

CSUCI TOWN HALL

President Richard Yao

Enrollment Town Hall

Recruitment, Enrollment, and Retention:
Striving for Coherence & Sustainability

Tuesday, October 25 (9 to 10 a.m.)

Friday, October 28 (1 to 2 p.m.)



What We Hear

1. We do not market our university or our academic programs enough.
2. We do not sufficiently highlight the accomplishments of our faculty and academic programs – yet this is at the heart of what we want to do.
3. Marketing for stateside graduate programs is not centrally supported.



What We Hear

4. We're not hitting the ground, meeting prospective students where they are (e.g., we're not out in the high schools; lack sufficient staff to do the work).
5. Faculty are our biggest draw, but we don't incorporate faculty sufficiently in our recruitment efforts.
6. Recruitment efforts aren't academically focused and sometimes lack accurate info about programs.



What We Hear

7. We need to focus more on improving the student experience in relation to enrollment management (both inside and outside of the classroom).
8. Staff, faculty, and administrator morale is low (workload; high stress level; lack of support from supervisors and high-level leadership; poor internal "customer service," coordination and communication breakdowns between units; shared governance concerns; etc.).
9. Our administrative policies and procedures (and associated timelines) work against our student success and enrollment efforts.



What We Know: Enrollment & Retention

1. Fall 2022: 5643 Headcount, 4768 FTES (25% drop in FTES since Fall 2019)
2. Projected 22-23 annualized FTES (4630): 24% below our funded target of 6135
3. FTFT enrollment is up, transfer enrollment is down
4. Retention = compound effect = greatest challenge
5. Enrollment management in higher education today requires a new approach - value proposition?



What We Are Doing: Updated Plan

1. Restructuring: Enrollment Management & Marketing
2. Integrated Marketing Communication Plan
 - a. [Brand Market Research Findings](#) (ADV, Spring 2022)
 - b. Web Audit and Redesign (Beacon, 2022-23)
3. Efficacious Use of Institutional Research
 - a. [Admissions Funnel Dashboard](#)
 - b. [High School Enrollment Data](#)



What We Are Doing: Updated Plan

4. [New Student Enrollment Onboarding Cycle Shifts](#)
5. Retention/Student Success Strategies: First-Year Experience, Summer Success Academy, Learning Communities, Peer-to-Peer Support, CIMAS, First Year Math, Degree Planner, Summer Session, IEAP, Retention Steering Committee
6. Holistic Support: Basic Needs/CAPS/CARE/Advising
7. [Enrollment Town Hall Data \(Oct 2022\)](#)



Immediate and Longer-Term Outlooks

1. There is no doubt: We face challenges in the near term
2. But we are planning for the next 20 years
 - a. Dual Admissions – target Fall 2024
 - b. Collaborations with VCOE
 - c. Integrated Marketing Communication Plan
 - d. Academic Master Plan / Charting Our Course
 - e. Projections: Status Quo, **High Impact, New Academic Programs**



Q&A

