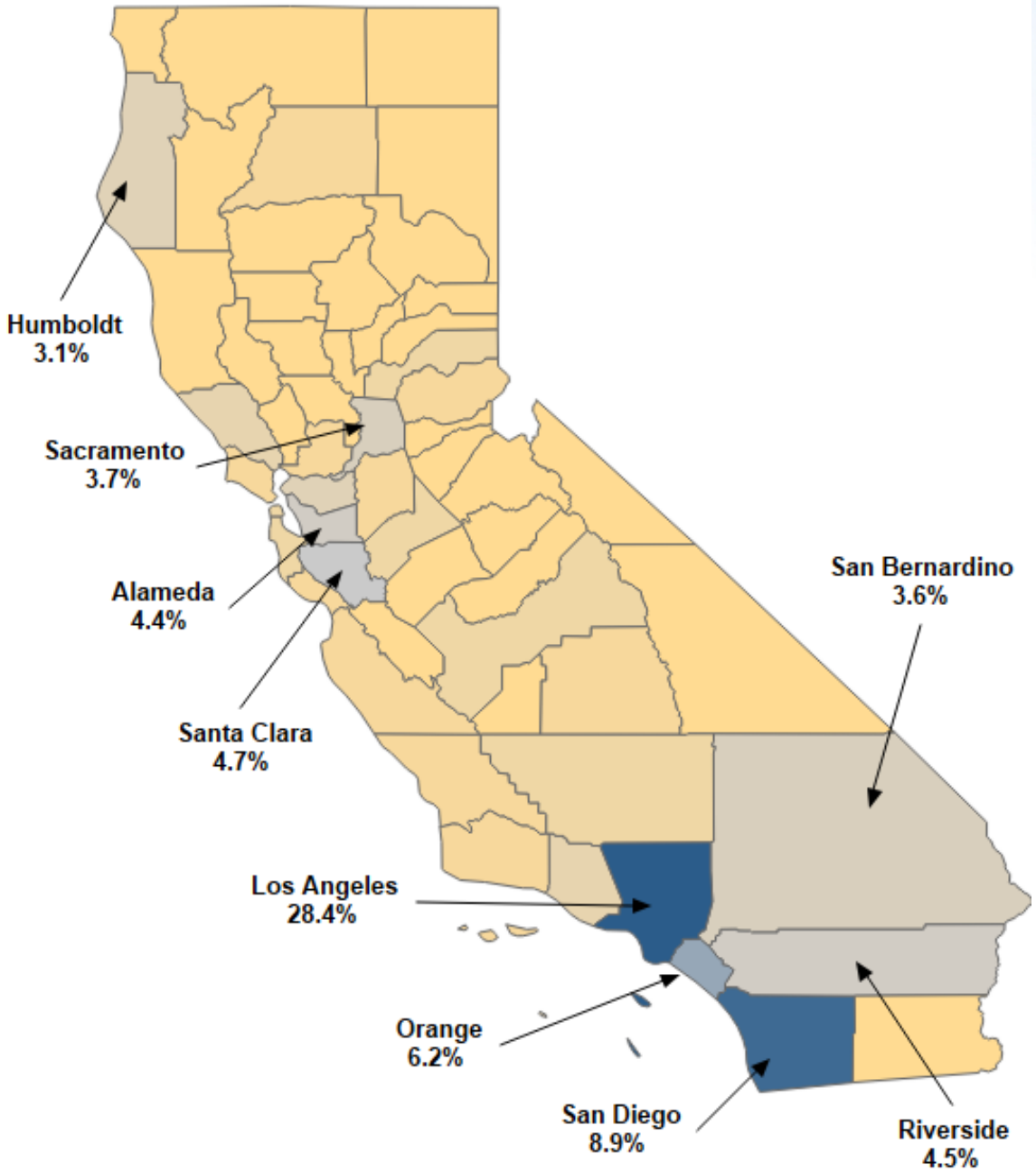


Undergraduate application yield **dropped** 2013 thru 2016

Application Yield = Enrollments/Applications



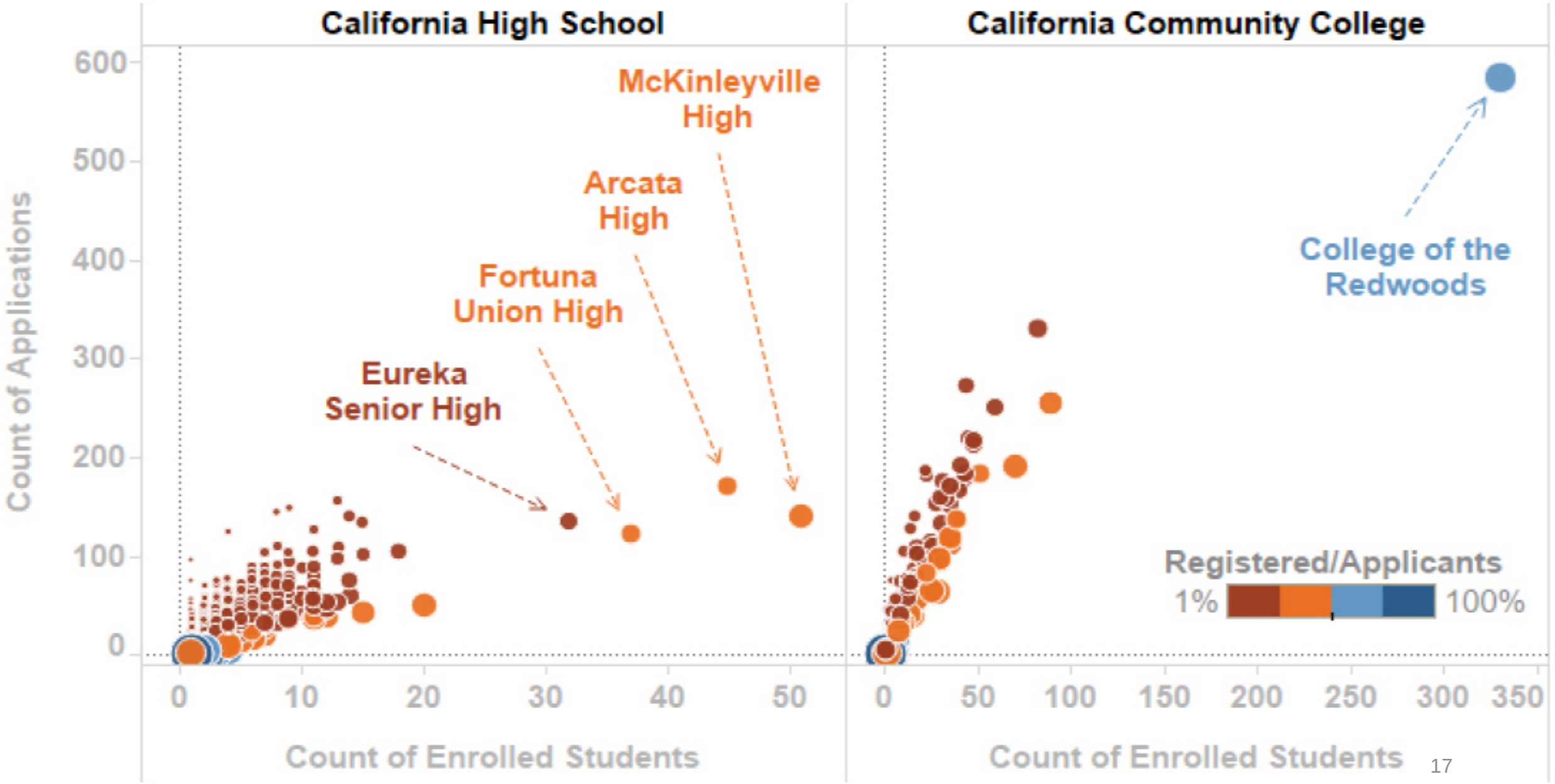
We recruit from all parts of CA…but seem to do well



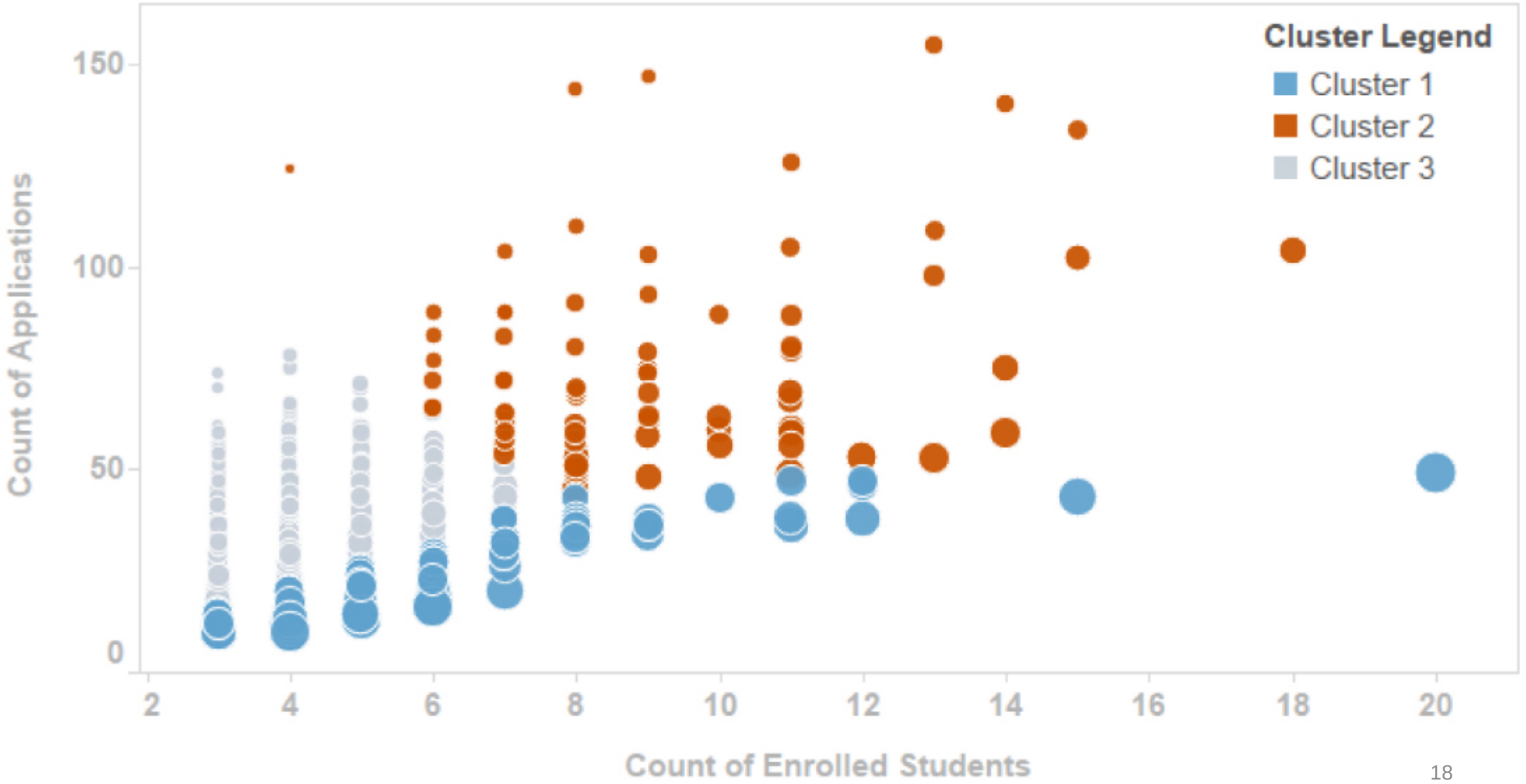
down south

http://degrees.calstate.edu/campuses

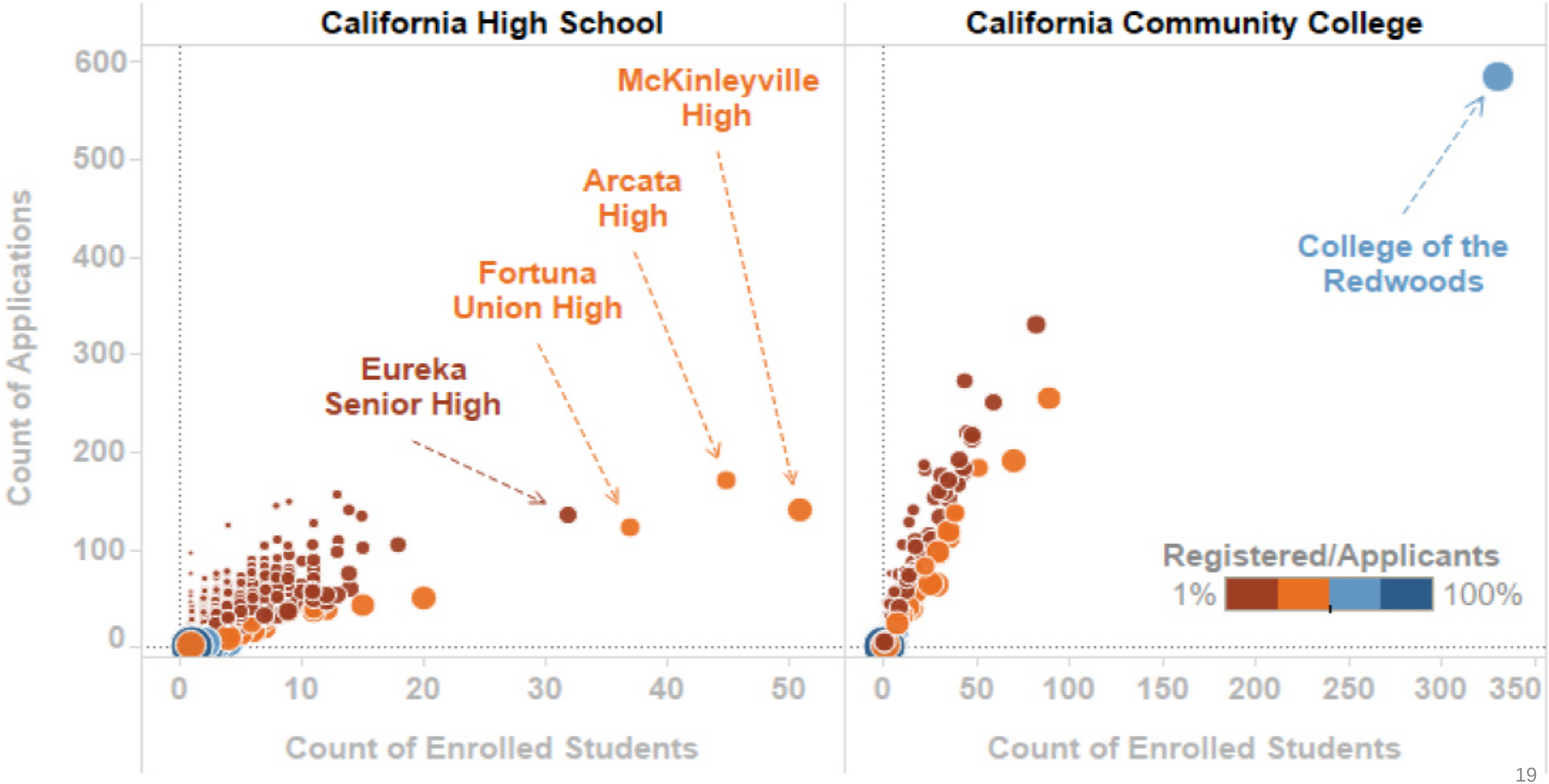
We have different types of feeder schools and *different opportunities*



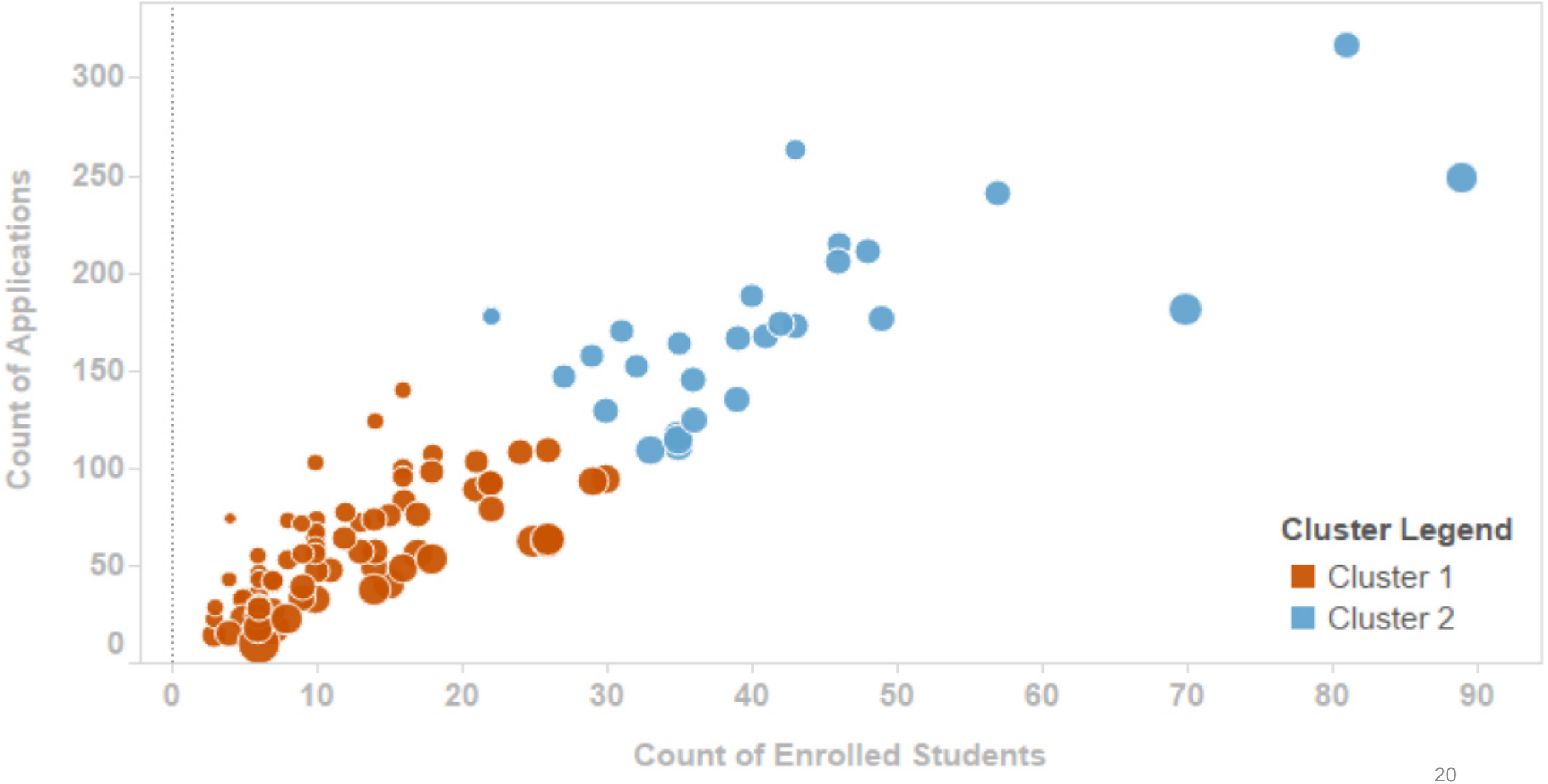
Three categories of California *high schools*



We have different types of feeder schools and ***different opportunities***

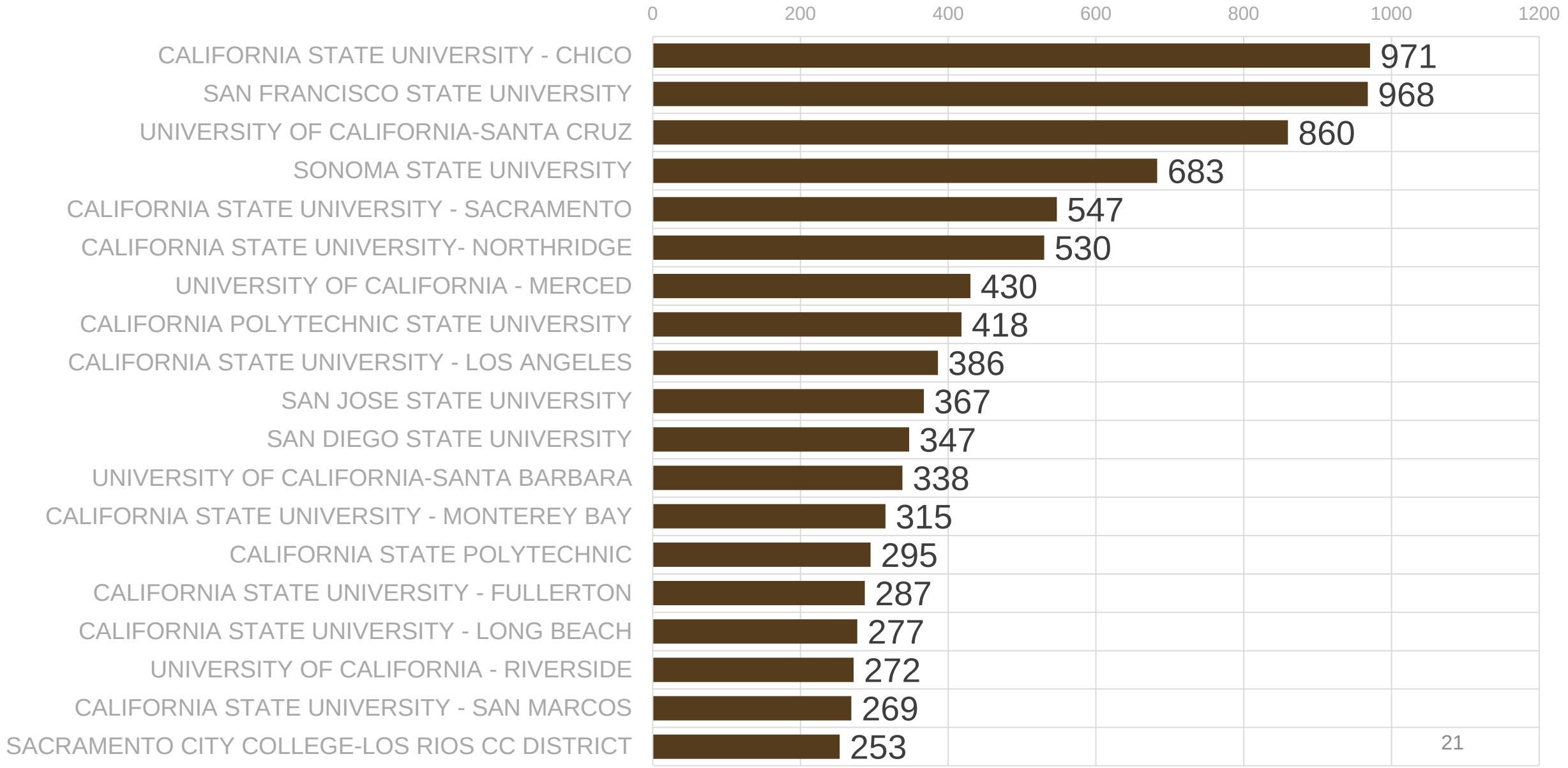


Two categories of California **community colleges**



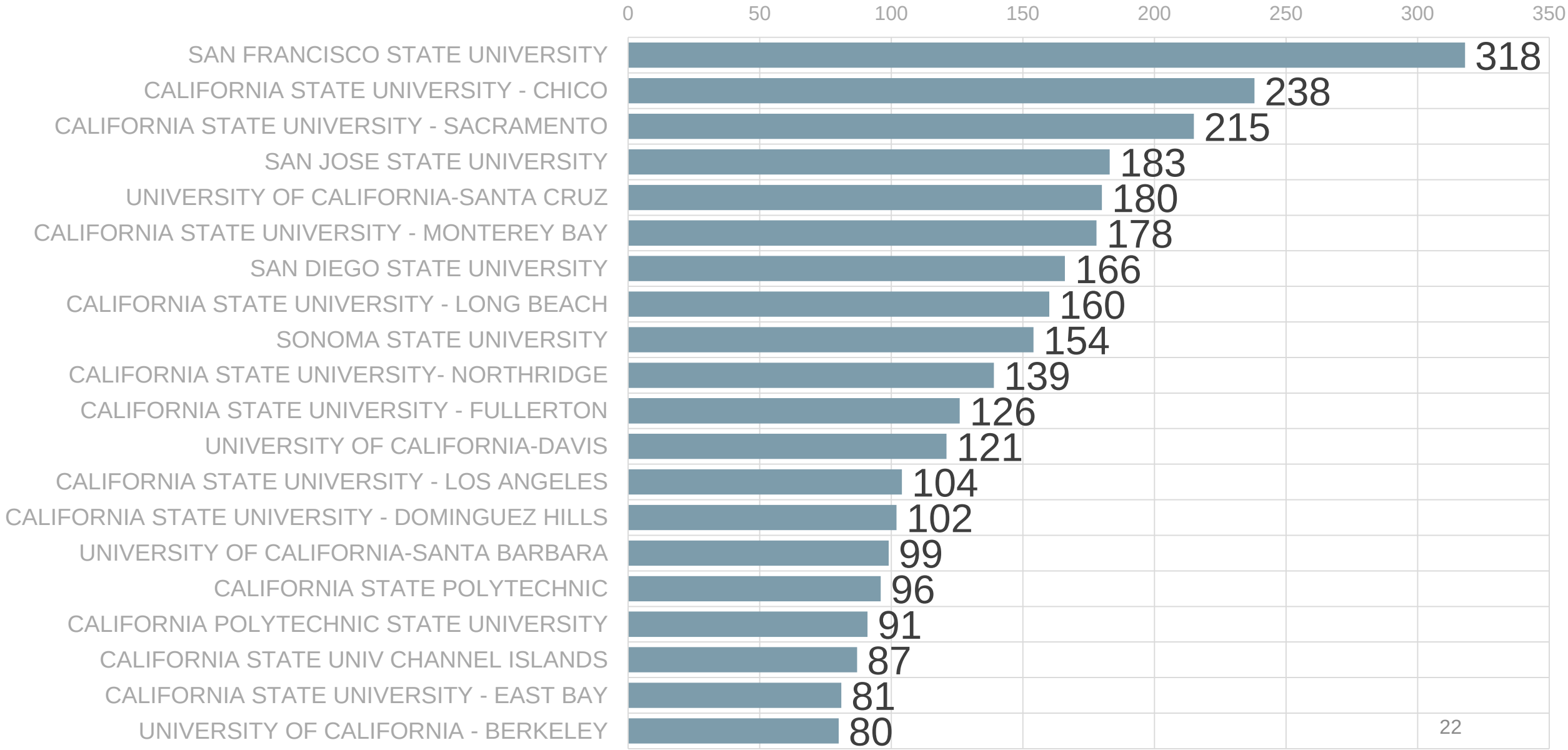
Competition for First-Time Undergraduates

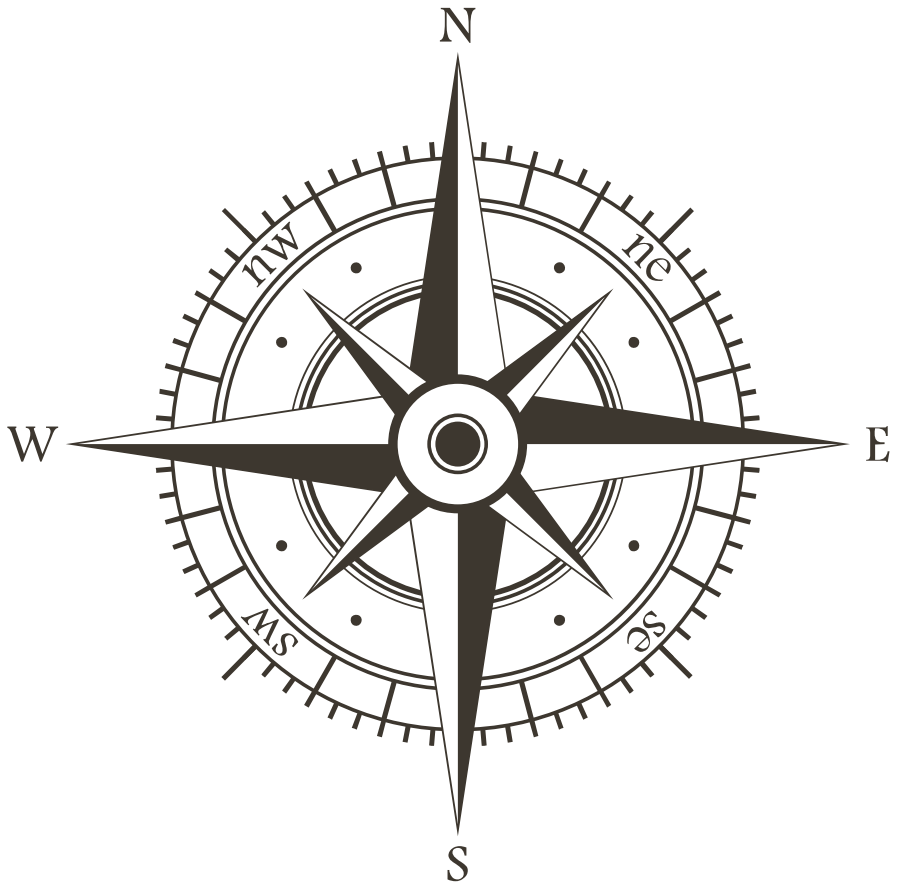
Admitted to HSU but didn't end up attending…where did they land? (classes of 2015,16, and 17)



Competition for ***Transfers***

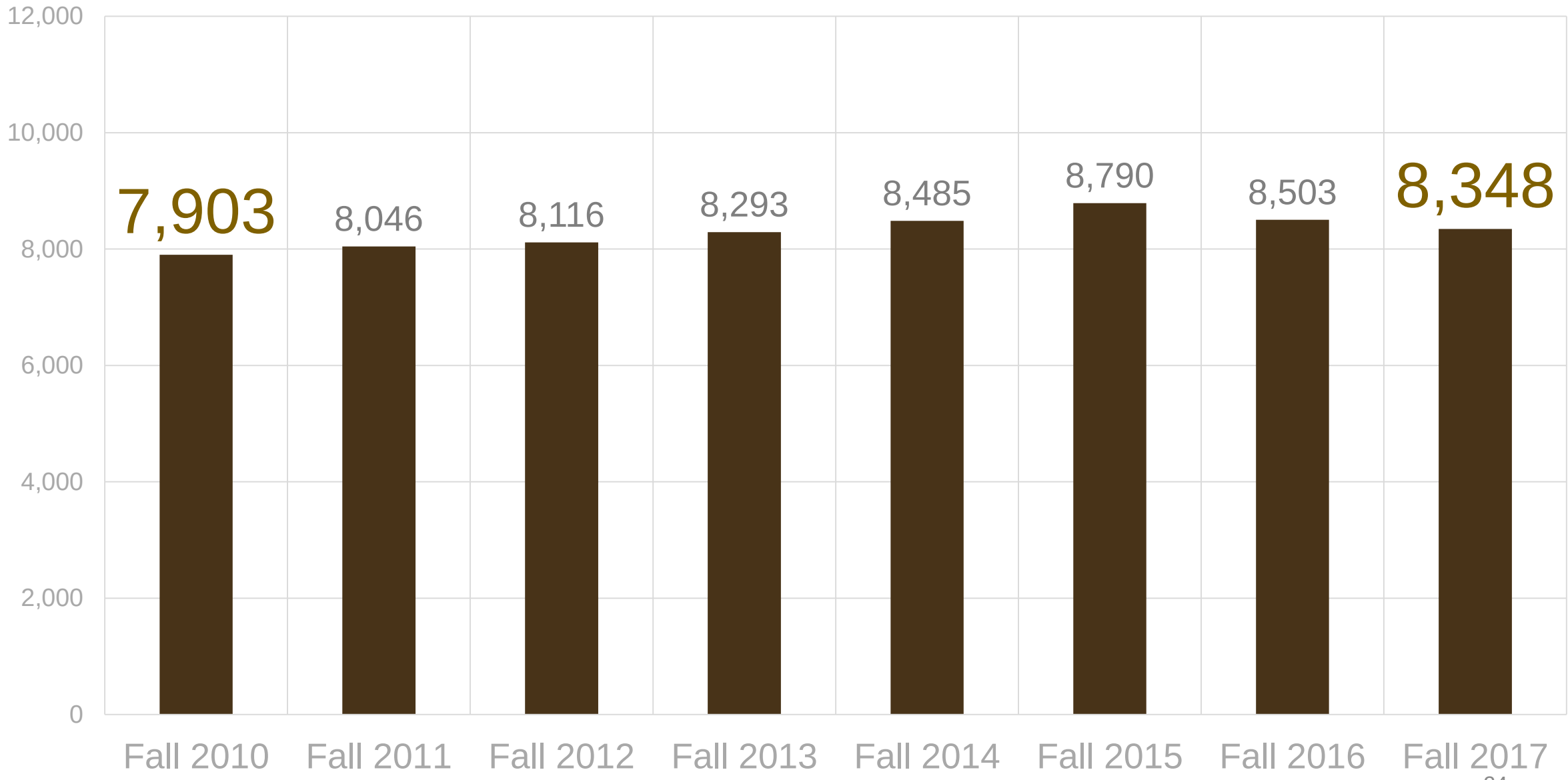
Admitted to HSU but didn't end up attending…where did they land? (classes of 2015,16, and 17)



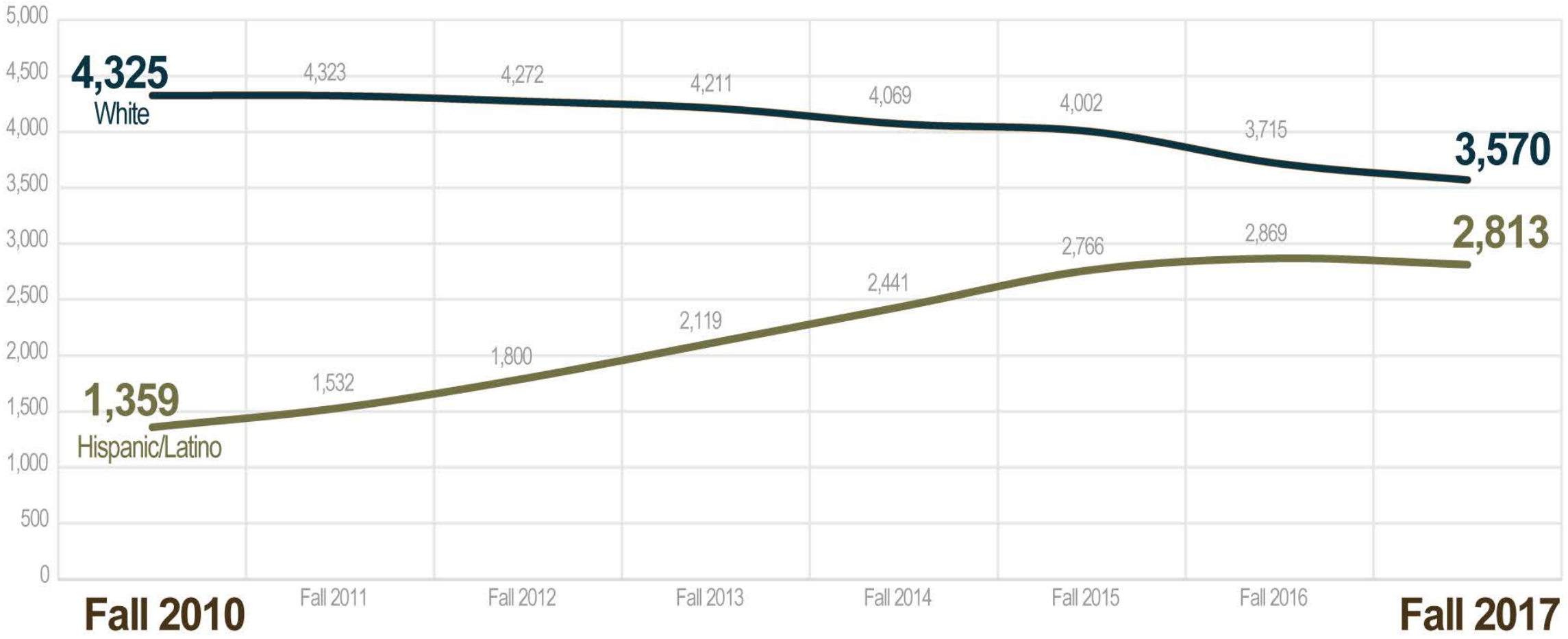


ENROLLMENT: Trends & our students

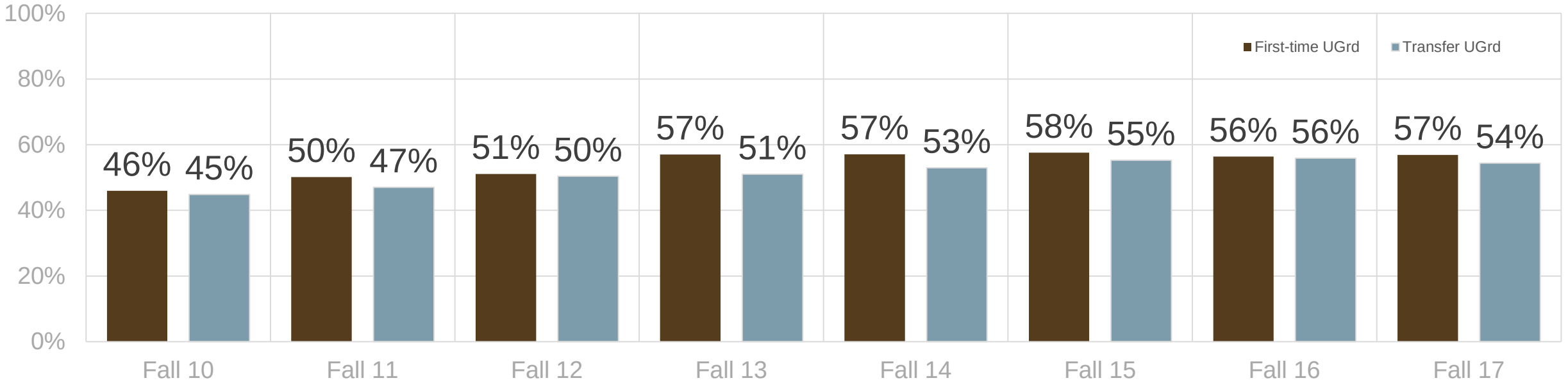
Overall enrollment was growing until **Fall 2016**



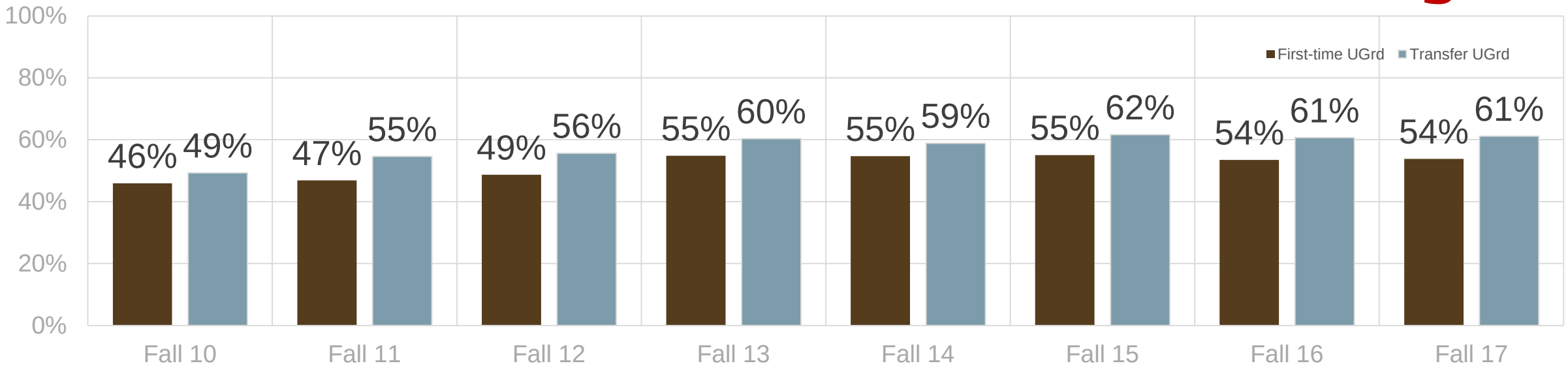
As CA goes…so does HSU- a **diverse** student body



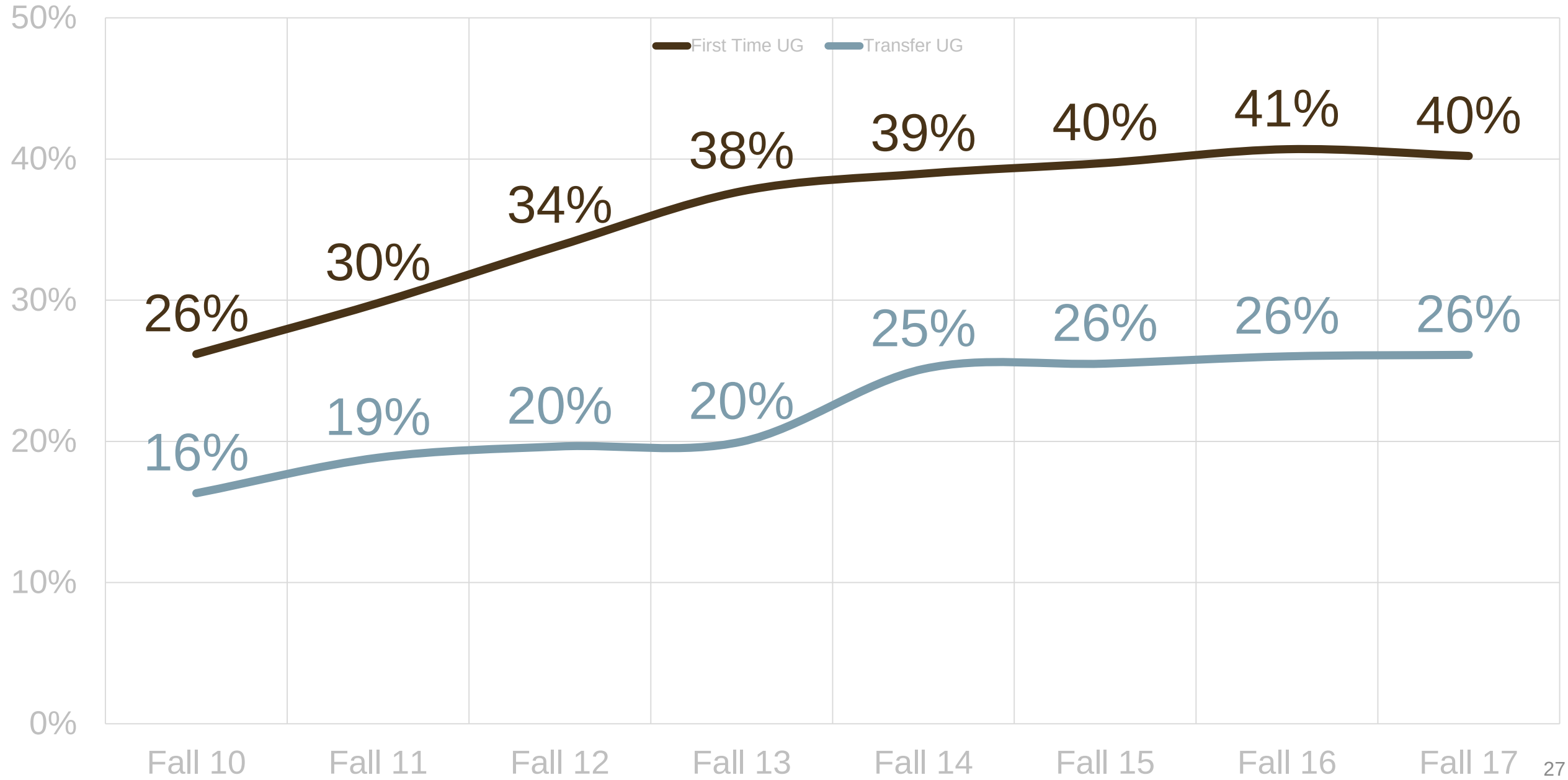
Students became more *first-generation..*



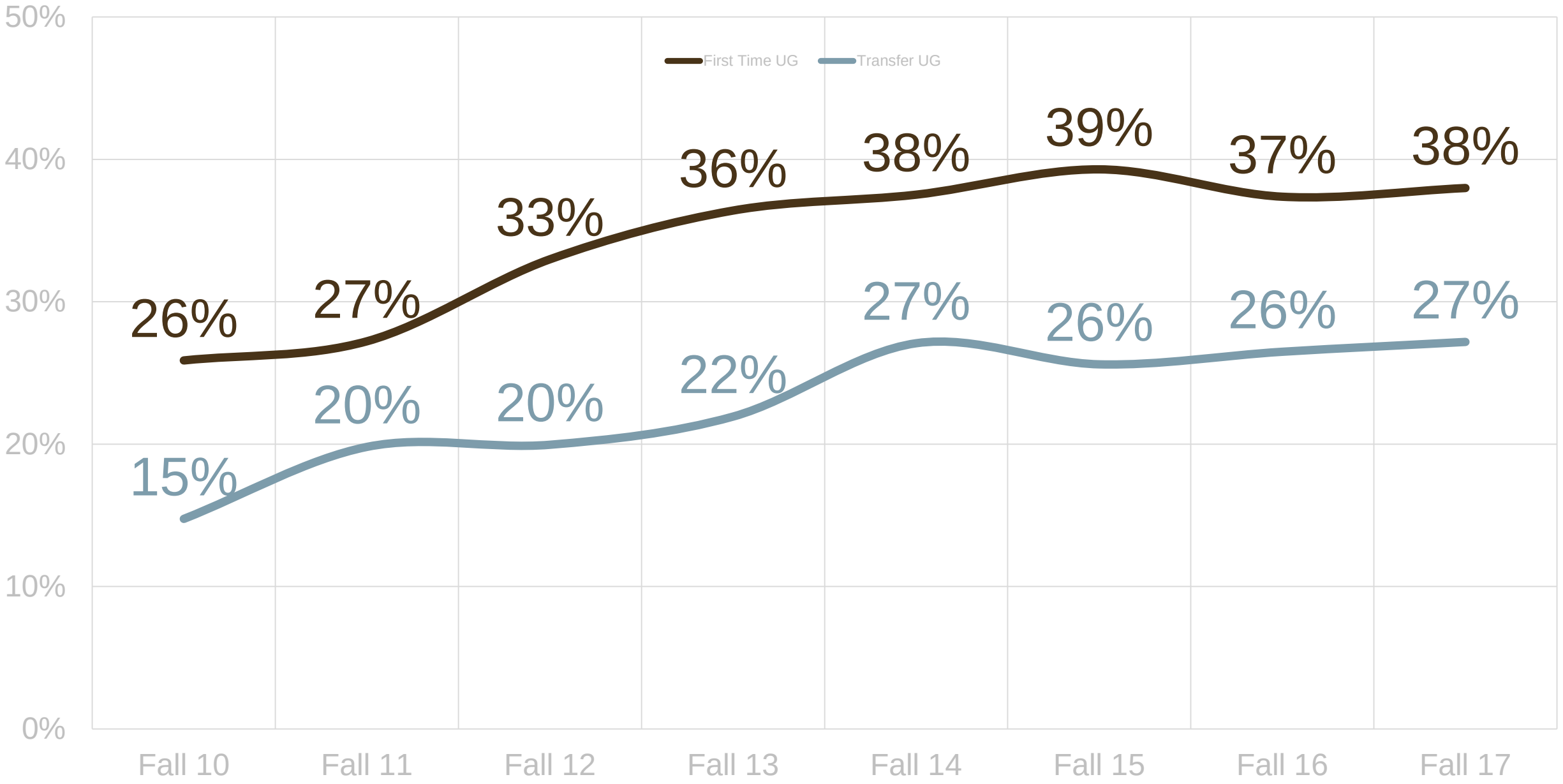
…and more *Pell-eligible*



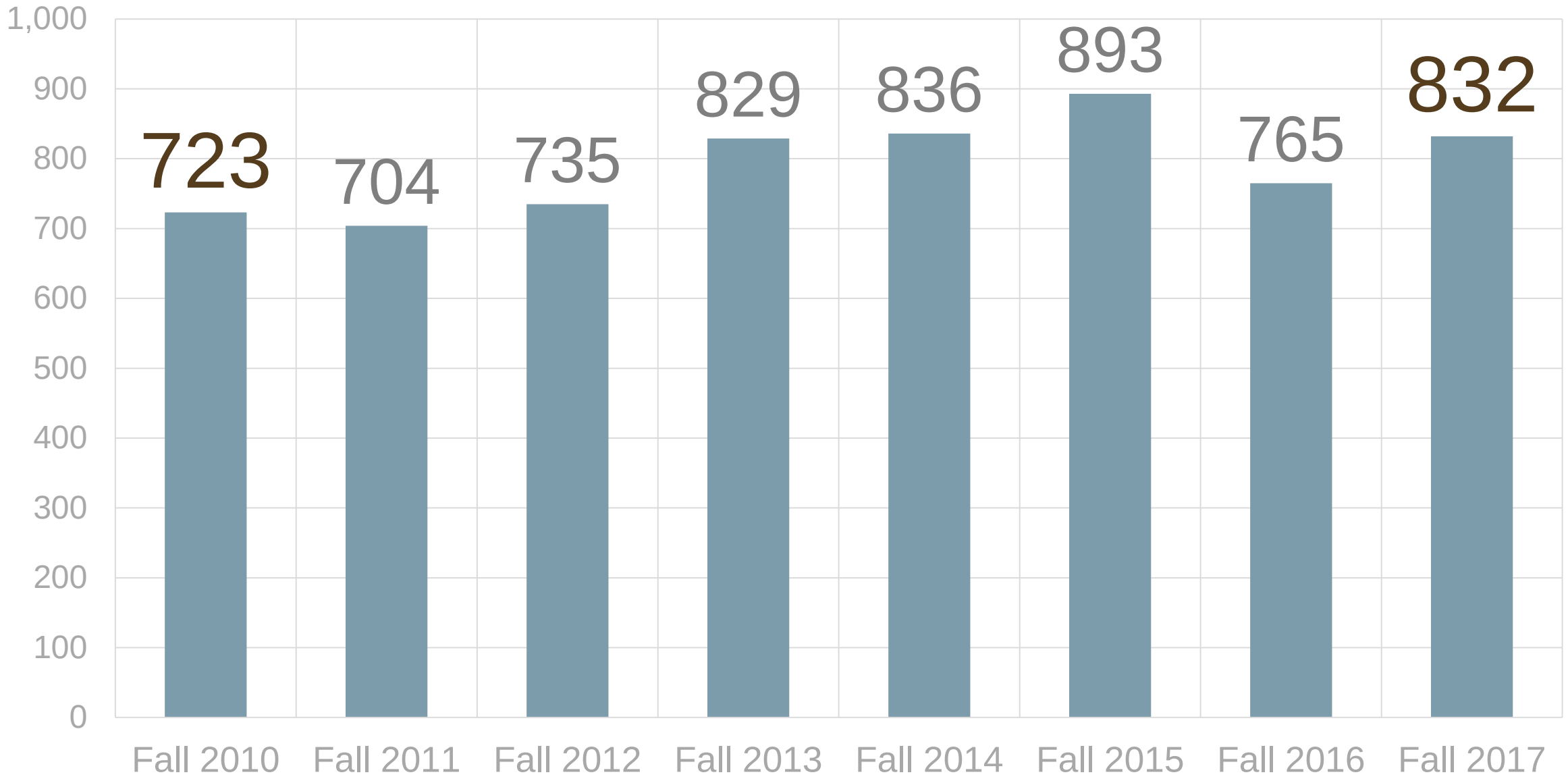
Increasing First-generation who also are **underrepresented**



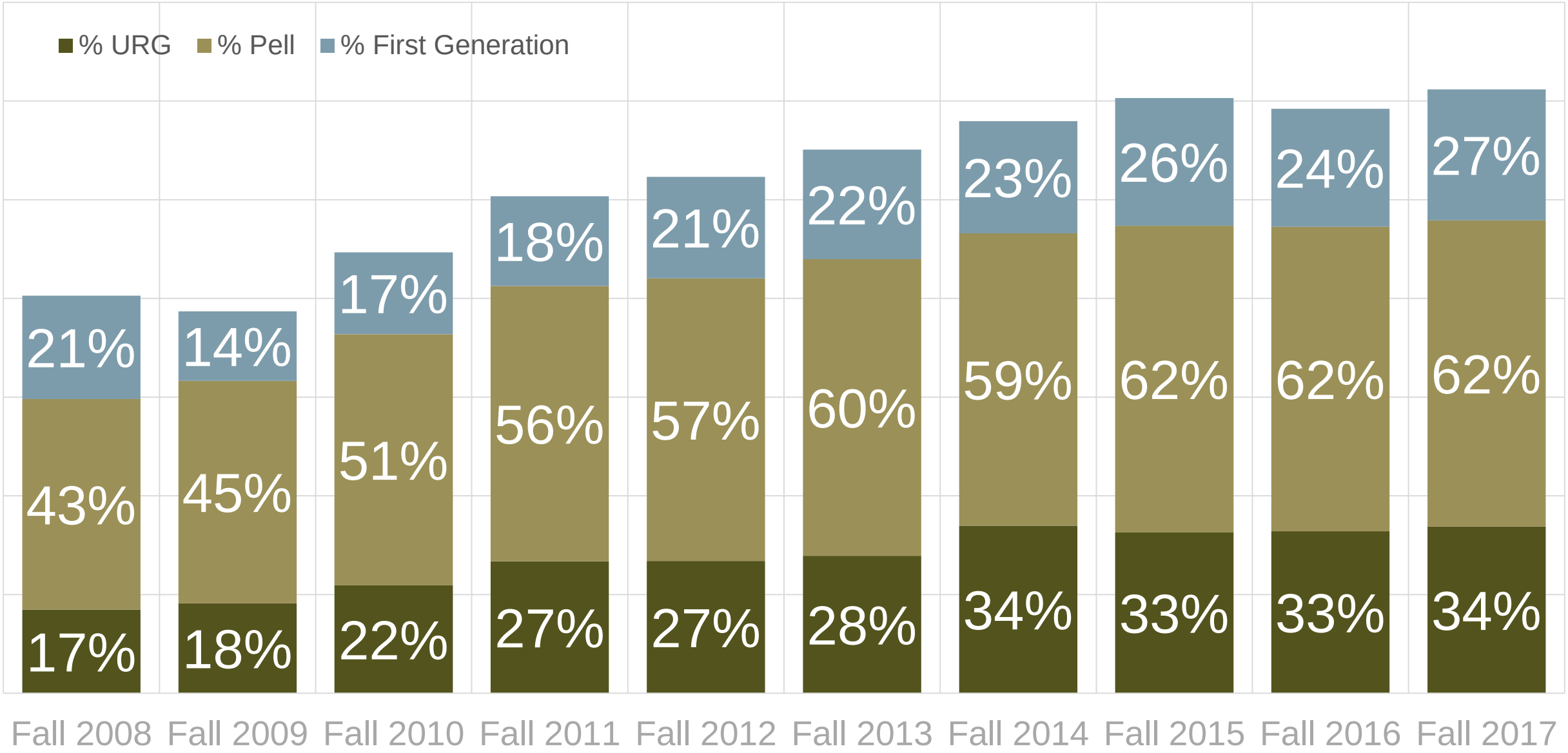
Increasing Pell-eligible who also are ***underrepresented***



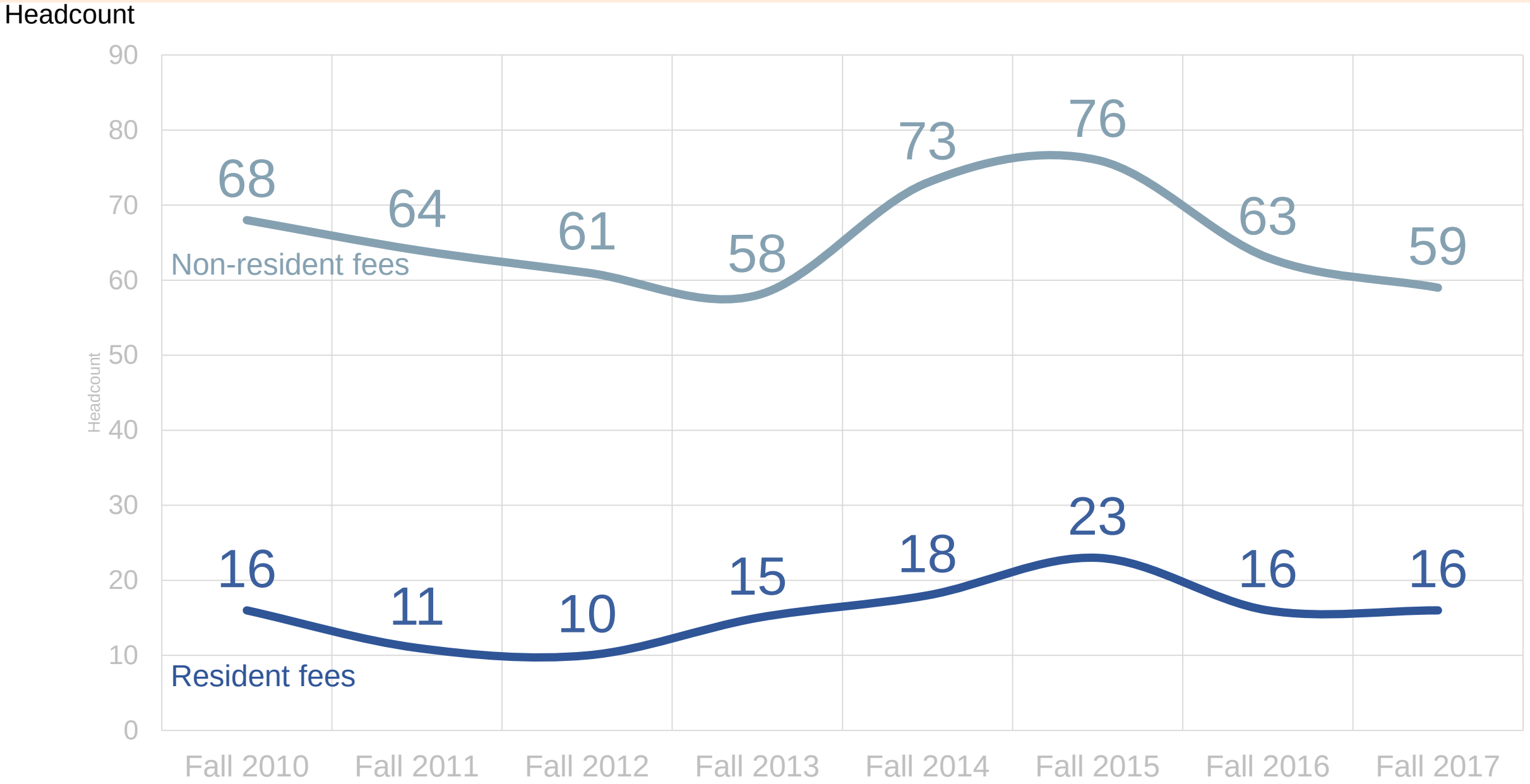
CA Community College Transfers ***look similar…***



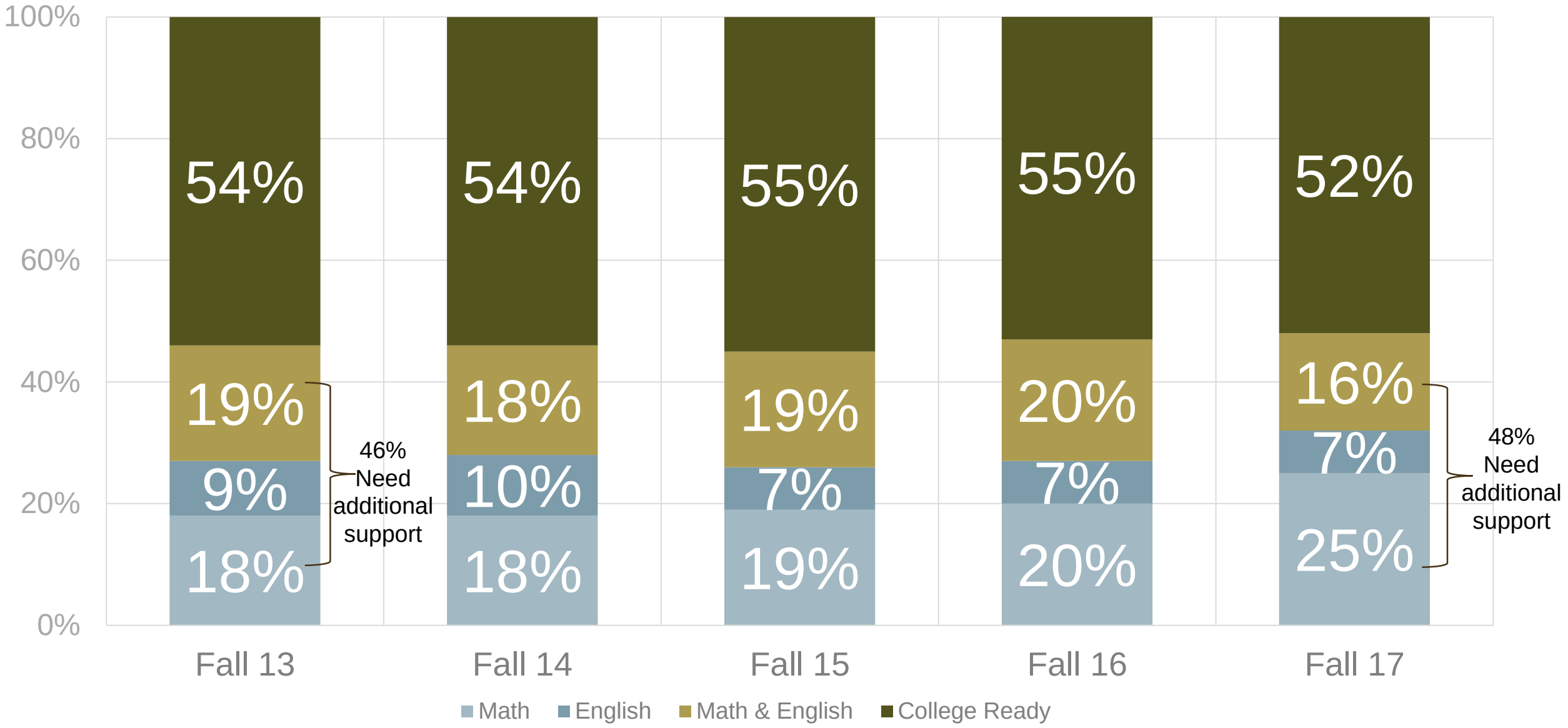
Community College transfers are also becoming more diverse



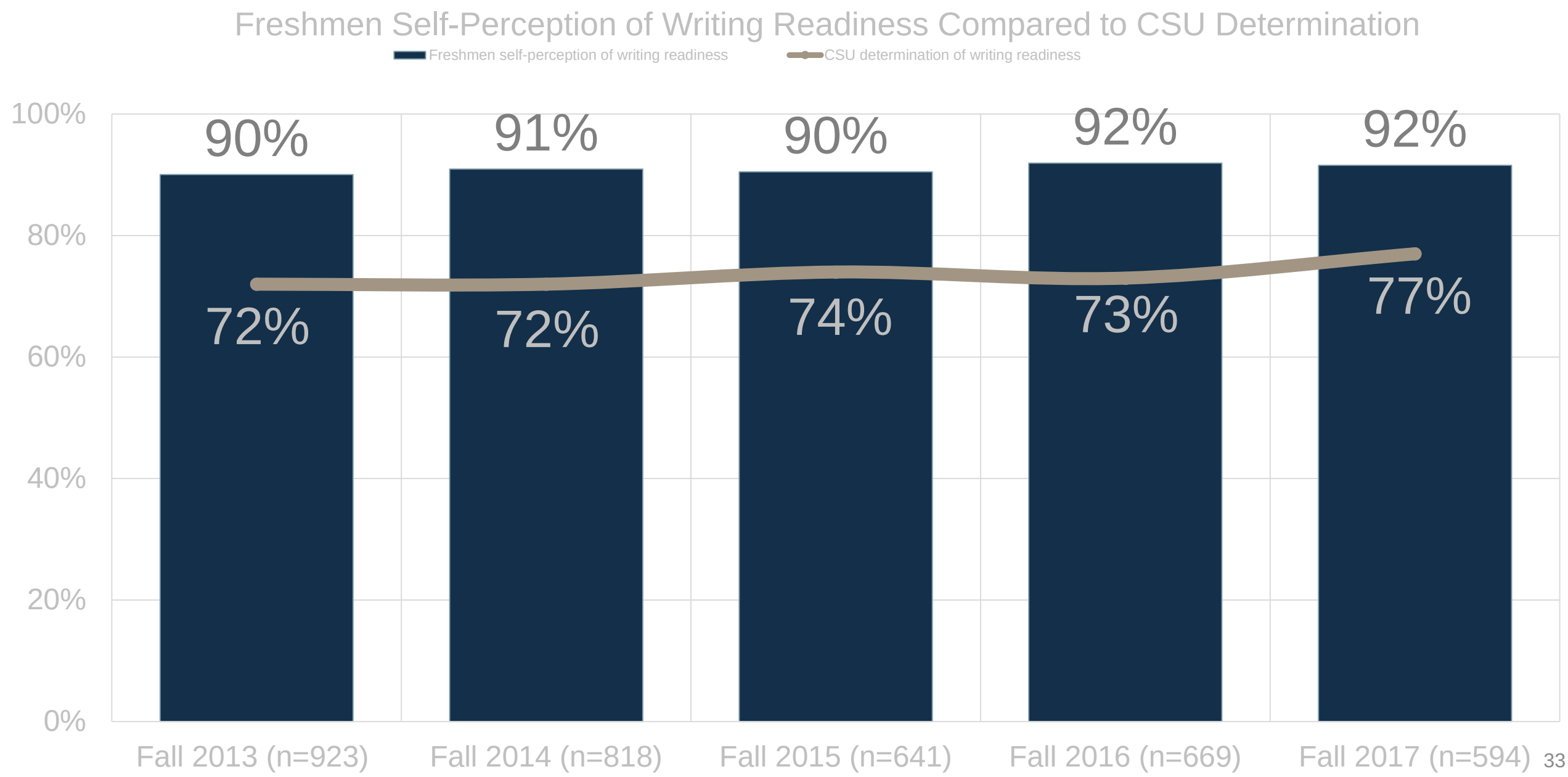
And…we have yet to see significant growth ***international*** students



Over half are **ready** for college level work



A lot more than half ***think they are ready*** for college level work



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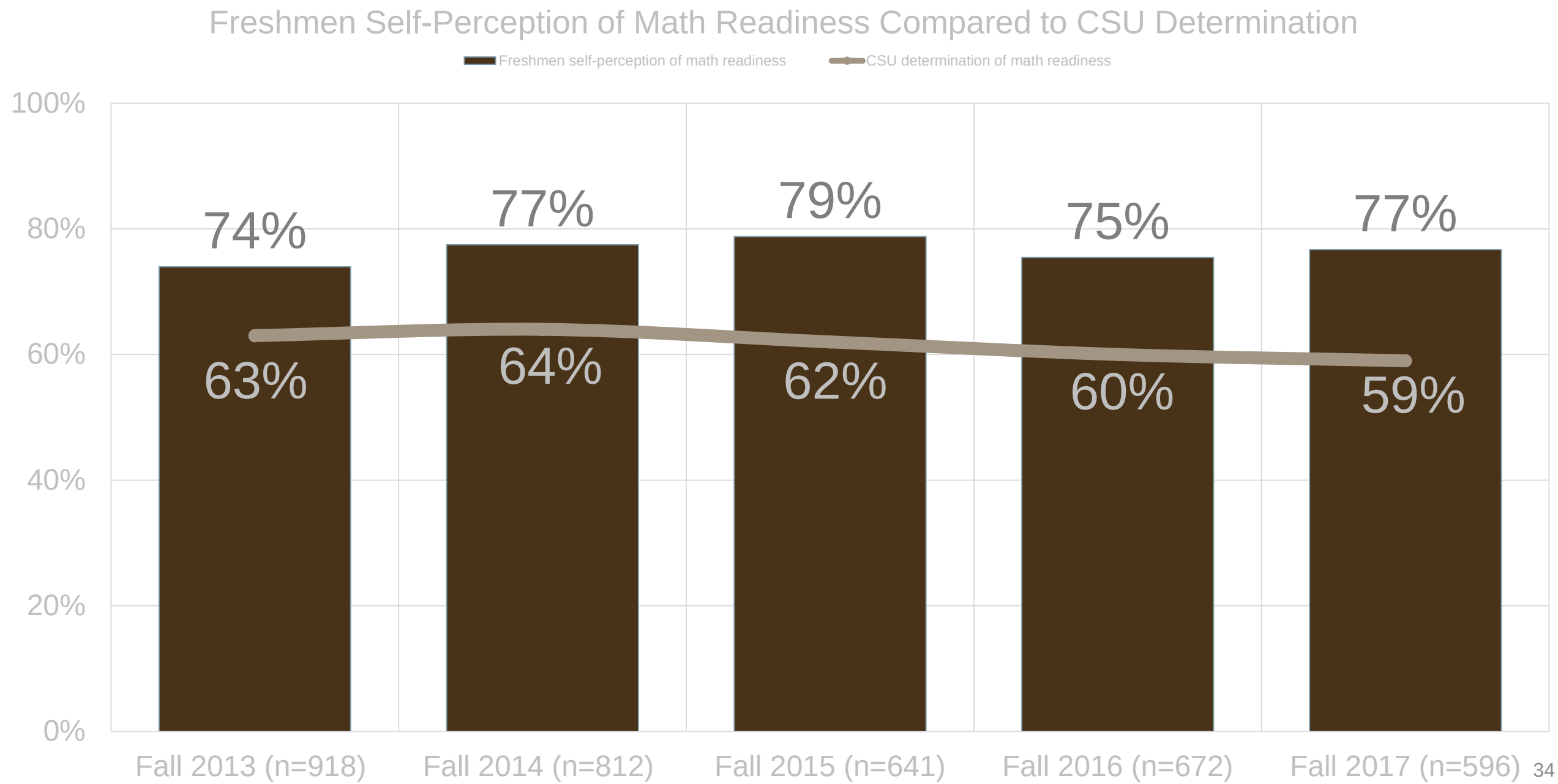
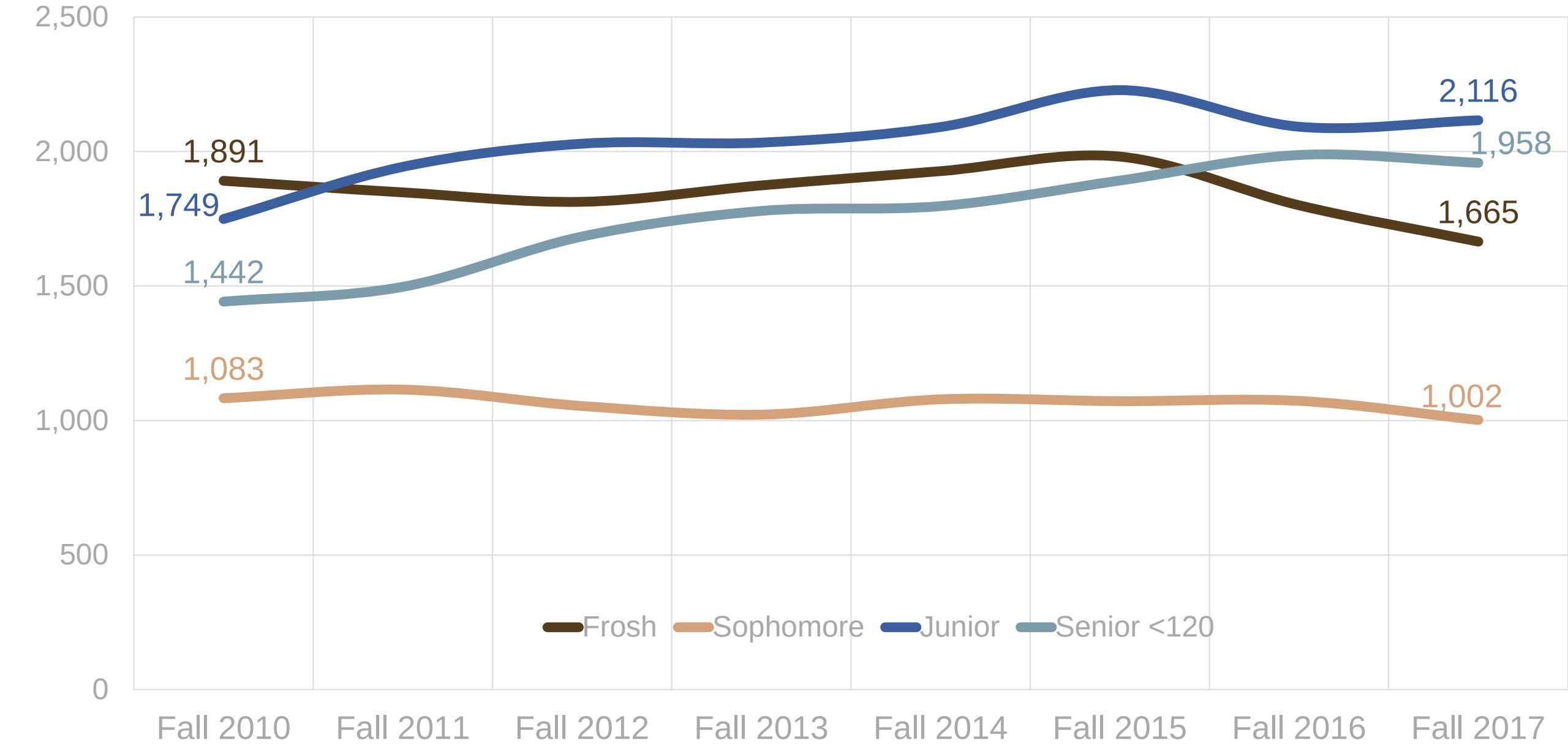
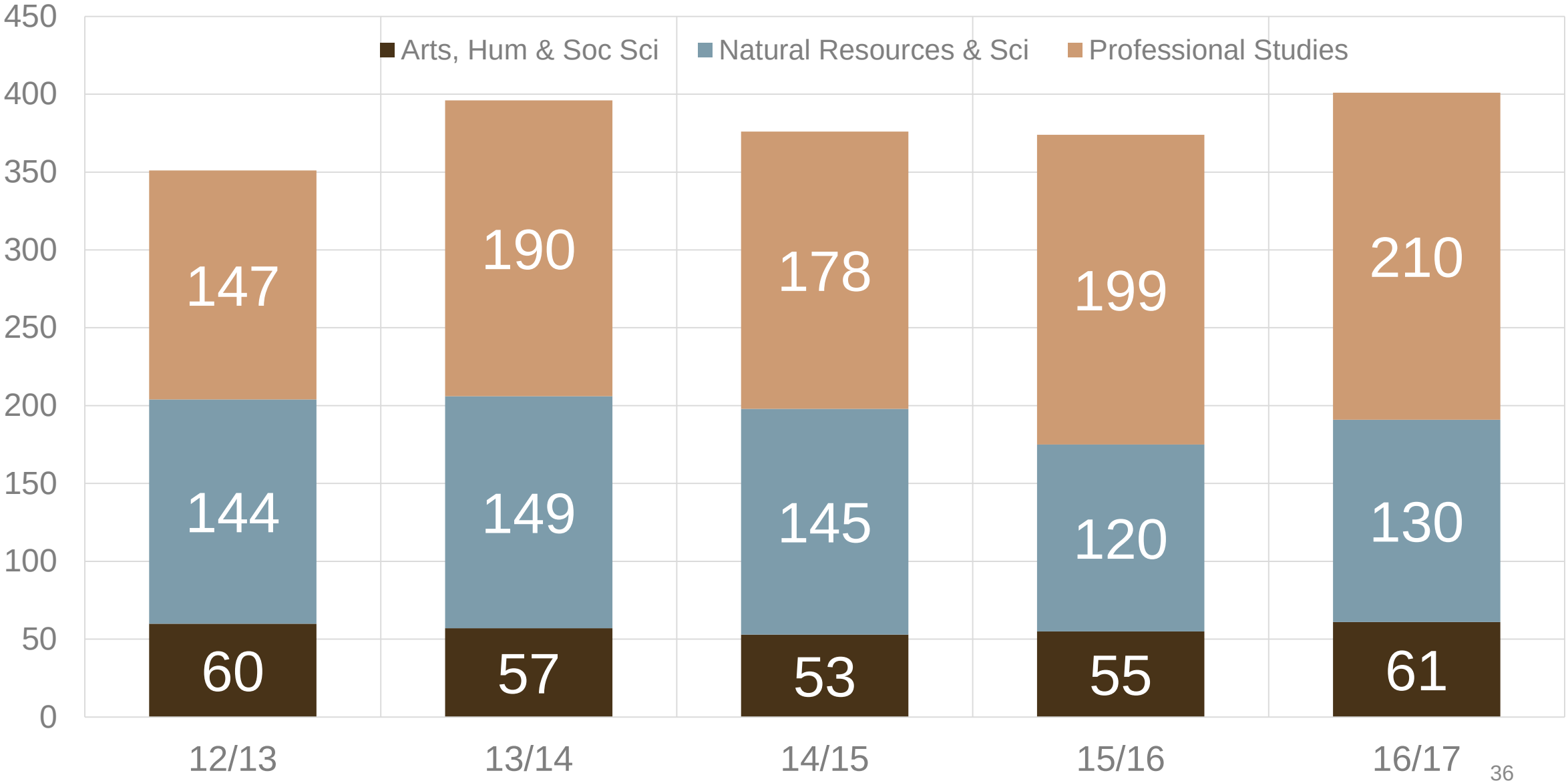


Enrollment by class level has *shifted*

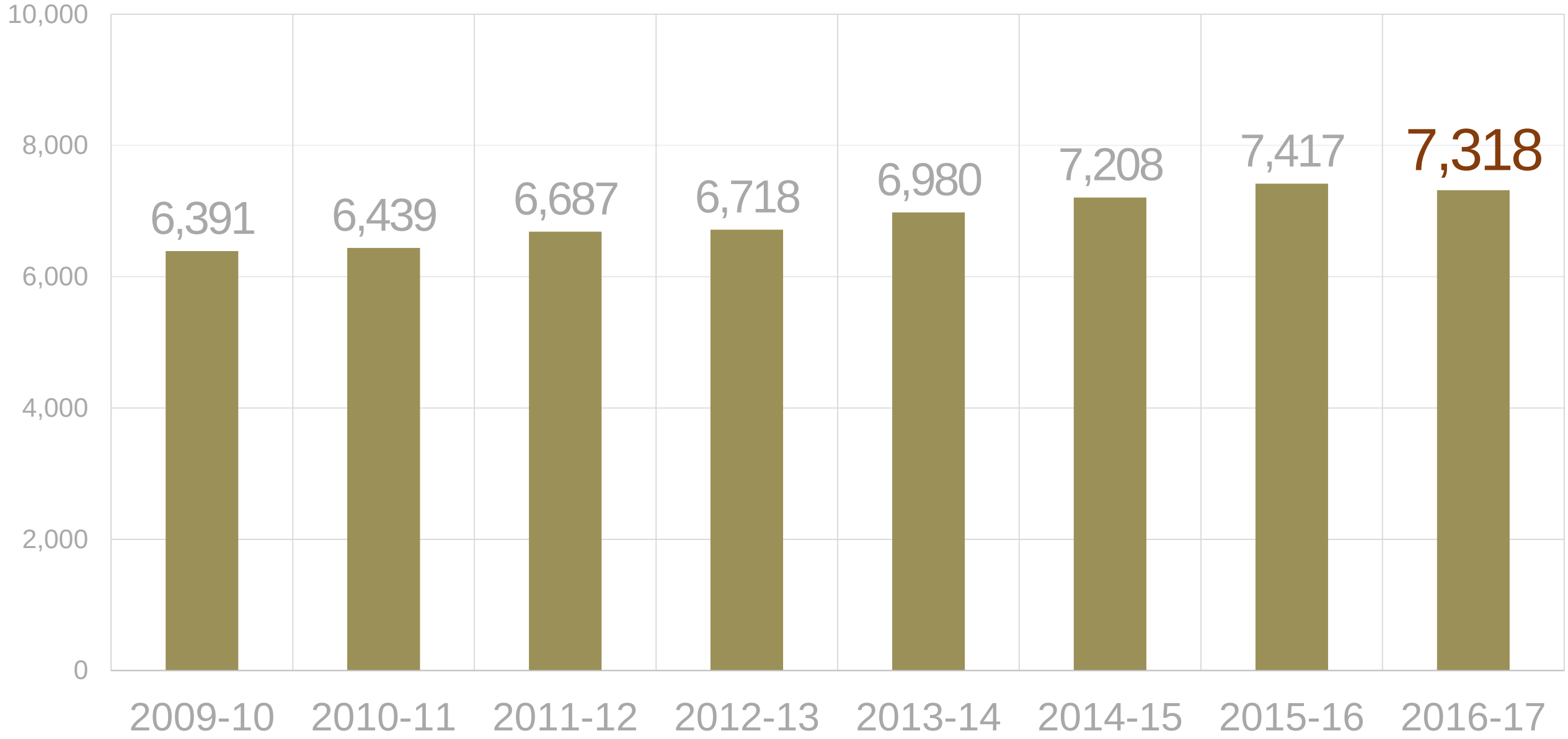


Graduate enrollment ***has slowly grown*** (in CPS)

Master's Enrollment by College: Academic Year 2012-2013 to 2016-2017.

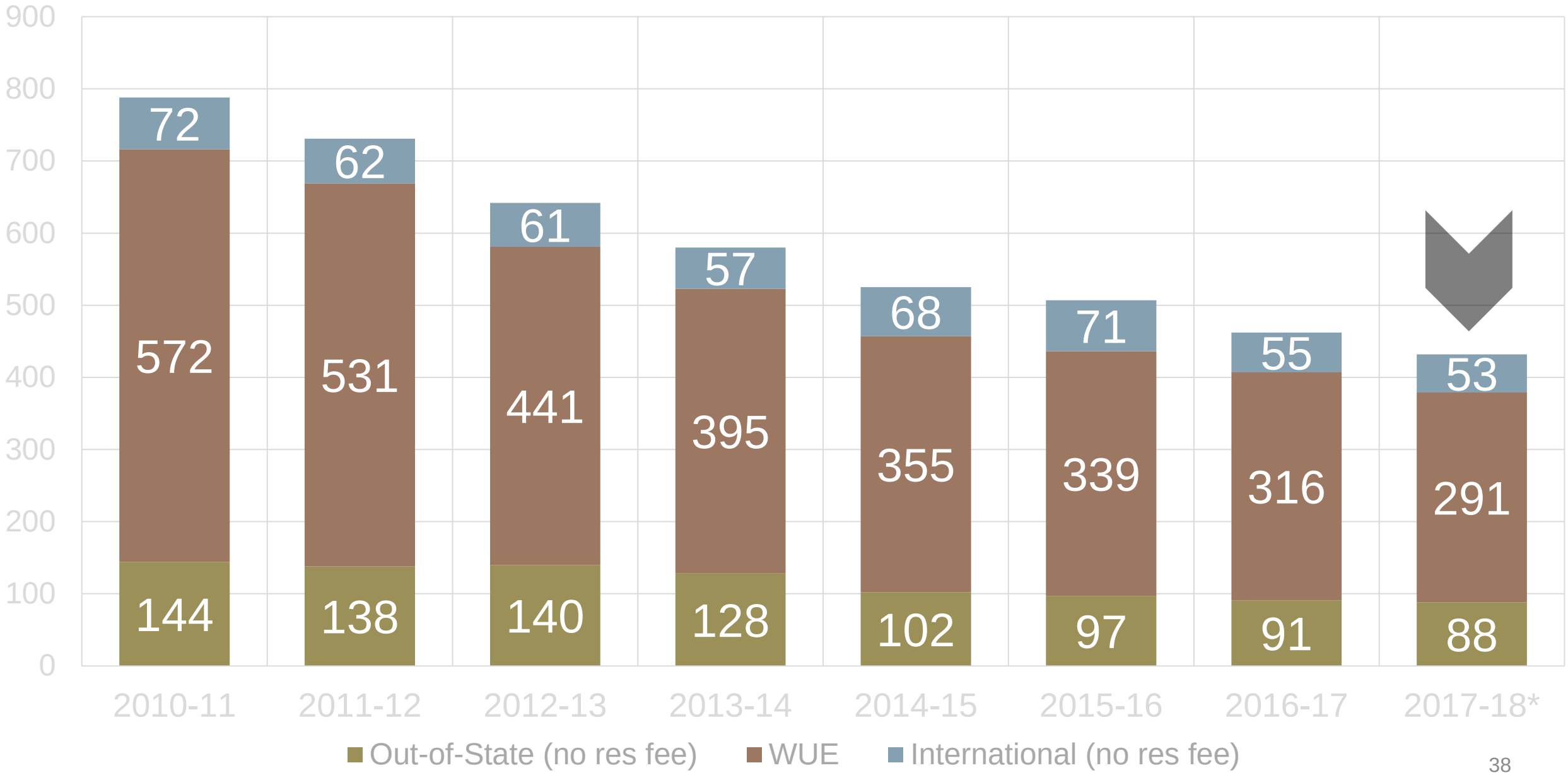


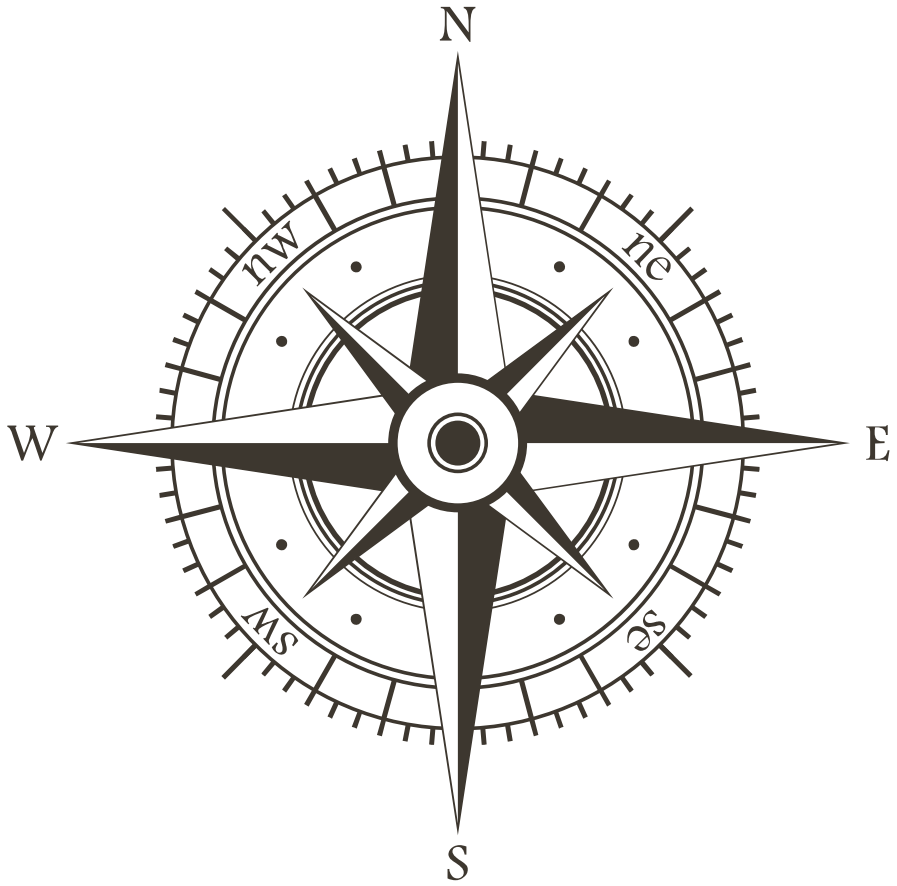
Annual FTES enrollment from in-state ***was increasing*** for years



*Note “CA resident” includes AB540, International w resident fees, & other state w resident fees..

FTES enrollment from out-of-state has ***decreased*** for years

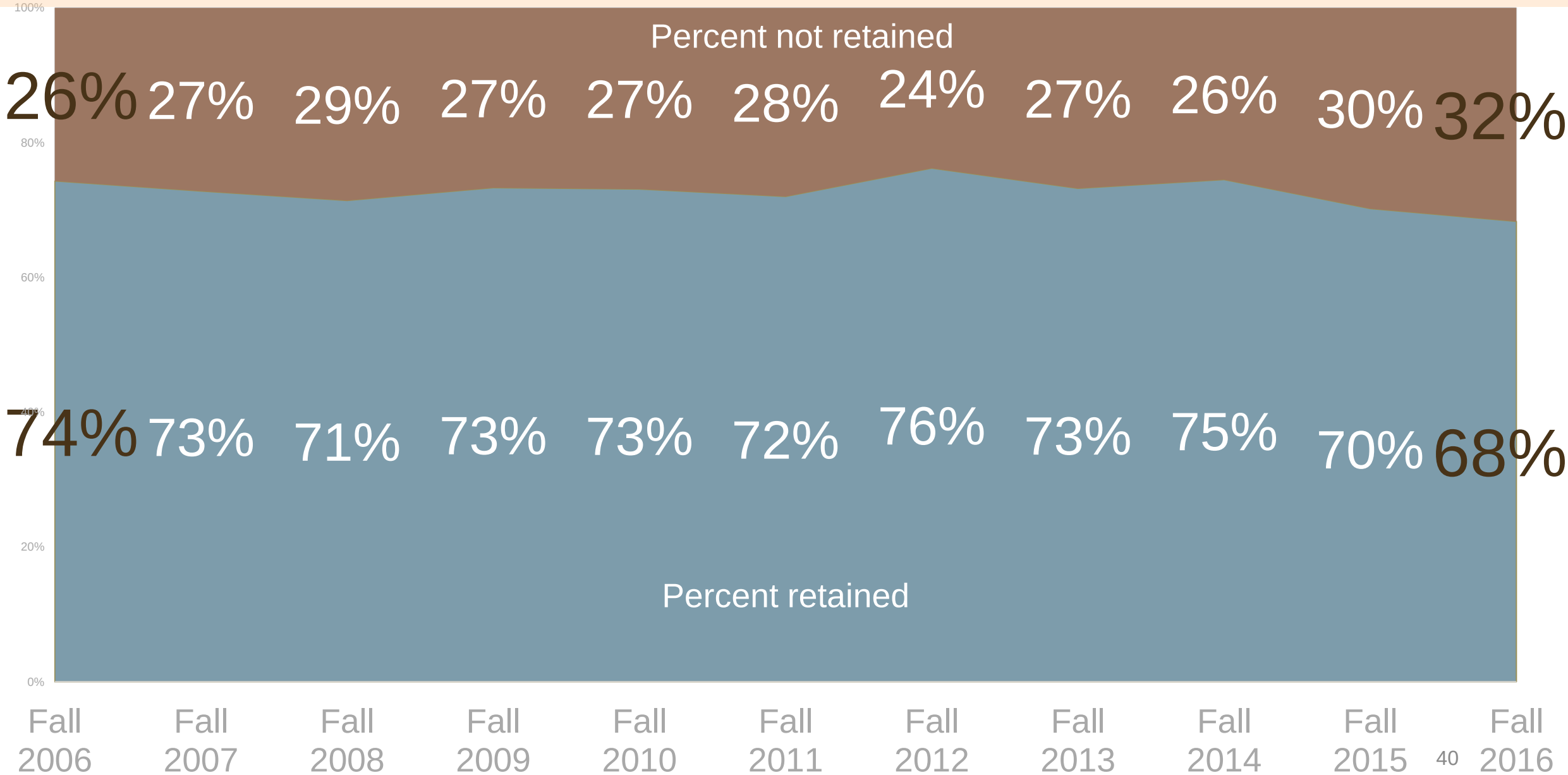




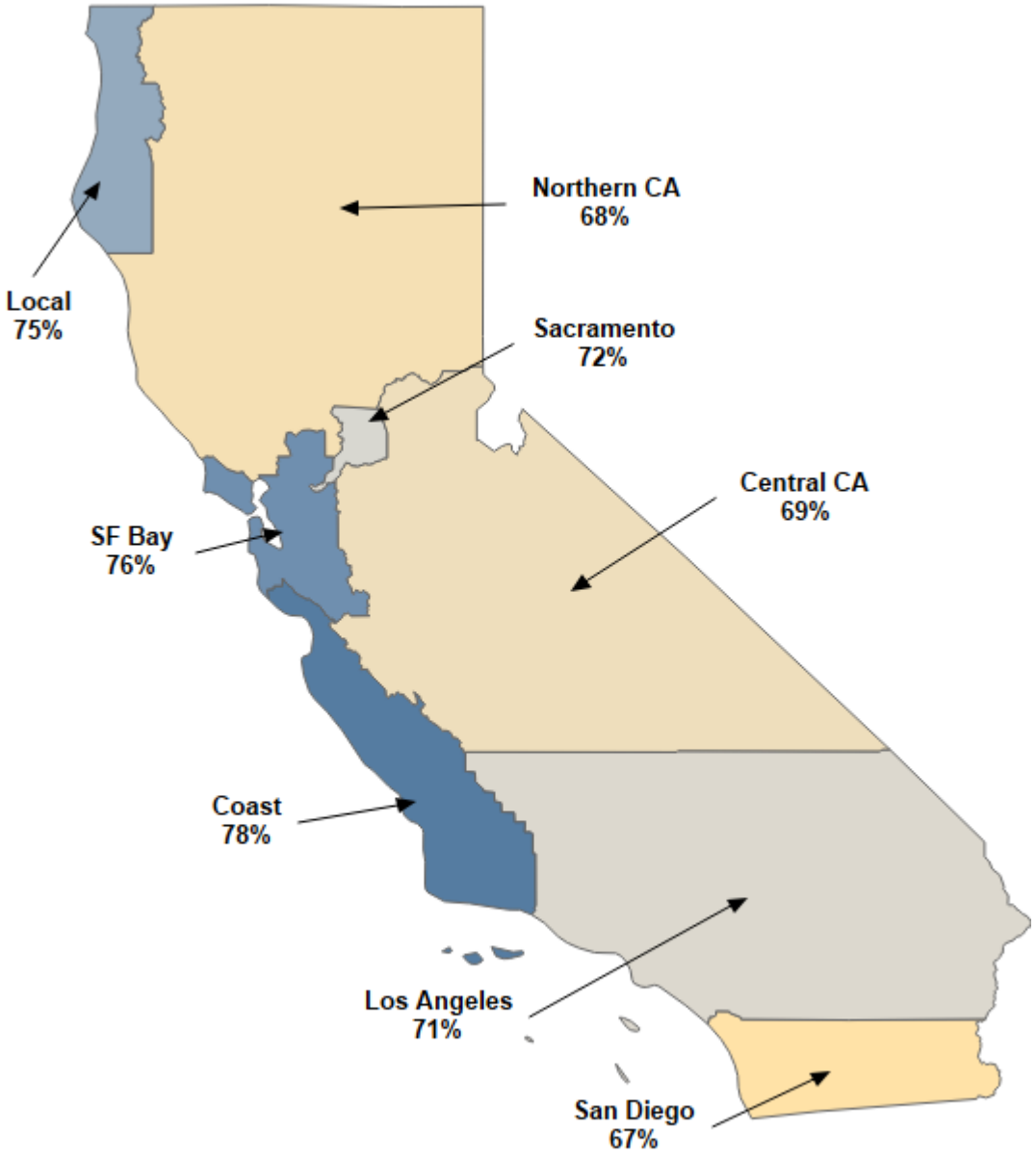
RETENTION & GRADUATION:

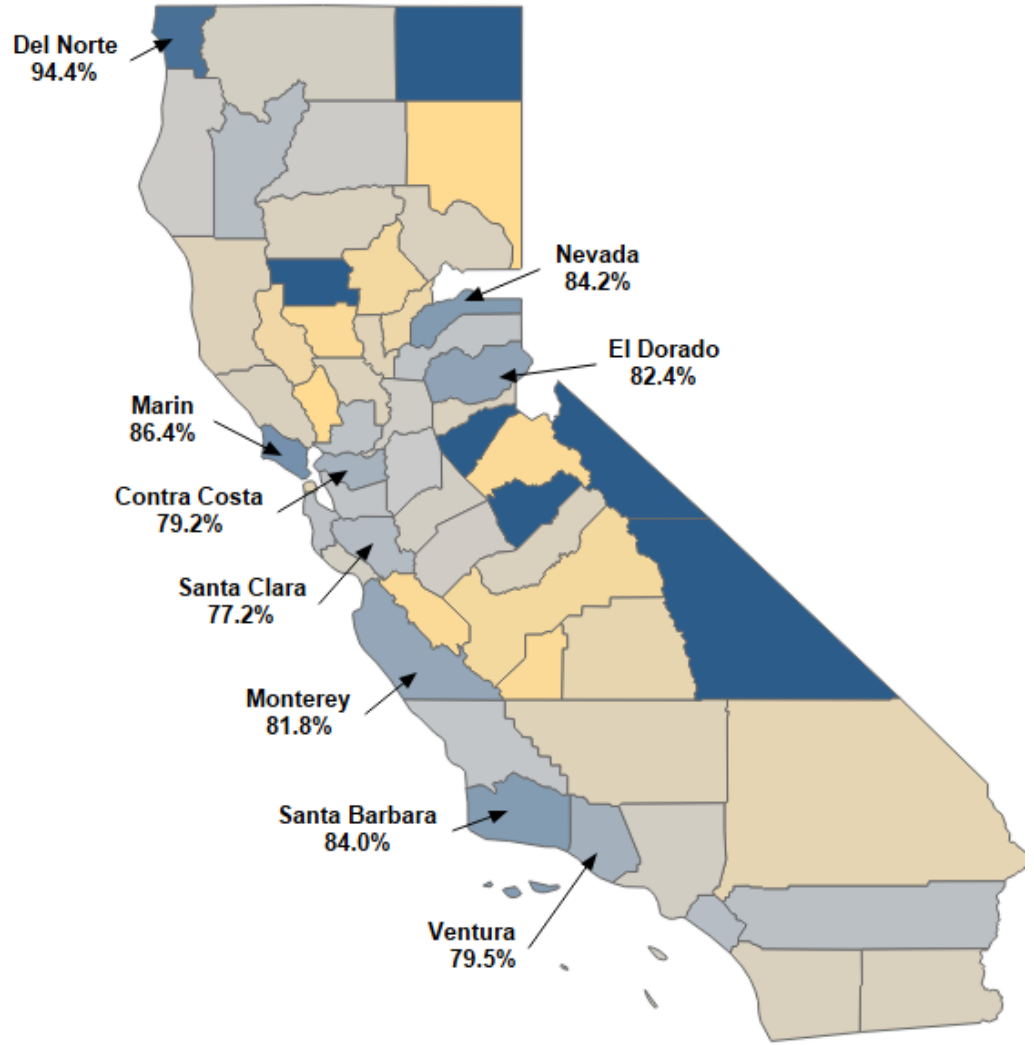
Keeping the flow going in the correct direction

We struggle with sustaining retention gains



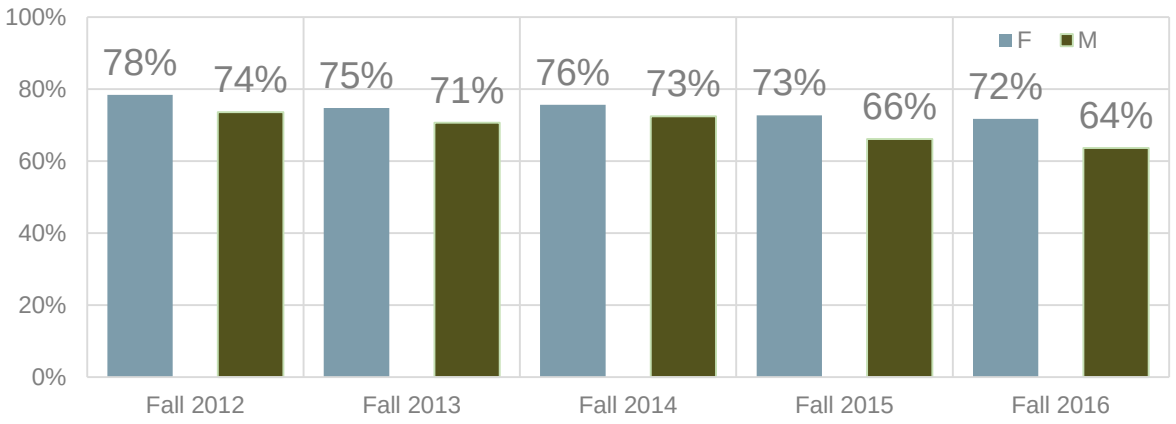
Retention differs based on location



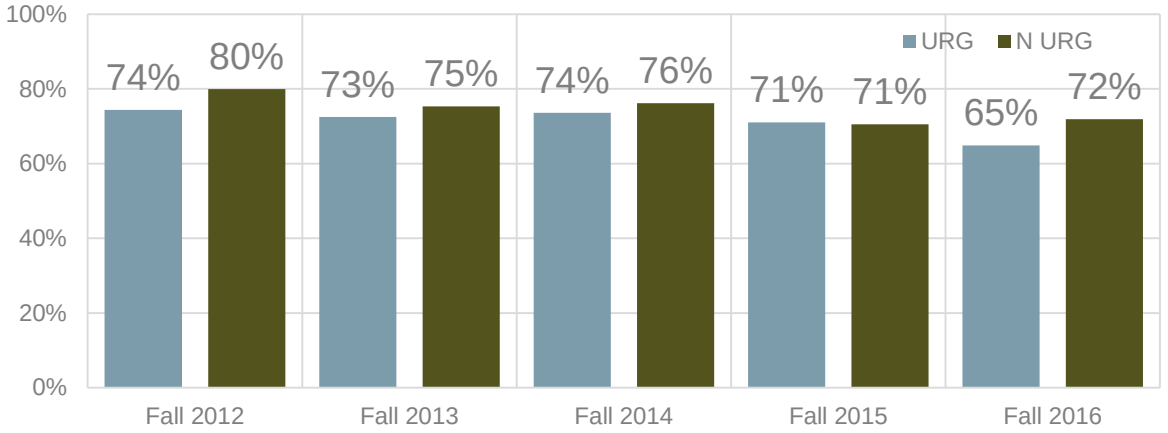


Retention differs based on which group (Equity and Access)

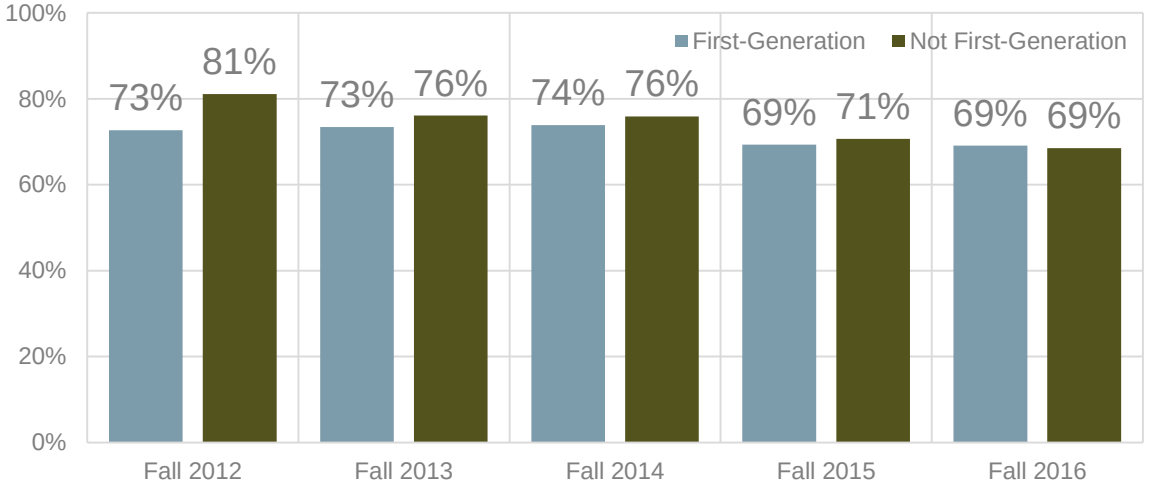
Gender



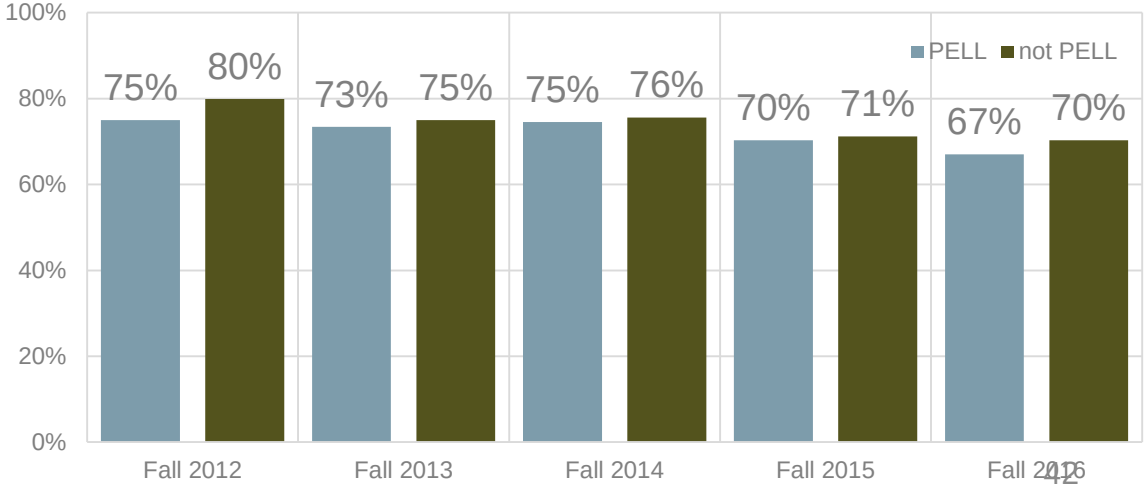
URG



First-Generation

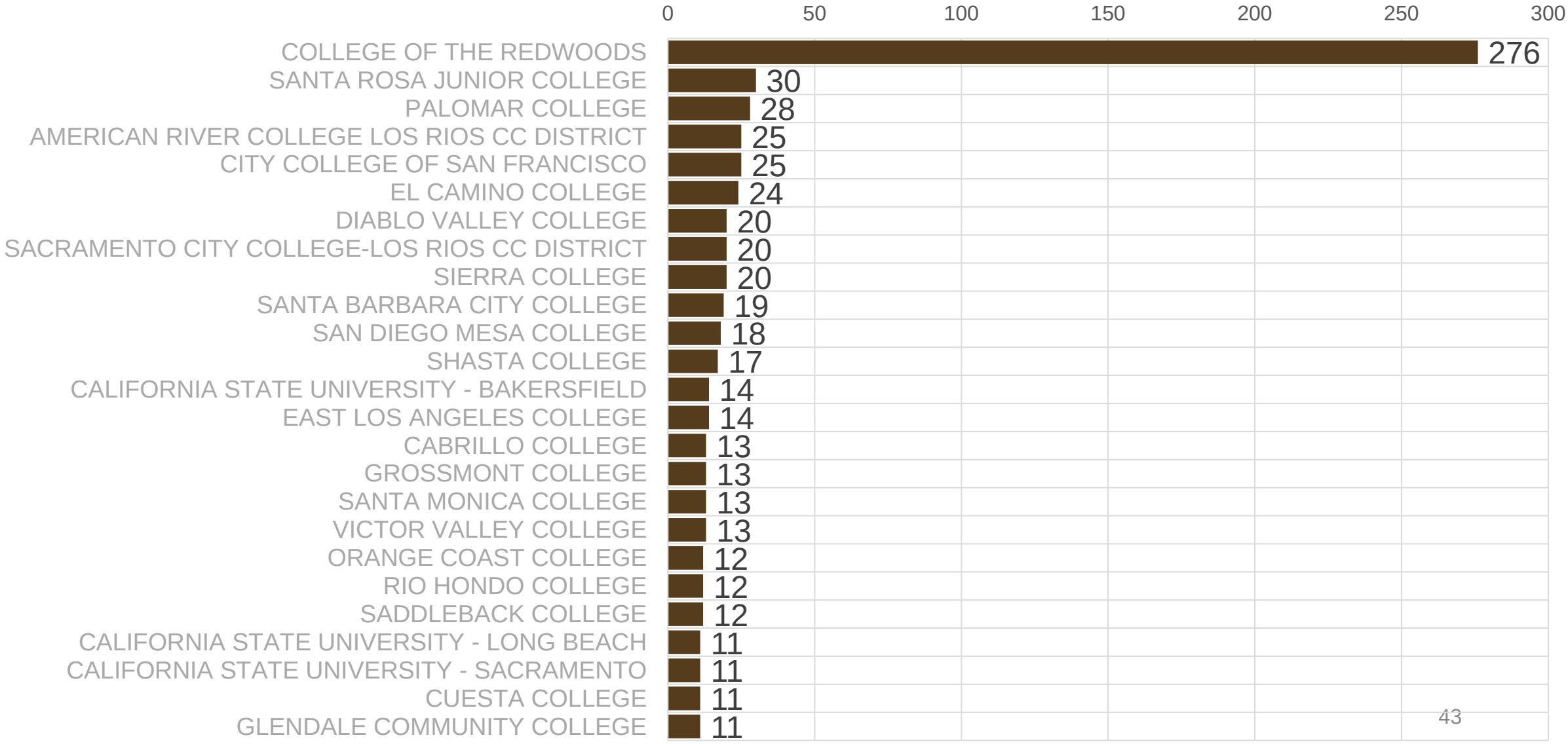


Pell

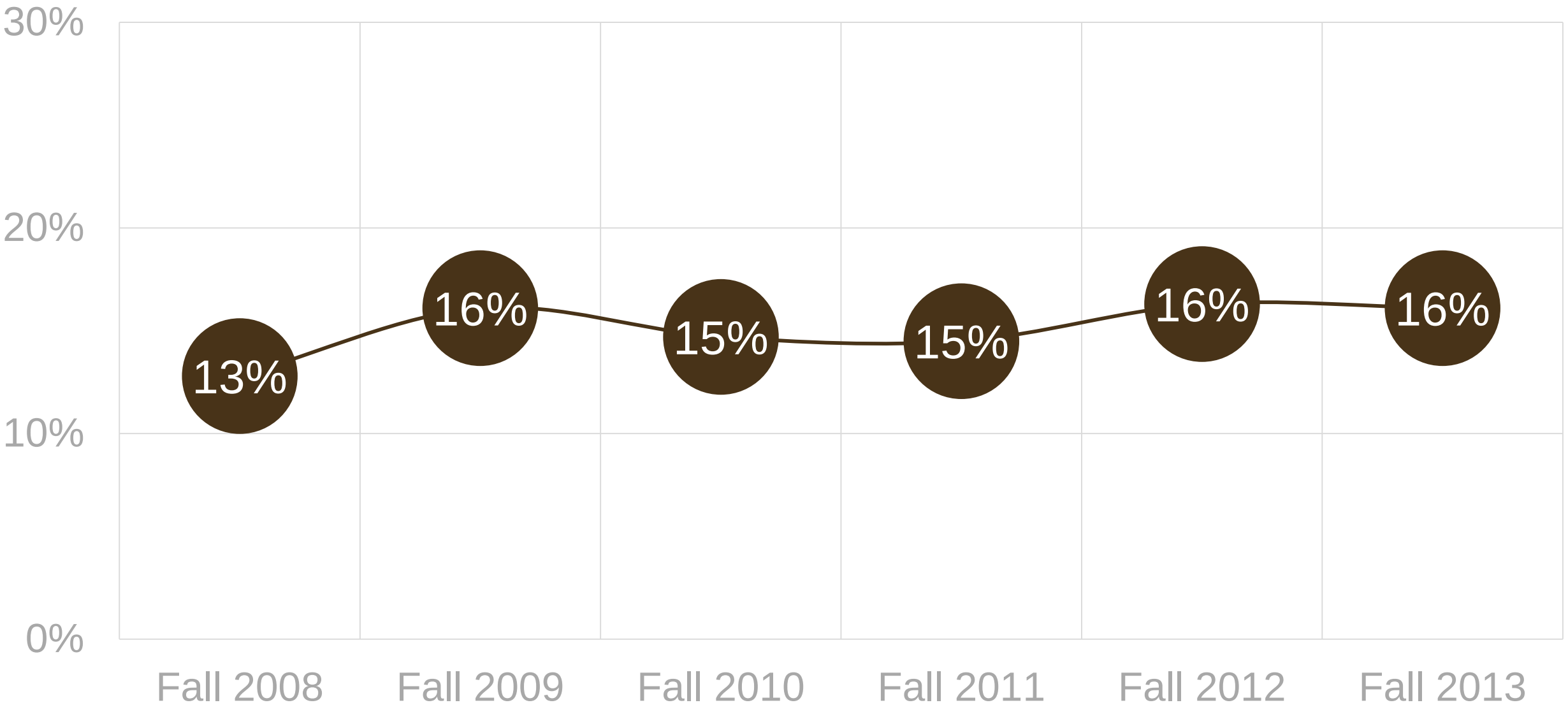


When students transfer out they go to...

First-time UG Classes of 2009, 2010, and 2011 where did they enroll next after leaving HSU?

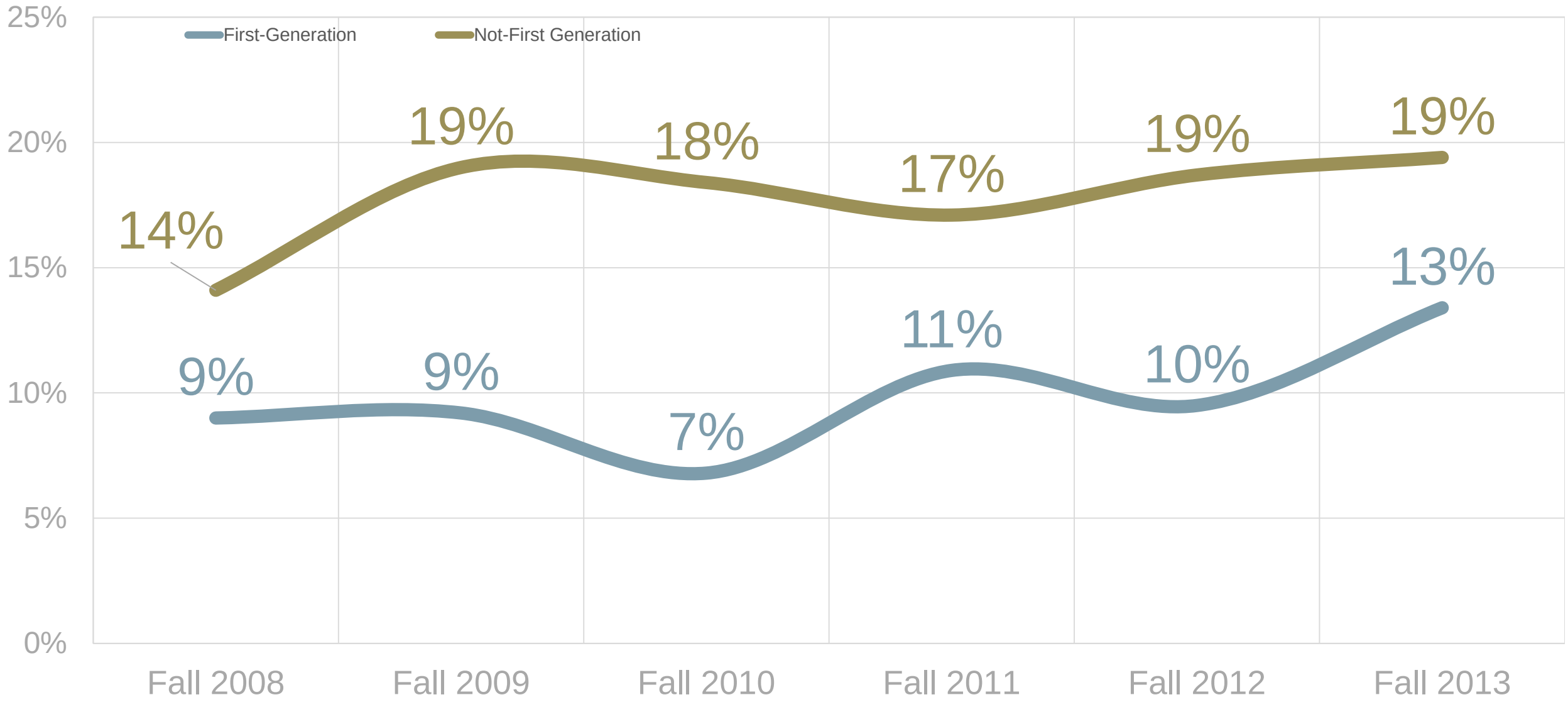


We SAY finish in four…but it's more like 4.5 to 6



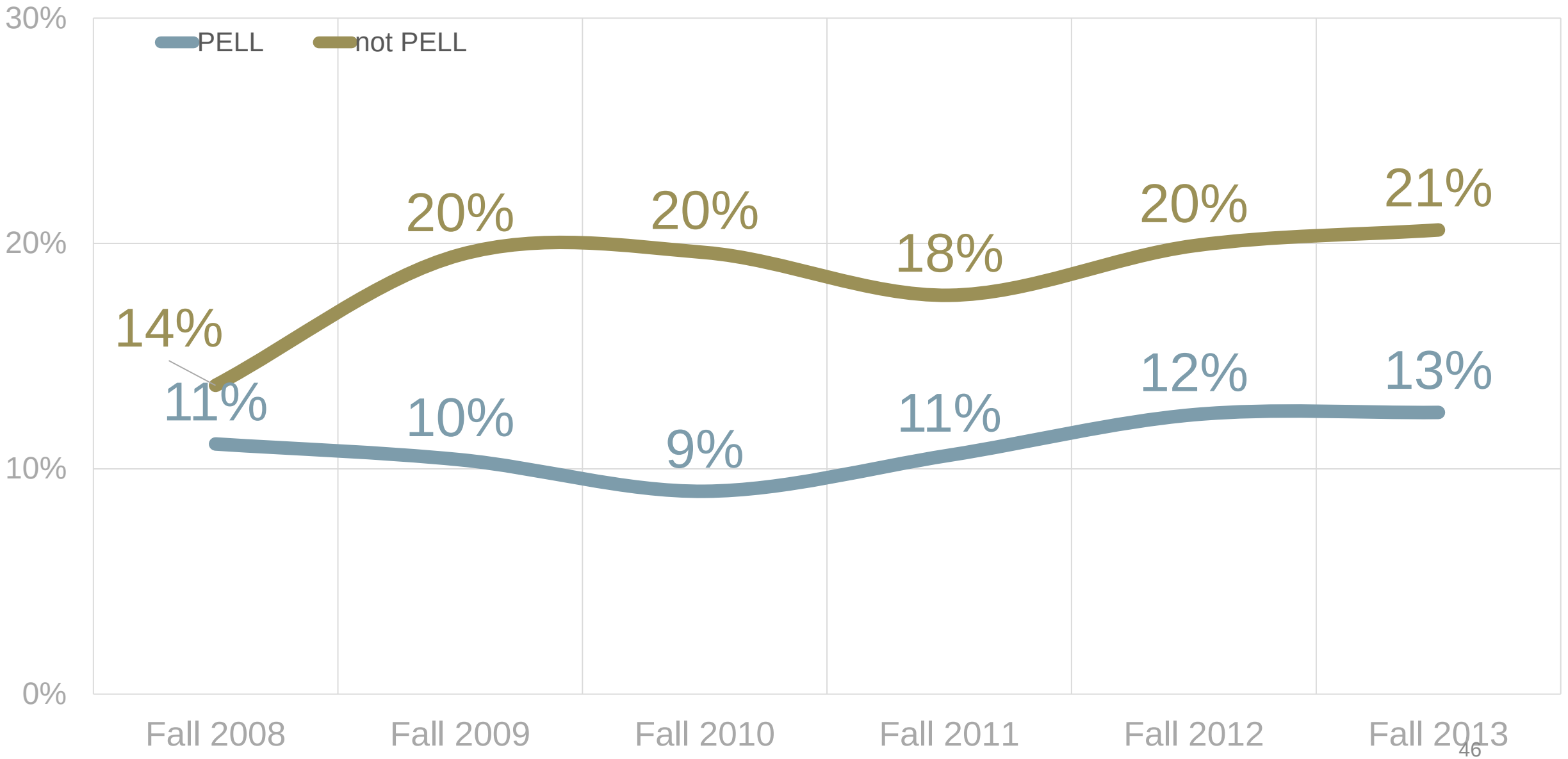
Four-Year graduation differs based on which group (Equity and Access)

First-Generation

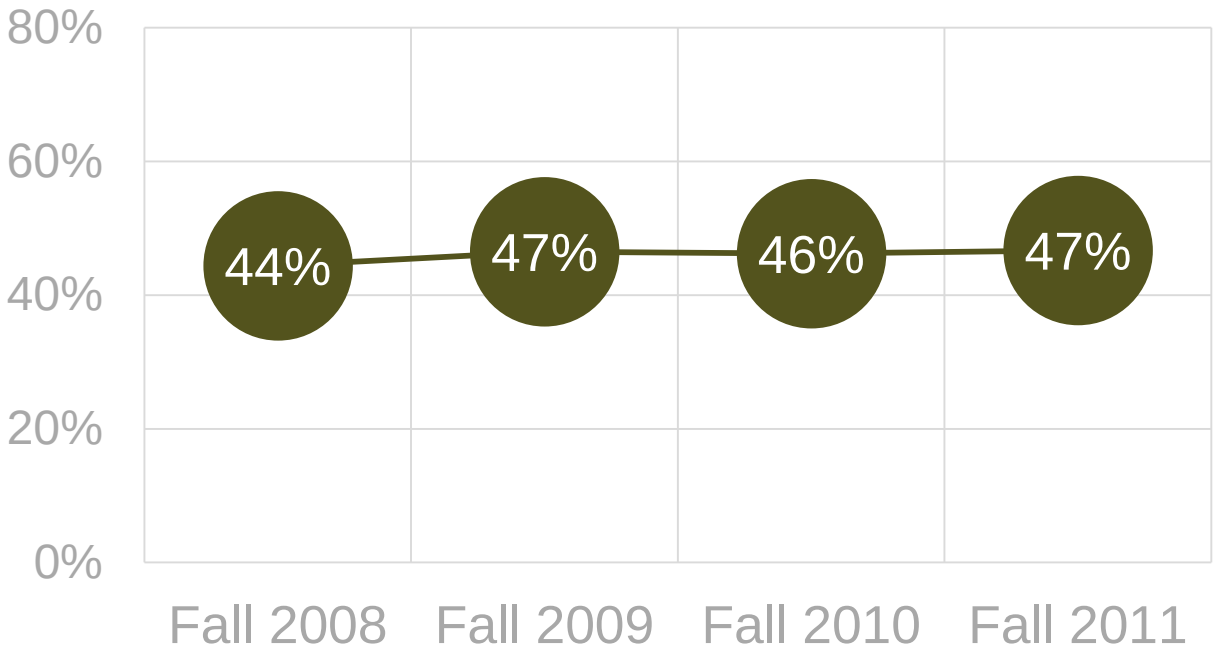


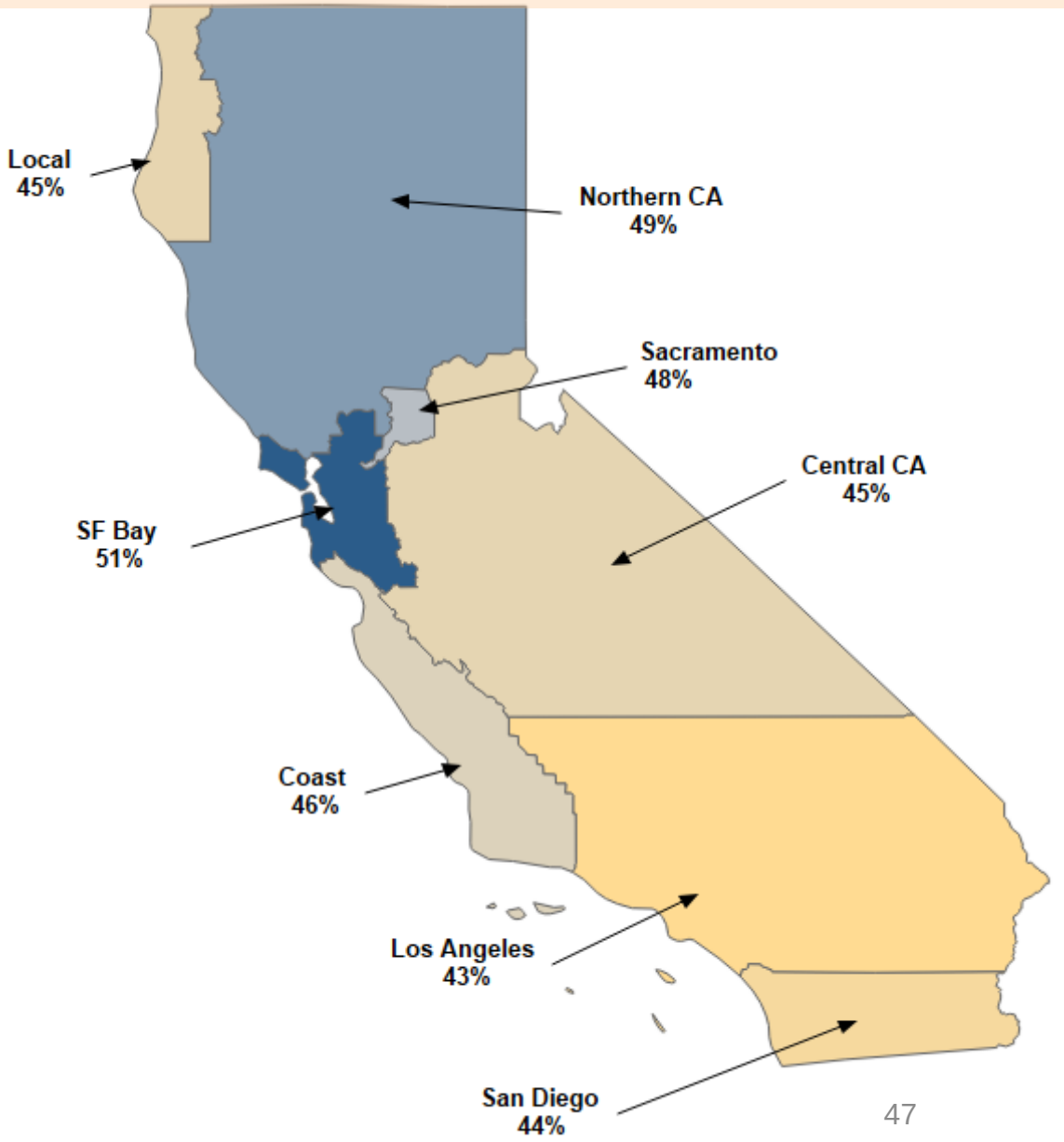
Four-Year graduation differs based on which group (Equity and Access)

Pell



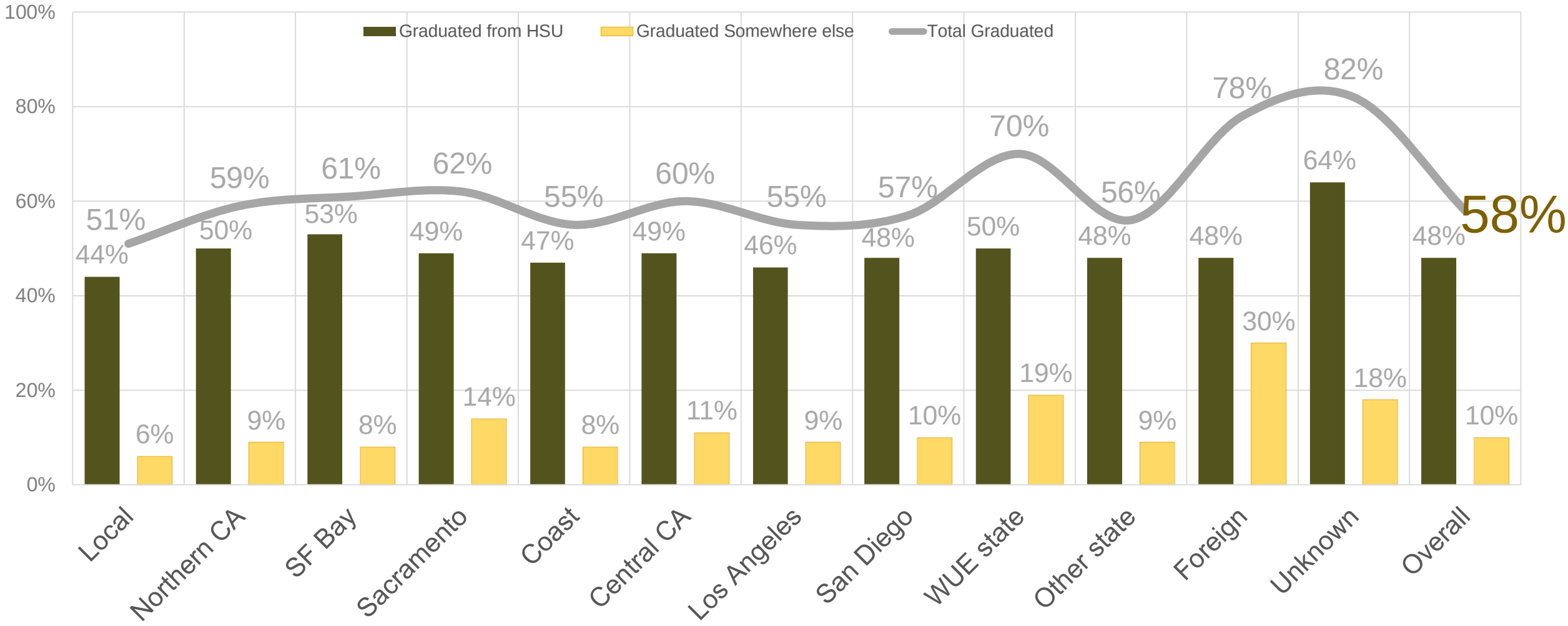
Six-year graduation differs based on location…but not how we think



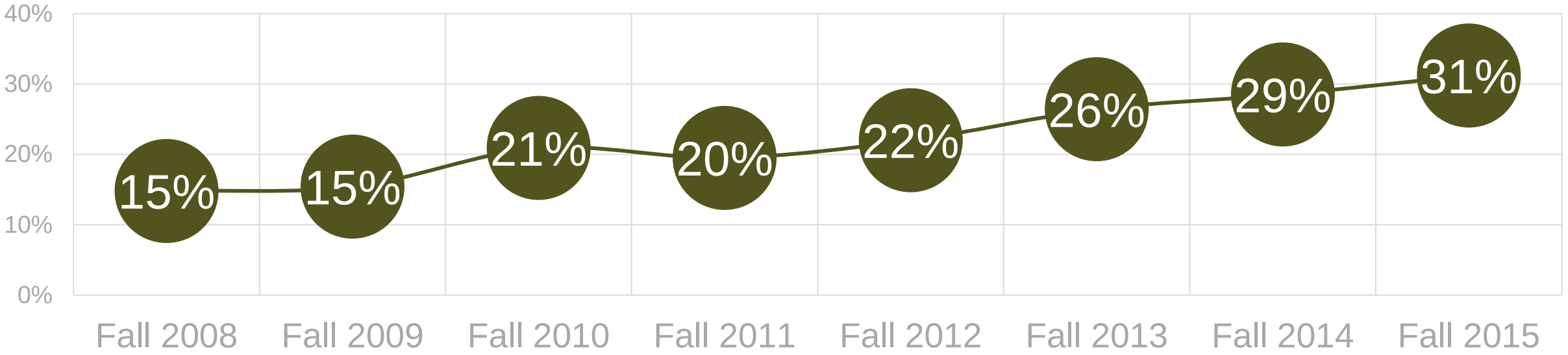


Long-term graduation *beyond six years...*

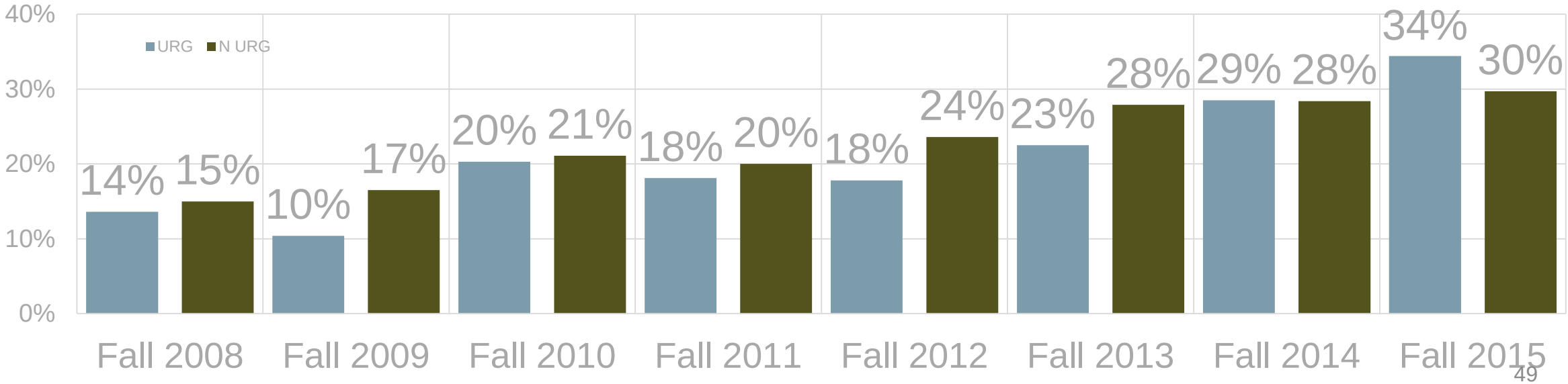
Long-Term Graduation Rates: Student Origin by Where they Graduated Class of 2007 through 2011

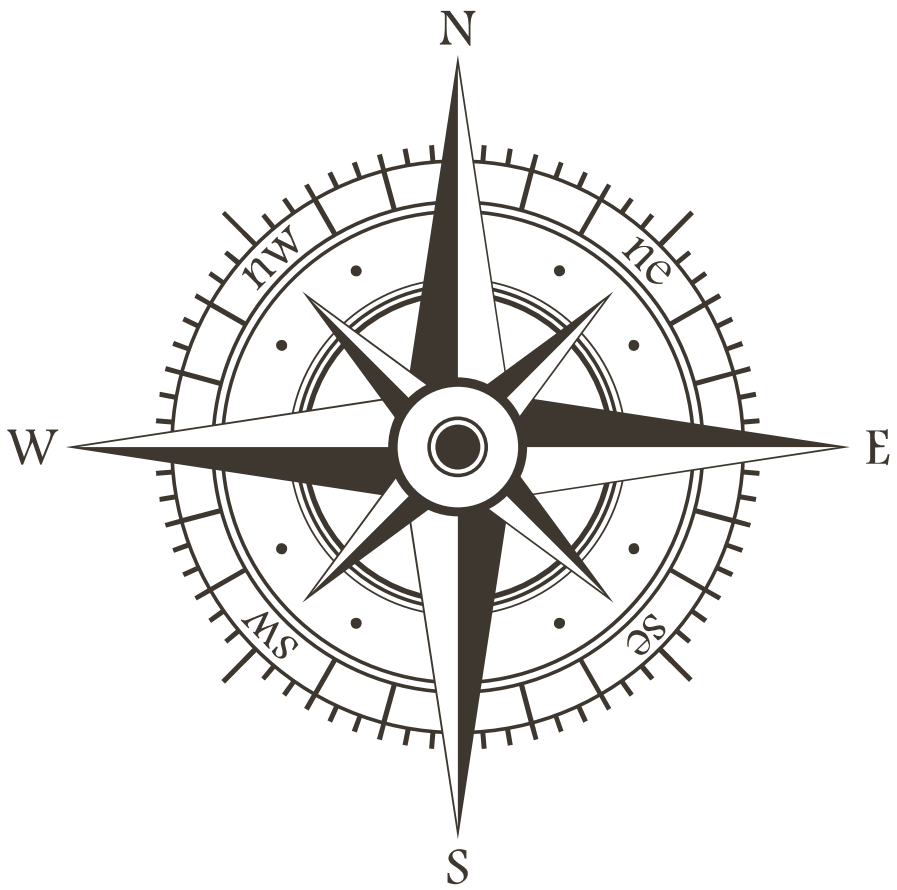


CA community college 2-year graduation has steadily *increased*



And we reversed the gap





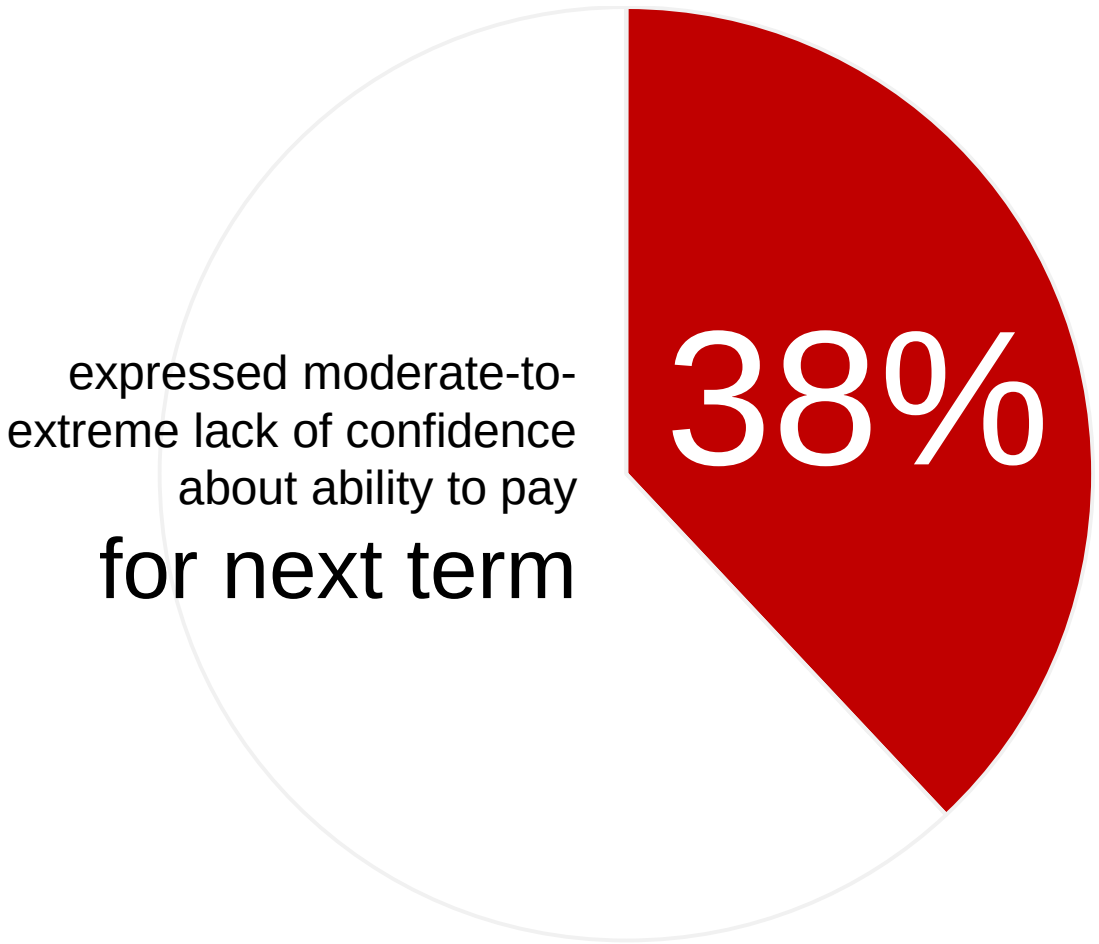
DRIVERS

The Fallacy of the *full ride*

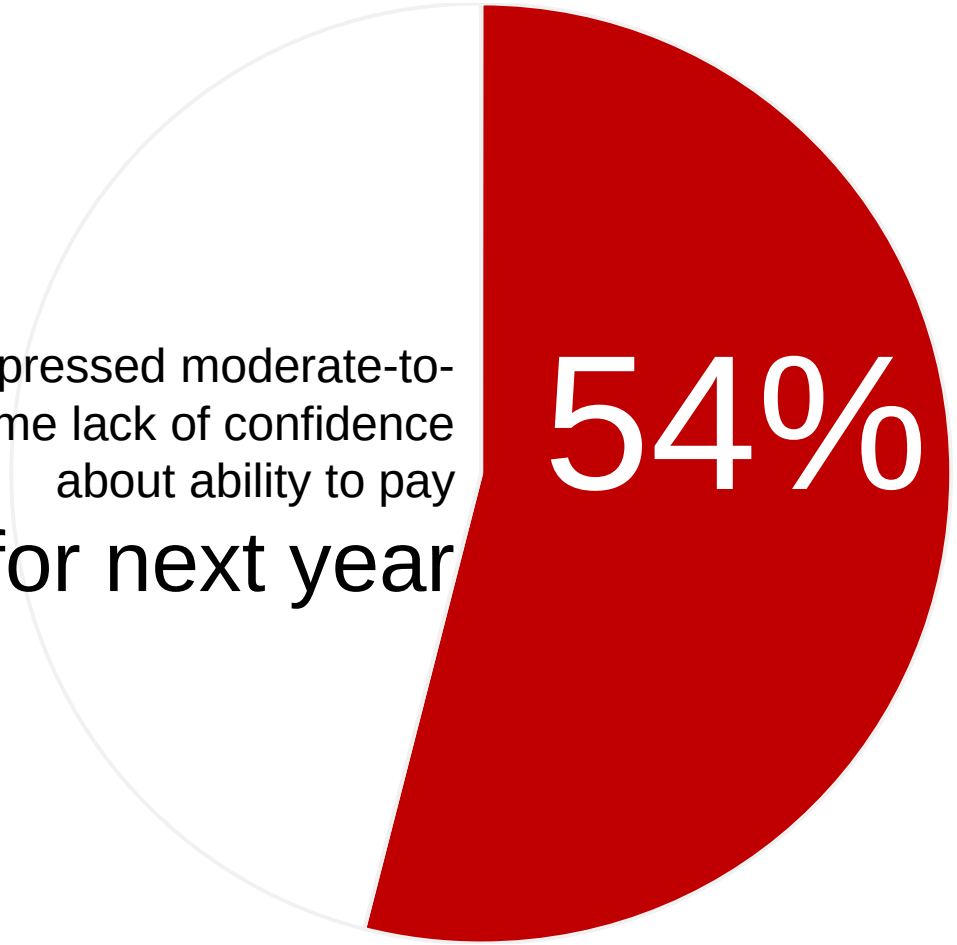
Estimated Cost of Attendance	**$24,910**
Less Pell Grant	$5,920
Less State University Grant	$5,472
Less maximum student loan	$5,500
Shortfall	**$8,018**

They worry about things other than homework

Of freshmen surveyed 3-5 weeks into their first semesters at HSU, 2013-17:



expressed moderate-to-extreme lack of confidence about ability to pay for next term



expressed moderate-to-extreme lack of confidence about ability to pay for next year

Why students leave…

"I took a lot of classes I found out don't even count."

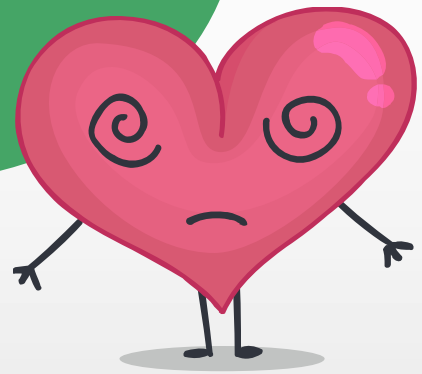
"People don't get me here."

"I can't afford a place."

"I work full time. It's too hard to balance it all."

"I thought college would be easy."

"This is taking longer than I planned."



"It wasn't like I thought it would be."

"This is all too much for me."

"I'm hungry a lot of the time and it makes it tough to pay attention in class."

"No one helped me."

"I keep getting the runaround."

"I needed to take xxx and I couldn't get into it so I'm going home to take it."

"I don't feel like I belong."

"I don't feel safe around here"

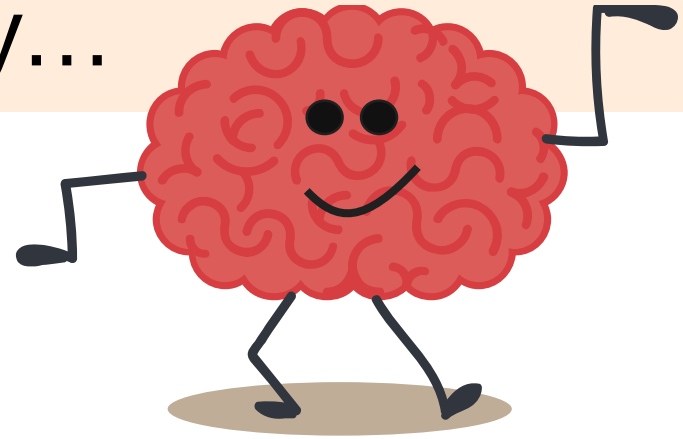
"I miss my friends and family back home."

"This community doesn't make me feel like I fit."

Why students choose to stay…

"What I love most about HSU so far is that I am surrounded by friends, ***professors and faculty*** *remembers who care about me…"*

"Humboldt State has given me the best professors and courses in my field that I could have asked for. They are knowledgeable and give plenty of opportunities for hands on learning. Humboldt State is also located in one of the prettiest parts I have ever been. So whenever I feel stressed I can explore the amazing natural beauty that the university is nestled inside."



"The kindness and guidance of ***the faculty*** *has been very exceptional."*

"…the ***professors and faculty*** *care a lot about the well-being of the students and you can see that."*

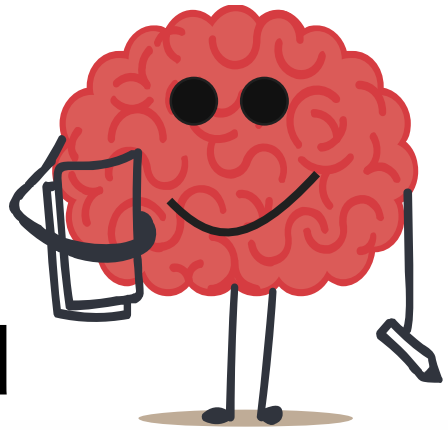
"Everyone I have spoken to has been very patient and understanding with how stressful student life can be and figuring stuff out…"

"You can tell the ***faculty and staff*** *want to be here and it is very encouraging."*

"The ***professors*** *and class sizes make it feel like a private school."*

"Humboldt State University is the best decision I made for college. My time here so far has been excellent. I really like the way staff, such as ***teachers,*** *interact in their classroom with their students."*

What students want

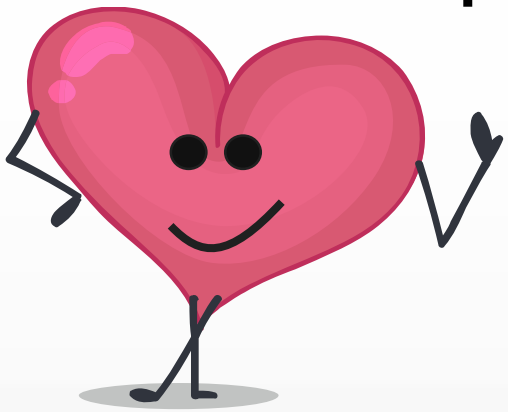


Ability to register for classes they need

Faculty and Staff who understand them

A safe and welcoming environment

Employment opportunities



Knowledge, Skills, and Personal Development

Experience at this institution contributed to knowledge or development of… %"Very Much" or "Quite a bit"

Writing clearly and effectively

72%

Thinking critically and analytically

84%

Speaking clearly and effectively

68%

Satisfaction and Choice

How would you evaluate your overall experience?

82%

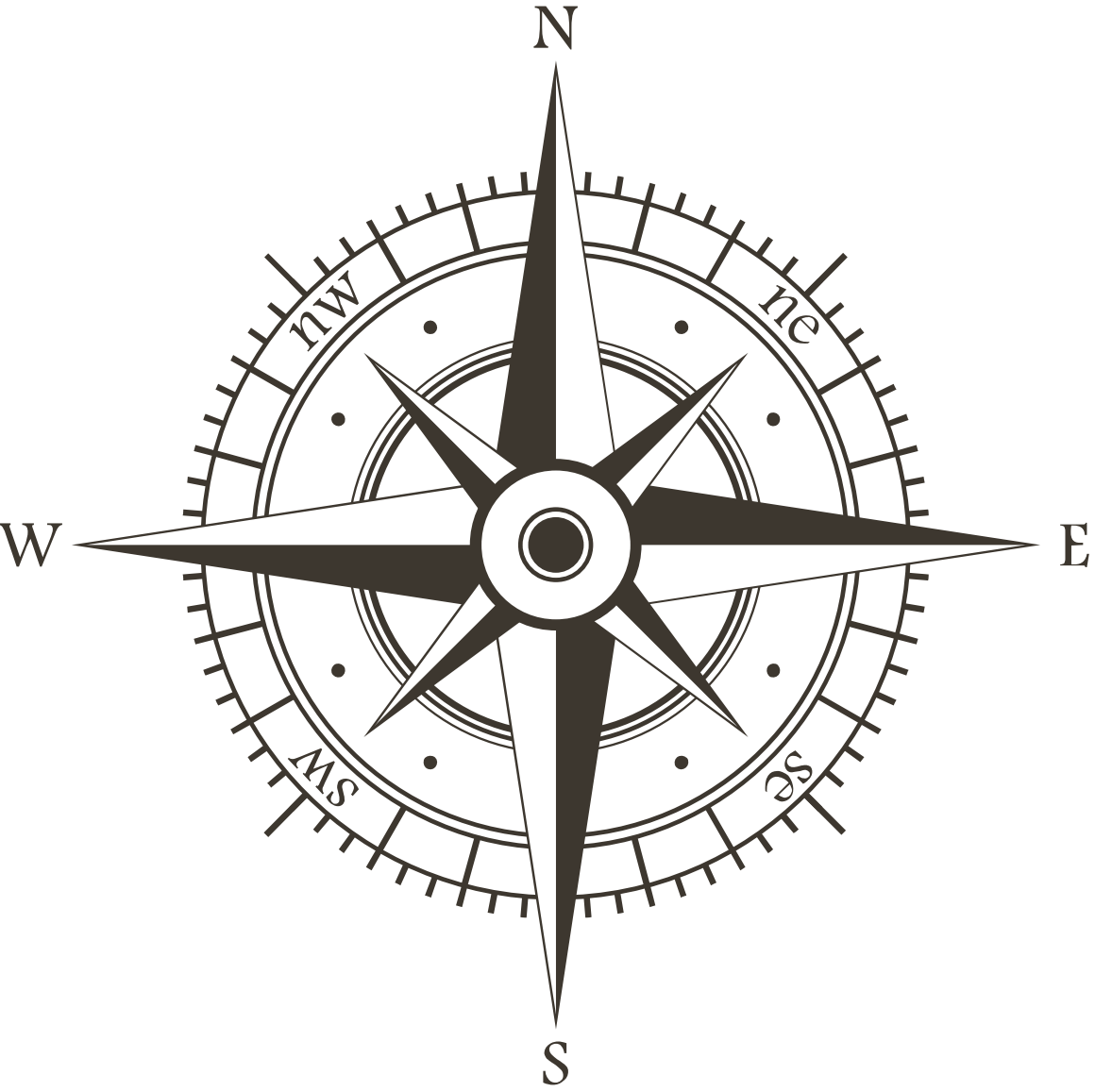
"Good " or "Excellent"

Would you choose HSU again?

82%

"Probably or definitely Yes"

We are here…



…where to next?