Nationwide trends in Higher Ed

Three lenses

Priorities of CA/CSU

Our vision
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:

<table>
<thead>
<tr>
<th>Occupation</th>
<th>2014</th>
<th>2024</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>General and Operations Managers</td>
<td>269K</td>
<td>311K</td>
<td>15.6%</td>
</tr>
<tr>
<td>Registered Nurses</td>
<td>256K</td>
<td>300K</td>
<td>17.3%</td>
</tr>
<tr>
<td>Accountants and Auditors</td>
<td>156K</td>
<td>184K</td>
<td>17.9%</td>
</tr>
<tr>
<td>Elementary School Teachers</td>
<td>139K</td>
<td>152K</td>
<td>9.5%</td>
</tr>
<tr>
<td>Business Operations Specialists, All Other</td>
<td>131K</td>
<td>151K</td>
<td>15.1%</td>
</tr>
<tr>
<td>Software Developers, Applications</td>
<td>121K</td>
<td>173K</td>
<td>42.5%</td>
</tr>
<tr>
<td>Management Analysts</td>
<td>119K</td>
<td>147K</td>
<td>23.4%</td>
</tr>
<tr>
<td>Substitute Teachers</td>
<td>103K</td>
<td>113K</td>
<td>9.6%</td>
</tr>
<tr>
<td>Managers, All Other</td>
<td>101K</td>
<td>114K</td>
<td>13.0%</td>
</tr>
<tr>
<td>Market Research Analysts &amp; Specialists</td>
<td>81K</td>
<td>107K</td>
<td>32.3%</td>
</tr>
</tbody>
</table>
California’s workforce is **growing**

And these don’t...

<table>
<thead>
<tr>
<th>Occupation</th>
<th>2014</th>
<th>2024</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Office and Administrative Support Occupations</td>
<td>2,509K</td>
<td>2,706K</td>
<td>7.9%</td>
</tr>
<tr>
<td>Sales and Related Occupations</td>
<td>1,686K</td>
<td>1,849K</td>
<td>9.7%</td>
</tr>
<tr>
<td>Food Preparation &amp; Serving Related Occupations</td>
<td>1,433K</td>
<td>1,780K</td>
<td>24.2%</td>
</tr>
<tr>
<td>Management Occupations</td>
<td>1,161K</td>
<td>1,345K</td>
<td>15.9%</td>
</tr>
<tr>
<td>Transportation and Material Moving Occupations</td>
<td>1,037K</td>
<td>1,190K</td>
<td>14.7%</td>
</tr>
<tr>
<td>Education, Training, and Library Occupations</td>
<td>1,008K</td>
<td>1,137K</td>
<td>12.8%</td>
</tr>
<tr>
<td>Personal Care and Service Occupations</td>
<td>964K</td>
<td>1,213K</td>
<td>25.8%</td>
</tr>
<tr>
<td>Retail Sales Workers</td>
<td>955K</td>
<td>1,029K</td>
<td>7.8%</td>
</tr>
<tr>
<td>Business and Financial Operations Occupations</td>
<td>940K</td>
<td>1,104K</td>
<td>17.4%</td>
</tr>
<tr>
<td>Other Personal Care and Service Workers</td>
<td>718K</td>
<td>929K</td>
<td>29.4%</td>
</tr>
</tbody>
</table>

Percent Change from 2014 to 2024: 7.8%
Total annual resident FTES **dropped** in 2016-17 & possibly, 2017-18

Sources: HSU IE Website, CSU Budget Website

CSU Resident FTES Target: 7,603
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)

- Undeclared: 4,433
- Biology: 4,072
- Business Administration: 3,653
- Psychology: 3,167
- Criminology & Justice Studies: 2,395
- Kinesiology: 2,358
- Zoology: 1,283
- Computer Science: 1,107
- Chemistry: 862
- English: 843
- Political Science: 814
- Environmental Resources Engr: 744
- Environmental Science: 720
- Art: 716
- Social Work: 651
- Sociology: 649
- Communication: 626
- Wildlife: 583
- Forestry: 577
What students want to major in when they apply?

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

- Psychology: 1,357
- Business Administration: 1,226
- Biology: 788
- Kinesiology: 688
- Communication: 502
- Sociology: 478
- English: 437
- Criminology & Justice Studies: 388
- Social Work: 347
- History: 309
- Anthropology: 303
- Forestry: 274
- Liberal Studies-Elementary Ed: 274
- Computer Science: 273
- Environmental Science: 273
- Art: 268
- Wildlife: 262
- Environmental Studies: 234
- Environmental Resources Engr: 225
- Political Science: 219
First-time Undergraduate applications dropped in 2016 & 2017.
Undergraduate application yield dropped 2013 thru 2016

Application Yield = Enrollments/Applications

Upper Division Transfer
- 2012: 27.7%
- 2013: 27.5%
- 2014: 24.4%
- 2015: 24.3%
- 2016: 22.6%
- 2017: 23.4%

First-time UG
- 2012: 12.4%
- 2013: 12.1%
- 2014: 11.6%
- 2015: 10.9%
- 2016: 10.0%
- 2017: 10.6%
We recruit from all parts of CA…but seem to do well **down south**
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)

- CALIFORNIA STATE UNIVERSITY - CHICO: 971
- SAN FRANCISCO STATE UNIVERSITY: 968
- UNIVERSITY OF CALIFORNIA-SANTA CRUZ: 860
- SONOMA STATE UNIVERSITY: 683
- CALIFORNIA STATE UNIVERSITY - SACRAMENTO: 547
- CALIFORNIA STATE UNIVERSITY- NORTHRIDGE: 530
- UNIVERSITY OF CALIFORNIA - MERCED: 430
- CALIFORNIA POLYTECHNIC STATE UNIVERSITY: 418
- CALIFORNIA STATE UNIVERSITY - LOS ANGELES: 386
- SAN JOSE STATE UNIVERSITY: 367
- SAN DIEGO STATE UNIVERSITY: 347
- UNIVERSITY OF CALIFORNIA-SANTA BARBARA: 338
- CALIFORNIA STATE UNIVERSITY - MONTEREY BAY: 315
- CALIFORNIA STATE POLYTECHNIC: 295
- CALIFORNIA STATE UNIVERSITY - FULLERTON: 287
- CALIFORNIA STATE UNIVERSITY - LONG BEACH: 277
- UNIVERSITY OF CALIFORNIA - RIVERSIDE: 272
- CALIFORNIA STATE UNIVERSITY - SAN MARCOS: 269
- SACRAMENTO CITY COLLEGE-LOS RIOS CC DISTRICT: 253
Competition for Transfers

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

SAN FRANCISCO STATE UNIVERSITY 318
CALIFORNIA STATE UNIVERSITY - CHICO 238
CALIFORNIA STATE UNIVERSITY - SACRAMENTO 215
SAN JOSE STATE UNIVERSITY 183
UNIVERSITY OF CALIFORNIA-SANTA CRUZ 180
CALIFORNIA STATE UNIVERSITY - MONTEREY BAY 178
SAN DIEGO STATE UNIVERSITY 166
CALIFORNIA STATE UNIVERSITY - LONG BEACH 160
SONOMA STATE UNIVERSITY 154
CALIFORNIA STATE UNIVERSITY- NORTHRIDGE 139
CALIFORNIA STATE UNIVERSITY - FULLERTON 126
UNIVERSITY OF CALIFORNIA-DAVIS 121
CALIFORNIA STATE UNIVERSITY - LOS ANGELES 104
CALIFORNIA STATE UNIVERSITY - DOMINGUEZ HILLS 102
UNIVERSITY OF CALIFORNIA-SANTA BARBARA 99
CALIFORNIA STATE POLYTECHNIC 96
CALIFORNIA POLYTECHNIC STATE UNIVERSITY 91
CALIFORNIA STATE UNIV CHANNEL ISLANDS 87
CALIFORNIA STATE UNIVERSITY - EAST BAY 81
UNIVERSITY OF CALIFORNIA - BERKELEY 80
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…

<table>
<thead>
<tr>
<th>Year</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fall 2010</td>
<td>723</td>
</tr>
<tr>
<td>Fall 2011</td>
<td>704</td>
</tr>
<tr>
<td>Fall 2012</td>
<td>735</td>
</tr>
<tr>
<td>Fall 2013</td>
<td>829</td>
</tr>
<tr>
<td>Fall 2014</td>
<td>836</td>
</tr>
<tr>
<td>Fall 2015</td>
<td>893</td>
</tr>
<tr>
<td>Fall 2016</td>
<td>765</td>
</tr>
<tr>
<td>Fall 2017</td>
<td>832</td>
</tr>
</tbody>
</table>
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.

- Fall 13: 54% College Ready, 19% Need additional support
- Fall 14: 54% College Ready, 18% Need additional support
- Fall 15: 55% College Ready, 19% Need additional support
- Fall 16: 55% College Ready, 20% Need additional support
- Fall 17: 52% College Ready, 16% Need additional support

46% and 48% Need additional support, respectively.
A lot more than half think they are ready for college level work.
More than half **think they are ready** for college level work.
Enrollment by class level has **shifted**.
Graduate enrollment *has slowly grown* (in CPS)


- **Arts, Hum & Soc Sci**
- **Natural Resources & Sci**
- **Professional Studies**

<table>
<thead>
<tr>
<th>Year</th>
<th>Arts, Hum &amp; Soc Sci</th>
<th>Natural Resources &amp; Sci</th>
<th>Professional Studies</th>
</tr>
</thead>
<tbody>
<tr>
<td>12/13</td>
<td>60</td>
<td>144</td>
<td>147</td>
</tr>
<tr>
<td>13/14</td>
<td>57</td>
<td>149</td>
<td>190</td>
</tr>
<tr>
<td>14/15</td>
<td>53</td>
<td>145</td>
<td>178</td>
</tr>
<tr>
<td>15/16</td>
<td>55</td>
<td>120</td>
<td>199</td>
</tr>
<tr>
<td>16/17</td>
<td>61</td>
<td>130</td>
<td>210</td>
</tr>
</tbody>
</table>
Annual FTES enrollment from in-state was increasing for years.
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
- Fall 2012: 78%, 74%
- Fall 2013: 75%, 71%
- Fall 2014: 76%, 73%
- Fall 2015: 73%, 66%
- Fall 2016: 72%, 64%

### URG
- Fall 2012: 74%, 80%
- Fall 2013: 73%, 75%
- Fall 2014: 74%, 76%
- Fall 2015: 71%, 71%
- Fall 2016: 65%, 72%

### First-Generation
- Fall 2012: 73%, 81%
- Fall 2013: 73%, 76%
- Fall 2014: 74%, 76%
- Fall 2015: 69%, 71%
- Fall 2016: 69%, 69%

### Pell
- Fall 2012: 75%, 80%
- Fall 2013: 73%, 75%
- Fall 2014: 75%, 76%
- Fall 2015: 70%, 71%
- Fall 2016: 67%, 70%
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

<table>
<thead>
<tr>
<th>Year</th>
<th>PELL</th>
<th>not PELL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fall 2008</td>
<td>14%</td>
<td>11%</td>
</tr>
<tr>
<td>Fall 2009</td>
<td>20%</td>
<td>10%</td>
</tr>
<tr>
<td>Fall 2010</td>
<td>20%</td>
<td>9%</td>
</tr>
<tr>
<td>Fall 2011</td>
<td>18%</td>
<td>11%</td>
</tr>
<tr>
<td>Fall 2012</td>
<td>20%</td>
<td>12%</td>
</tr>
<tr>
<td>Fall 2013</td>
<td>21%</td>
<td>13%</td>
</tr>
</tbody>
</table>
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

Graduated from HSU | Graduated Somewhere else | Total Graduated
---|---|---
Local | 51% | 6% | 57%
Northern CA | 59% | 9% | 68%
SF Bay | 61% | 8% | 69%
Sacramento | 62% | 14% | 76%
Coast | 55% | 8% | 63%
Central CA | 49% | 11% | 60%
Los Angeles | 55% | 9% | 64%
San Diego | 57% | 10% | 67%
WUE state | 50% | 19% | 69%
Other state | 48% | 9% | 57%
Foreign | 48% | 30% | 78%
Unknown | 48% | 18% | 66%
Overall | 48% | 10% | 58%
CA community college 2-year graduation has steadily increased. And we reversed the gap.
DRIVERS
The Fallacy of the full ride

<table>
<thead>
<tr>
<th>Estimated Cost of Attendance</th>
<th>$24,910</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less Pell Grant</td>
<td>$5,920</td>
</tr>
<tr>
<td>Less State University Grant</td>
<td>$5,472</td>
</tr>
<tr>
<td>Less maximum student loan</td>
<td>$5,500</td>
</tr>
<tr>
<td><strong>Shortfall</strong></td>
<td><strong>$8,018</strong></td>
</tr>
</tbody>
</table>
They worry about things other than homework.

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

- 38% expressed moderate-to-extreme lack of confidence about ability to pay for next term.
- 54% 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 don't feel like I belong."

"People don't get me here."

"This is all too much for me."

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

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

"I thought college would be easy."

"This is taking longer than I planned."

"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."

"No one helped me."

"I don't feel safe around here."

"I don't feel like I fit.

"I miss my friends and family back home."

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

"This is all too much for me."

"This is taking longer than I planned."
“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…”

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.”

“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 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.”

“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%
- Speaking clearly and effectively: 68%
- Thinking critically and analytically: 84%
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?