



# Enrollment Planning

# Commitment to Access and Attainment

Cal State LA is committed to:

- ▶ degree attainment as a source of upward mobility.
- ▶ increasing the number of degrees awarded in LA.
- ▶ providing access to freshmen and transfers.
- ▶ increasing access and attainment by embracing ambitious graduation rates goals.

# Success

Cal State LA has:

- ▶ been successful at both increasing access and attainment.
- ▶ since 2012, increased its student headcount by 27% and is now serving approximately 28,000 students.
- ▶ since 2014, increased its 6-year graduation rate for freshmen by 18% to almost 49%.
- ▶ since 2014, increased its transfer graduation rate by 5%--75% of transfer students earn their degree in four years.

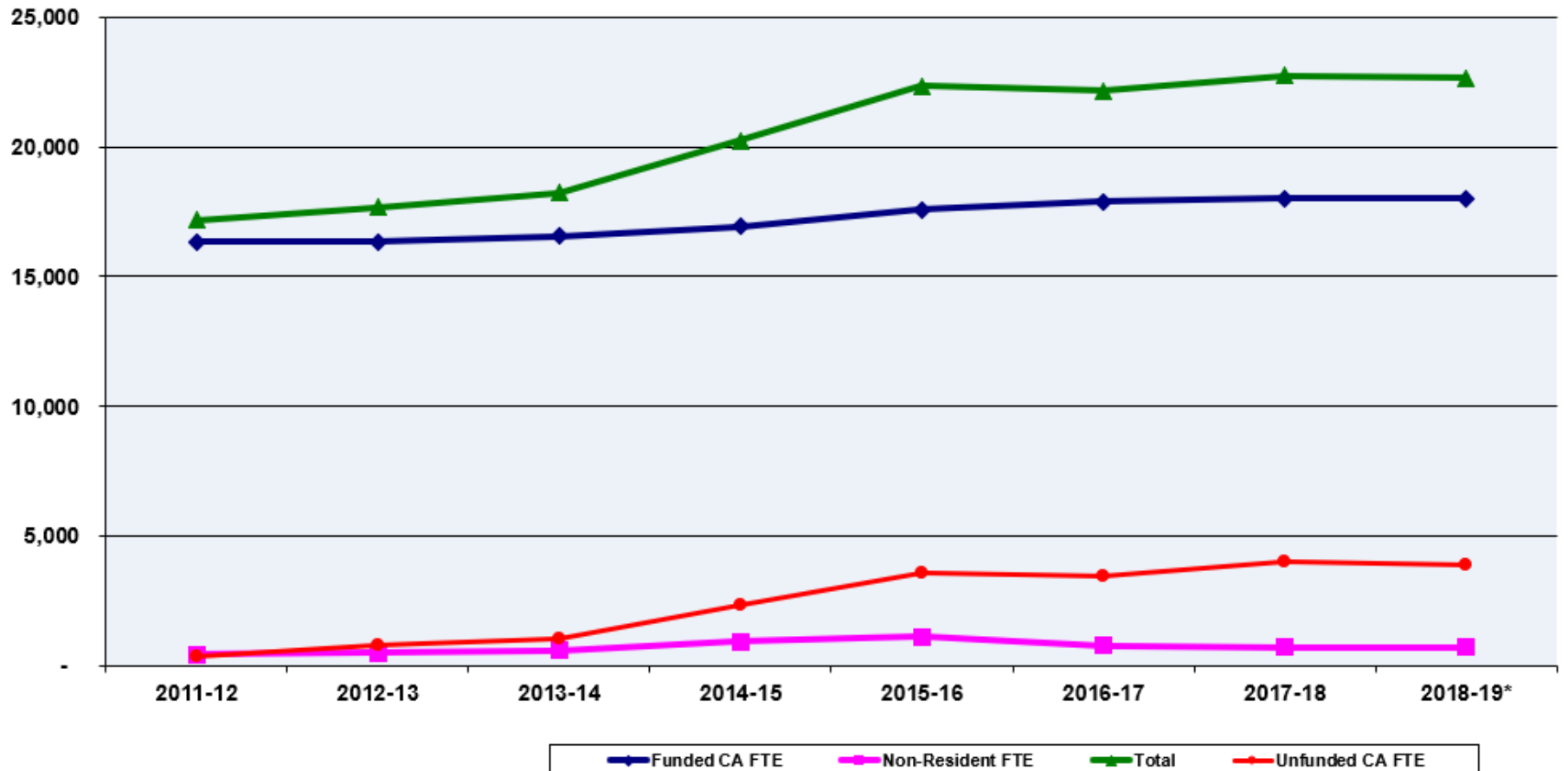
# Enrollment and Funding

- ▶ Our surge in enrollment has far exceeded our projections and expectations. We have rapidly become a destination campus, and have benefited from a substantial increase in college-ready local students. Applicants to Cal State LA increased from 40,694 in 2012 to 61,184 in 2018.
- ▶ Our successes have led to funding challenges. We have the capacity to serve our current students, but we do not have the funding. Adequate funding would require more than an additional \$30M of recurring State funding annually.
- ▶ The CSU has received little enrollment growth funding during this period and last year received no recurring enrollment growth funding.
- ▶ Cal State LA has received only 2.4% in enrollment growth funding over the last three years, resulting in an extraordinary number of unfunded students.
- ▶ We are funded for 18,005 Full Time Equivalent Students (FTES), but are currently serving 22, 649 FTES, which equates to about 28,000 headcount students.

# FTE History

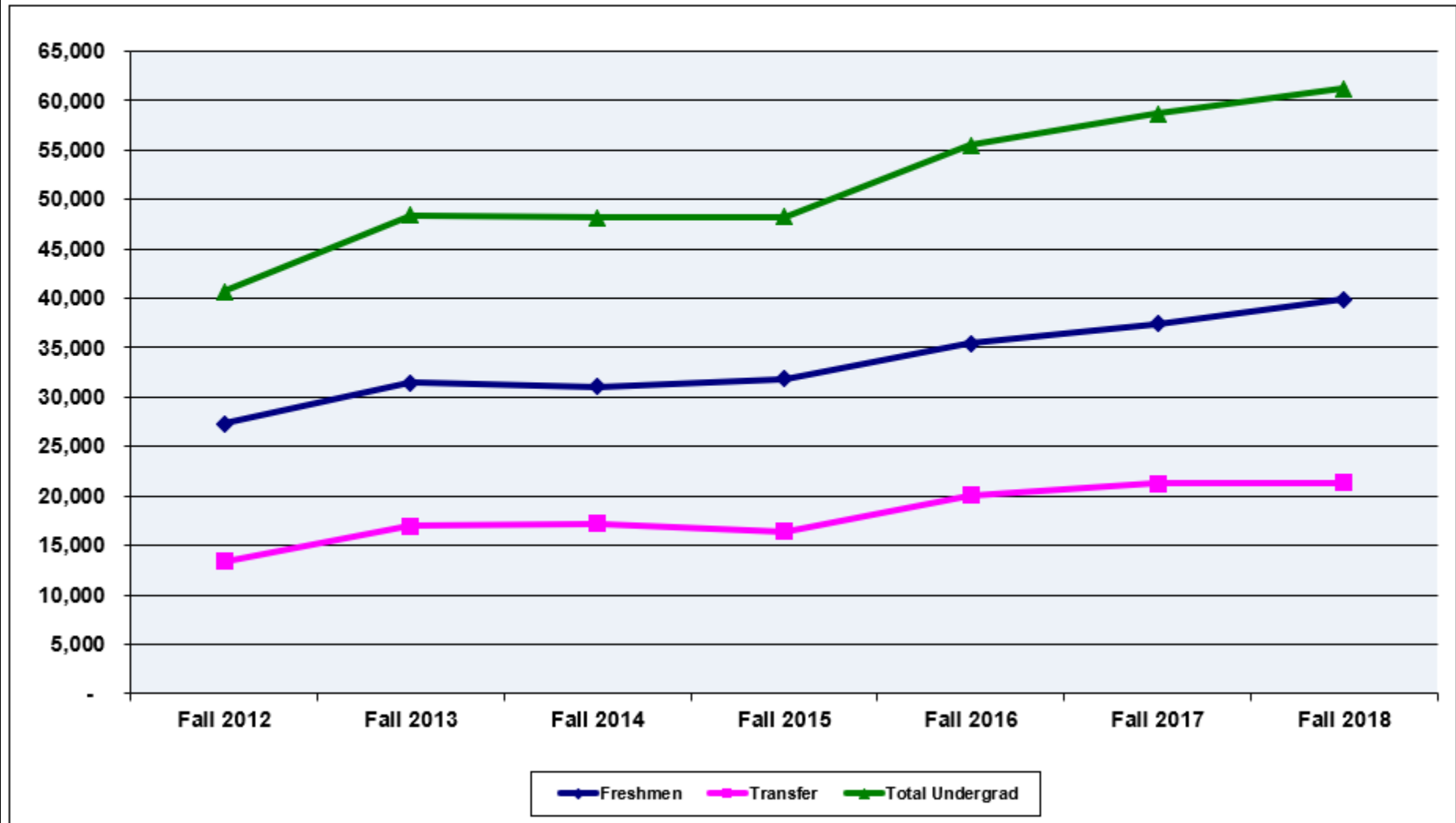
	2011-12	2012-13	2013-14	2014-15	2015-16	2016-17	2017-18	2018-19*	Three Year Change		Five Year Change		Seven Year Change	
Funded CA FTE	16,350	16,350	16,546	16,931	17,581	17,880	18,005	18,005	424	2.4%	1,459	8.8%	1,655	10.1%
Unfunded CA FTE	360	808	1,070	2,334	3,617	3,467	4,007	3,922	305	8.4%	2,852	266.5%	3,562	989.4%
Non-Resident FTE	464	510	604	957	1,146	795	735	722	(424)	-37.0%	118	19.5%	258	55.6%
<b>Total</b>	<b>17,174</b>	<b>17,668</b>	<b>18,220</b>	<b>20,222</b>	<b>22,344</b>	<b>22,142</b>	<b>22,747</b>	<b>22,649</b>	<b>305</b>	<b>1.4%</b>	<b>4,429</b>	<b>24.3%</b>	<b>5,475</b>	<b>31.9%</b>
Over Res Target	2%	5%	6%	14%	21%	19%	22%	22%						
Funded Growth		-	196	385	650	299	125	-						

\*Projection assumes Flat FTE due to increase AUL



# Fall Undergraduate Applicants

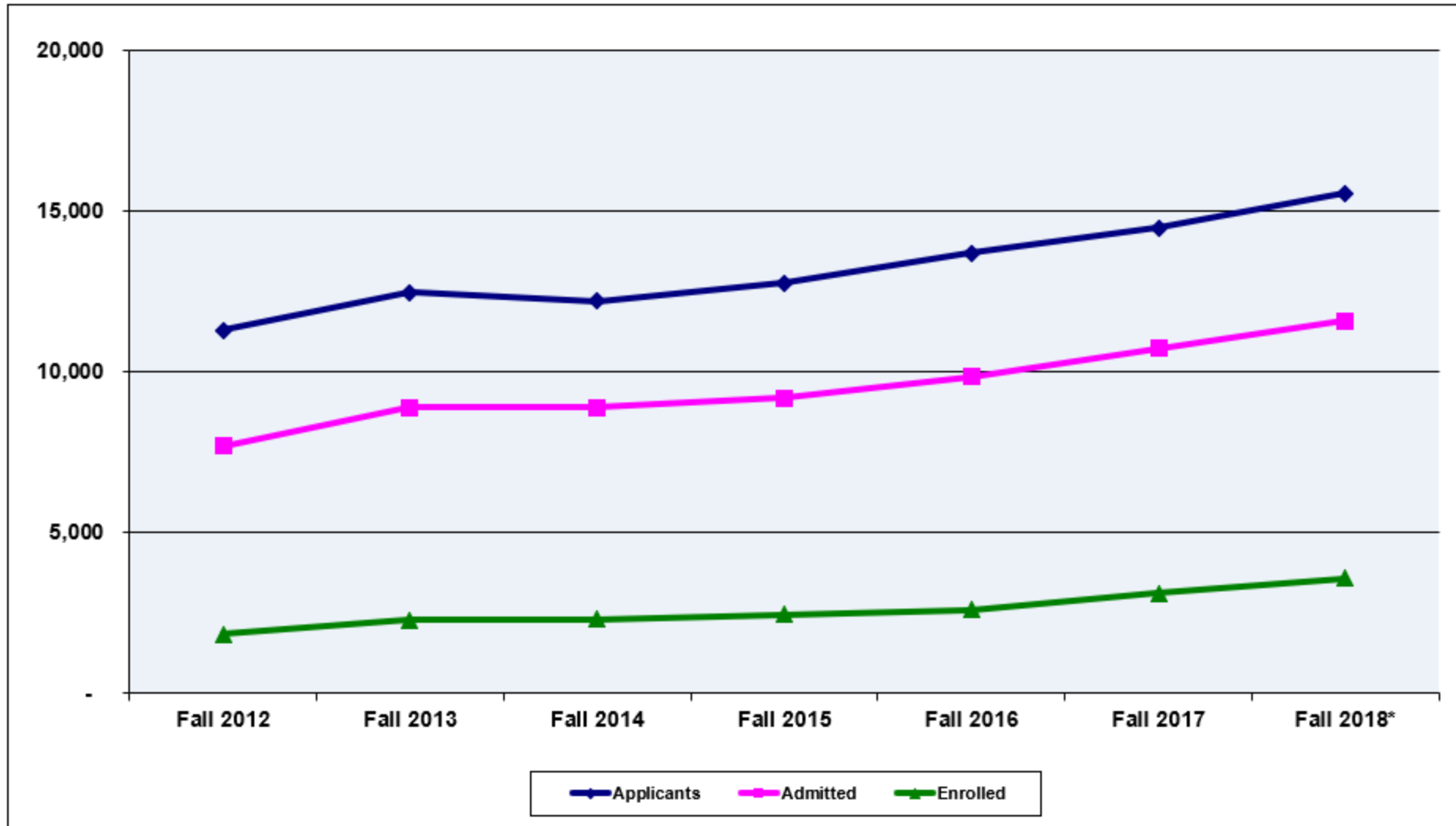
	Fall 2012	Fall 2013	Fall 2014	Fall 2015	Fall 2016	Fall 2017	Fall 2018	<u>One Year Change</u> Fall 18 vs. Fall 17	<u>Three Year Change</u> Fall 18 vs. Fall 15	<u>Five Year Change</u> Fall 18 vs. Fall 13	
Freshmen	27,321	31,455	31,011	31,857	35,423	37,399	39,870	2,471	6.6%	8,415	26.8%
Transfer	13,373	16,939	17,176	16,375	20,033	21,258	21,314	56	0.3%	4,375	25.8%
<b>Total Undergrad</b>	<b>40,694</b>	<b>48,394</b>	<b>48,187</b>	<b>48,232</b>	<b>55,456</b>	<b>58,657</b>	<b>61,184</b>	<b>2,527</b>	<b>4.3%</b>	<b>12,952</b>	<b>26.4%</b>



# Freshman Local Applicants

	Fall 2012	Fall 2013	Fall 2014	Fall 2015	Fall 2016	Fall 2017	Fall 2018*	One Year Change Fall 18 vs. Fall 17		Three Year Change Fall 18 vs. Fall 15		Five Year Change Fall 18 vs. Fall 13	
Applicants	11,304	12,456	12,203	12,757	13,690	14,470	15,545	1,075	7.4%	2,788	21.9%	3,089	24.8%
Admitted	7,682	8,885	8,904	9,193	9,844	10,731	11,577	846	7.9%	2,384	25.9%	2,692	30.3%
Enrolled	1,840	2,290	2,317	2,465	2,593	3,115	3,590	475	15.2%	1,125	45.6%	1,300	56.8%

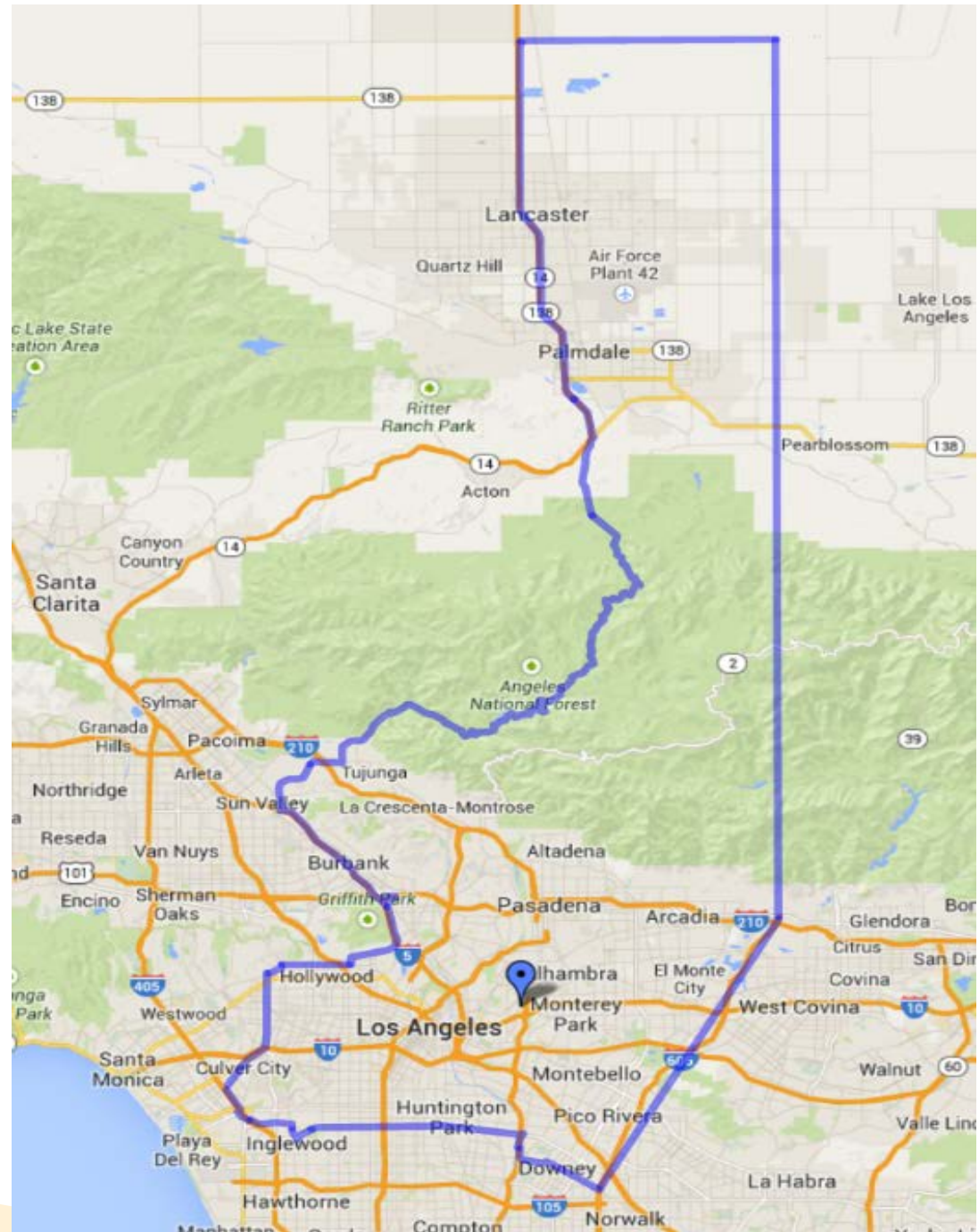
\*Preliminary Census Results



# Local Area

## High Schools with Local Preference

- ▶ 265 high schools are located within the required local area
- ▶ 16 additional schools were previously designated based on institutional relationships including the Alliance high schools and High Tech High School





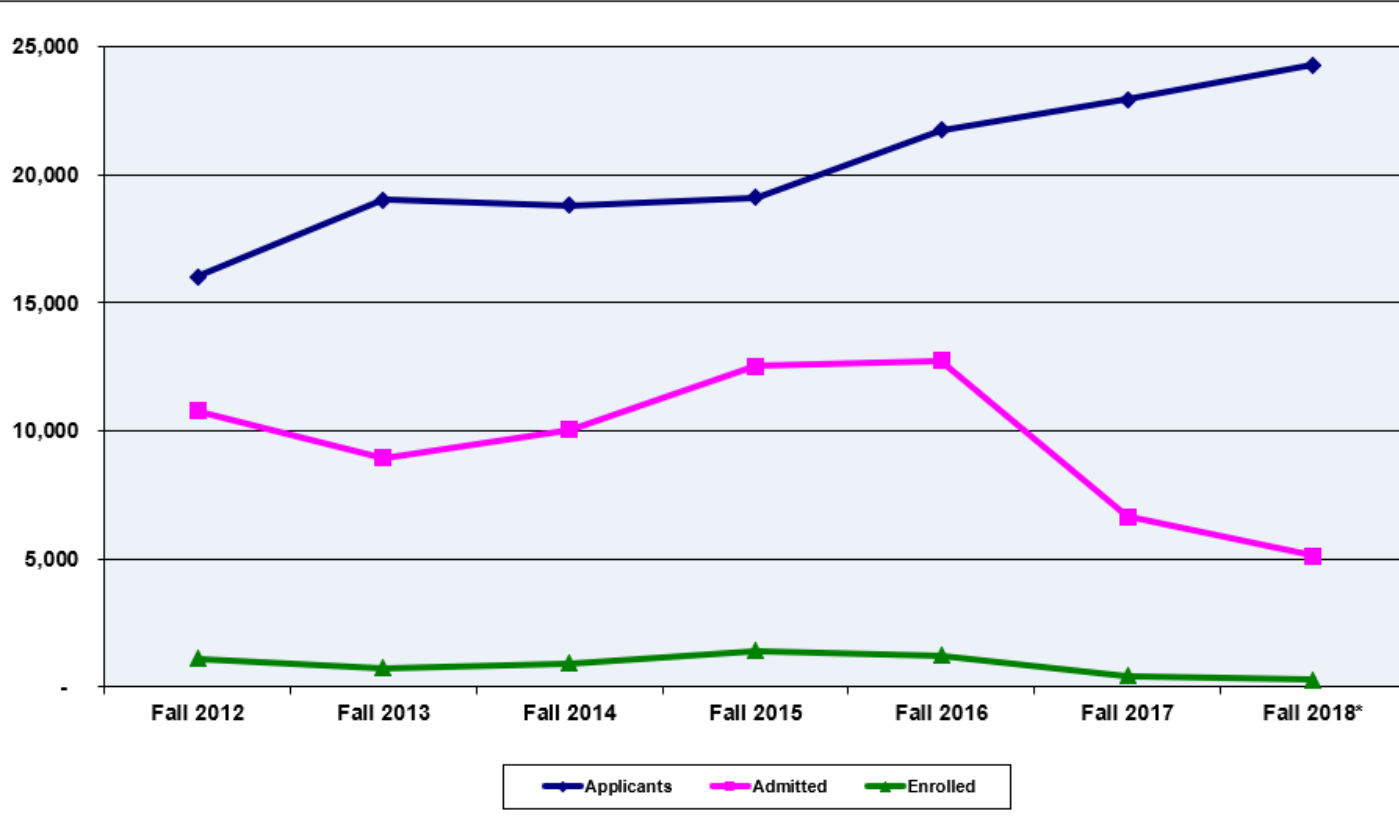
# Surge in Local Enrollments

- ▶ Increased number of CSU eligible HS graduates
  - CA: 7.4% increase
  - LA County: 13% increase
  - LAUSD: 22.7% increase
- ▶ Changes in LA County CSU access
  - Pomona: Small service area and no local preference for impacted programs
  - CSULB: Increased EI and STEM EI in 2013
  - CSUN: Change in local area in 2015

# Freshman Non Local Applicants

	Fall 2012	Fall 2013	Fall 2014	Fall 2015	Fall 2016	Fall 2017	Fall 2018*	One Year Change		Three Year Change		Five Year Change	
								Fall 18 vs. Fall 17		Fall 18 vs. Fall 15		Fall 18 vs. Fall 13	
Applicants	16,017	18,999	18,808	19,100	21,739	22,926	24,287	1,361	5.9%	5,187	27.2%	5,288	27.8%
Admitted	10,766	8,931	10,035	12,511	12,723	6,638	5,126	(1,512)	-22.8%	(7,385)	-59.0%	(3,805)	-42.6%
Enrolled	1,117	738	917	1,399	1,237	441	272	(169)	-38.3%	(1,127)	-80.6%	(466)	-63.1%

\*Preliminary Census Results



## Freshmen Eligibility Index

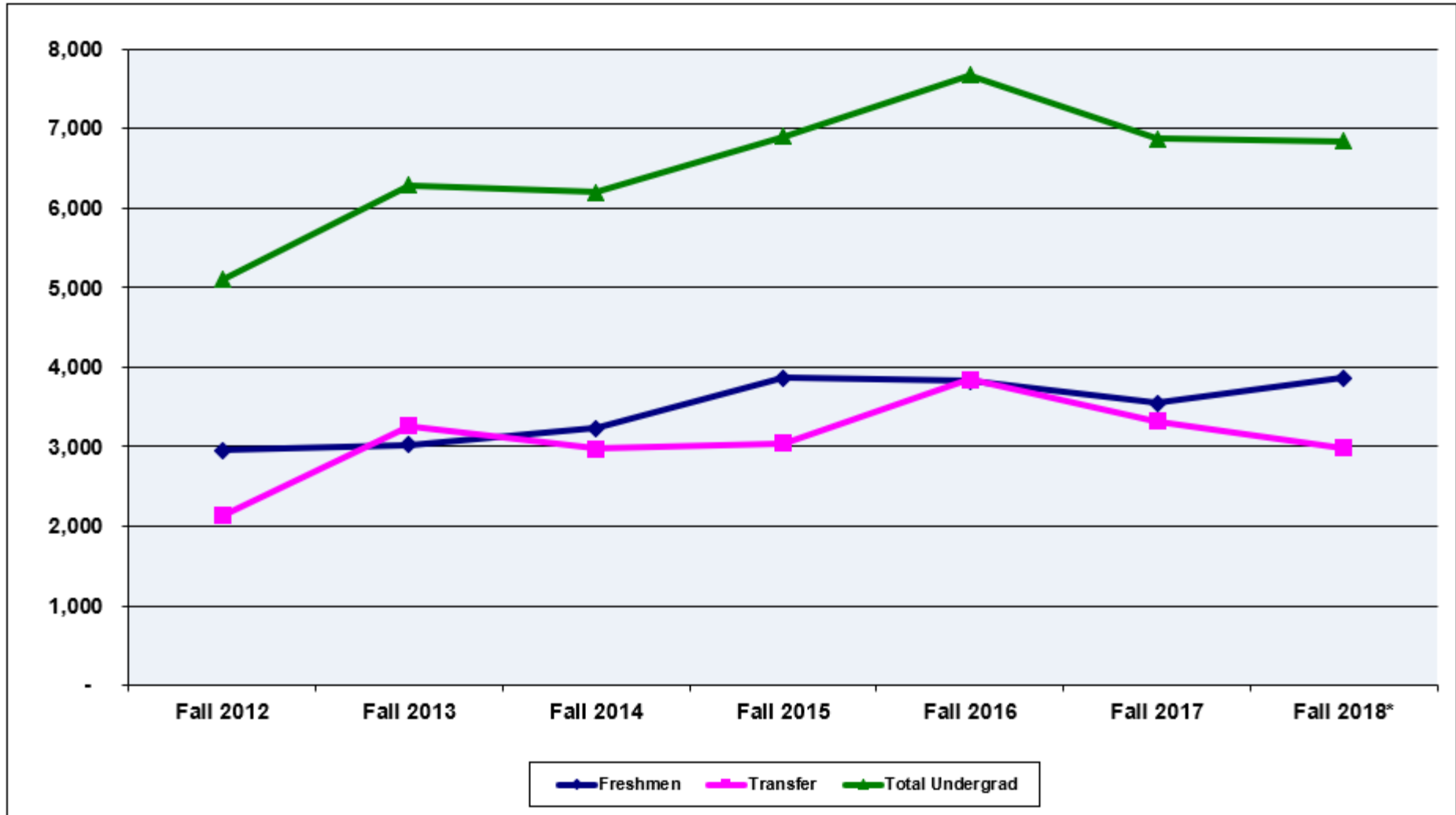
	CSU Minimums		Cal State LA
	CA Resident	Out of State	Non-local used
Fall 15	2900	3502	3134
Fall 16	2900	3502	3300
Fall 17	2900	3502	3850
Fall 18*	2950	3570	4040

\*Adjusted for New SAT

# Fall Undergraduate New Enrollment

	Fall 2012	Fall 2013	Fall 2014	Fall 2015	Fall 2016	Fall 2017	Fall 2018*	<u>One Year Change</u> Fall 18 vs. Fall 17		<u>Three Year Change</u> Fall 18 vs. Fall 15		<u>Five Year Change</u> Fall 18 vs. Fall 13	
Freshmen	2,957	3,021	3,230	3,862	3,830	3,553	3,862	309	8.7%	-	0.0%	841	27.8%
Transfer	2,139	3,264	2,972	3,043	3,846	3,318	2,982	(336)	-10.1%	(61)	-2.0%	(282)	-8.6%
Total Undergrad	5,096	6,285	6,202	6,905	7,676	6,871	6,844	(27)	-0.4%	(61)	-0.9%	559	8.9%

\*Preliminary Census Results



# Challenges

- ▶ Full funding from the State would add another \$30M to Cal State LA budget. However, receiving this level of funding is not feasible, and will require effective multi-year advocacy.
- ▶ Unfunded enrollment is not sustainable
  - Lack funding to hire tenure-track faculty
    - Fall 2009: 1 TT faculty for every 30 students
    - Fall 2018: 1 TT faculty for every 45 students
  - Lack funding to hire staff and to support our infrastructure
  - Lack funding for academic and student life staff
    - More than 600 students per advisor
- ▶ Unfunded enrollment leads some to believe that the CSU can do more with less and does not need enrollment growth funding.

# Managing our Enrollment

- ▶ We need to and the CSU needs us to reduce our enrollment as they mount a budget campaign for an aggressive enrollment growth increase.
- ▶ We must advocate for enrollment funding for the system and for CSUs with proven demand.
- ▶ We must control our enrollment while we work toward increased funding to match our capacity:
  - Create access by increasing 2-year grad rate for transfers and 4-year rate for freshmen
  - Evolve our current approach to impaction

# Current Impaction

Cal State LA has been impacted at the Freshman and Transfer class level since Fall 2010 combined with a growing number of impacted majors with Major Specific Criteria at the Transfer level:

**Charter College of Education:**

Urban Learning - ITEP option  
Rehabilitation Services

**College of Arts and Letters:**

Communication  
Television, Film and Media Studies

**College of Business and Economics:**

Business Administration (all options)  
Computer Information Systems  
Economics

**College of Engineering, Computer Science and Technology:**

Civil Engineering  
Computer Science  
Electrical Engineering  
Mechanical Engineering  
Fire Protection Administration

**College of Natural and Social Sciences:**

Biology (including Microbiology)  
Chemistry (including Biochemistry)  
Psychology

**Xu College of Health and Human Services:**

Criminal Justice  
Kinesiology/Nutrition (including Nutrition  
Science, Exercise Science and Food Science)  
Public Health  
Communication Disorders  
Child Development  
Nursing  
Social Work

# The Preliminary Proposal

- Beginning Fall 2020, all Undergraduate Programs including pre-majors and undeclared will be impacted allowing for the creation of major specific criteria (MSC) for admission at both the freshman and transfer level.
- We will preserve our commitment to a strong local preference with clearly articulated admission criteria for local applicants – more a guarantee than a preference.
- Program impaction allows us to:
  - Control our enrollment.
  - Preserve and ultimately increase access for transfer students.
  - Further align our admissions criteria with student success.
  - Encourage major exploration and academic preparation in high school and community college.

# Proposal Impact

- ▶ We anticipate that the 2020 incoming class may be reduced by up to 600 students from immediately prior classes, back to the size of our Fall 2014 incoming class.
- ▶ The proposed changes should have no disparate impact on any group:

Group	Fall 18 current admissions (% of class)	Fall 18 under proposal (% of class)
1st Gen	55%	54%
Pell Eligible	78%	76%
LatinX	75%	74%
Black	2%	2%
Asian/Pacific Islander	11%	13%
Dreamers	6%	6%



# Proposal Impact

- ▶ All would prefer not to expand our use of impaction, but we must reduce our unfunded enrollment.
- ▶ While this proposal would allow us the authority to reduce enrollment, **we will only use that authority as dictated by funding**. Increased State funding and reduced time-to-degree will allow us to admit more students.
- ▶ Our ultimate goal is to meet our current 2018 enrollment capacity of approximately 28,000 students. We can eventually do this with sustained enrollment growth funding and by increasing our 2-year graduation rate for transfer students and our 4-year graduation rate for freshmen; higher graduation rates result in more spaces available for admission.

# Working with our Community College Partners

- ▶ We must continue our support for pathways from LAUSD to community colleges to Cal State LA
- ▶ Our local community colleges are increasingly being recognized for their success with students. Between 2017 and 2018:
  - LA Community College District increased the number of Associate Degrees for Transfer (ADT) awarded by 10%.
  - ELAC increased the number of ADTs awarded by a staggering 40% and ranked 15<sup>th</sup> in CA.
  - PCC increased the number of ADTs awarded by 30% and ranked 2<sup>nd</sup> among all of CA's community colleges.

# Advocacy is the Answer

- ▶ Cal State LA has the capacity to serve 28,000 students but lacks the funding to do so.
- ▶ We must all advocate for State funding for the CSU.
- ▶ We must all advocate for funding for campuses with proven demand like Cal State LA.
- ▶ Without full funding, we must reduce our enrollment to reduce the number of unfunded students.

# CSU Process and Timeline

- January 2019:
  - Notification to CO with preliminary Fall 2020 admission plan
  - Consultation with CO on required enrollment reduction plan
- January – February, 2019
  - Additional campus and partner consultation
  - Public hearings, press announcements, and final consultation
  - Plan refinement and finalization
  - Final enrollment reduction plan due to the Chancellor
- March 2019: Final admission plan request submitted to CO
- April – May: Provost Office works with Colleges and Departments to set major specific criteria for Fall 2020
- May 2019: Admission Plan Response from CO
- May Revise State Budget
- June 2019: Fall 2020 criteria published on our website
- October – November 2019: Fall 2020 application period under new plan

