



California State  
University

C H A N N E L  
I S L A N D S

# Enrollment Planning

Hung Dang

Associate Vice President for Enrollment Management

September 16, 2014



California State University

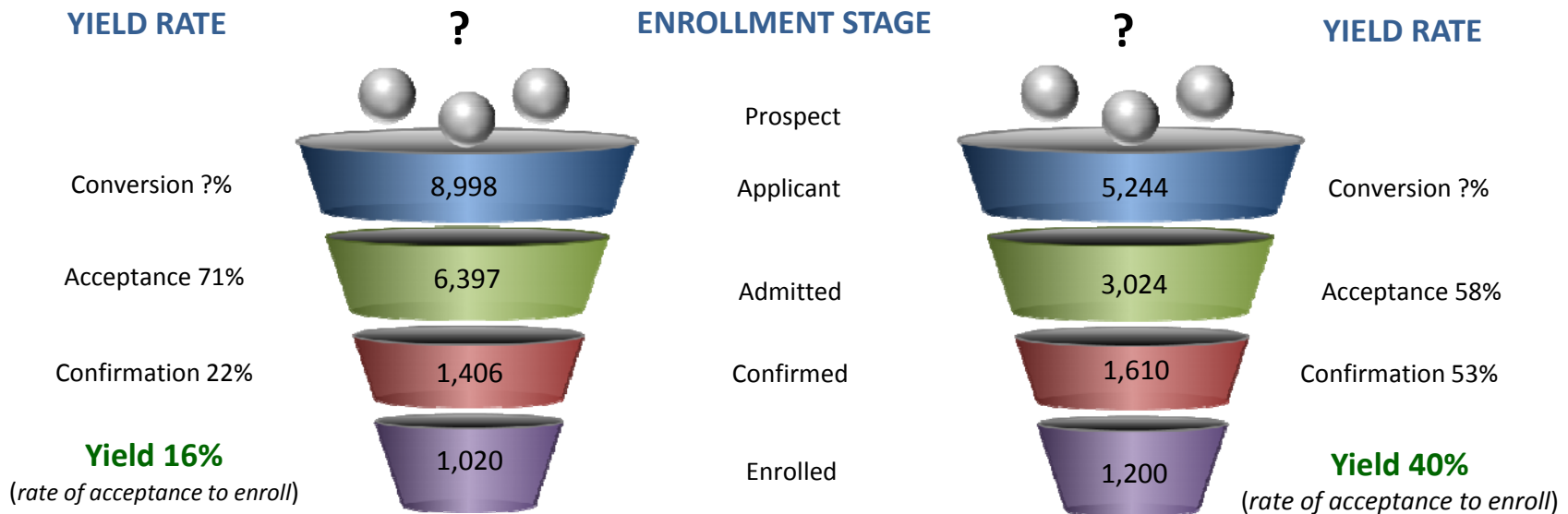
CHANNEL ISLANDS

# Enrollment Yield

## Fall 2014

### Freshman

### Transfer



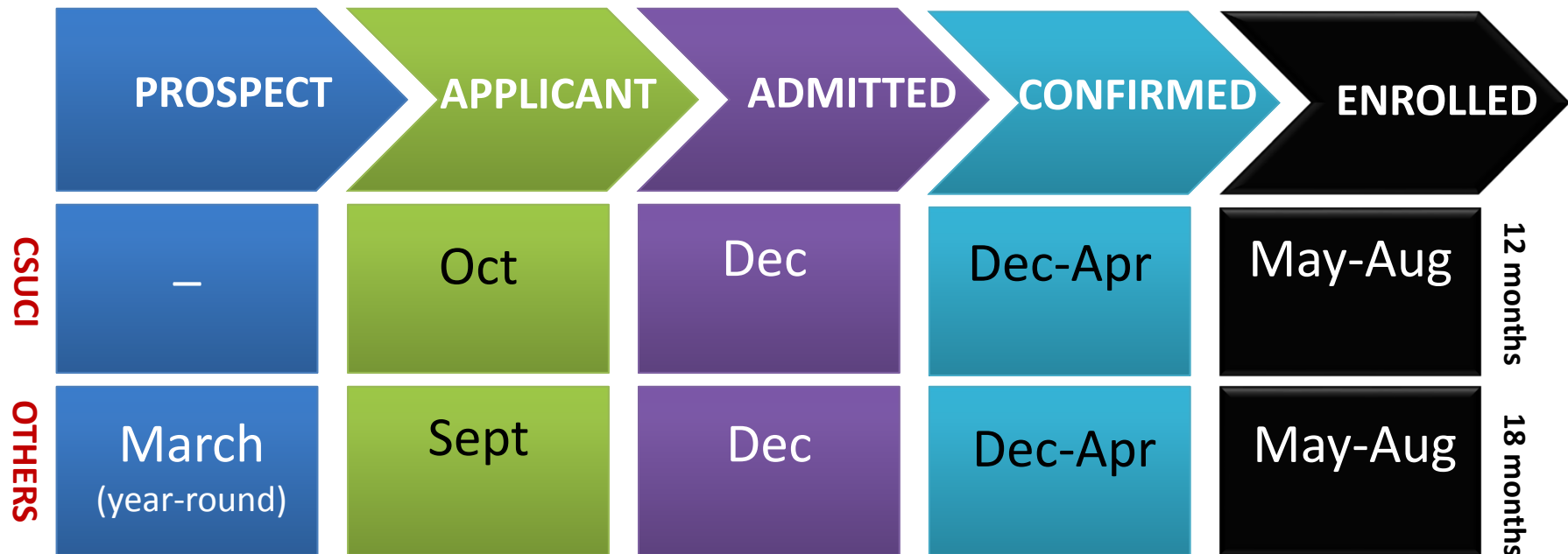
Note:  
National Yield Rate – 38% (first-time freshman)  
Noel-Levitz, 2012



California State  
University

C H A N N E L  
I S L A N D S

# Recruitment Timeline





California State  
University

C H A N N E L  
I S L A N D S

# Recruitment Projections

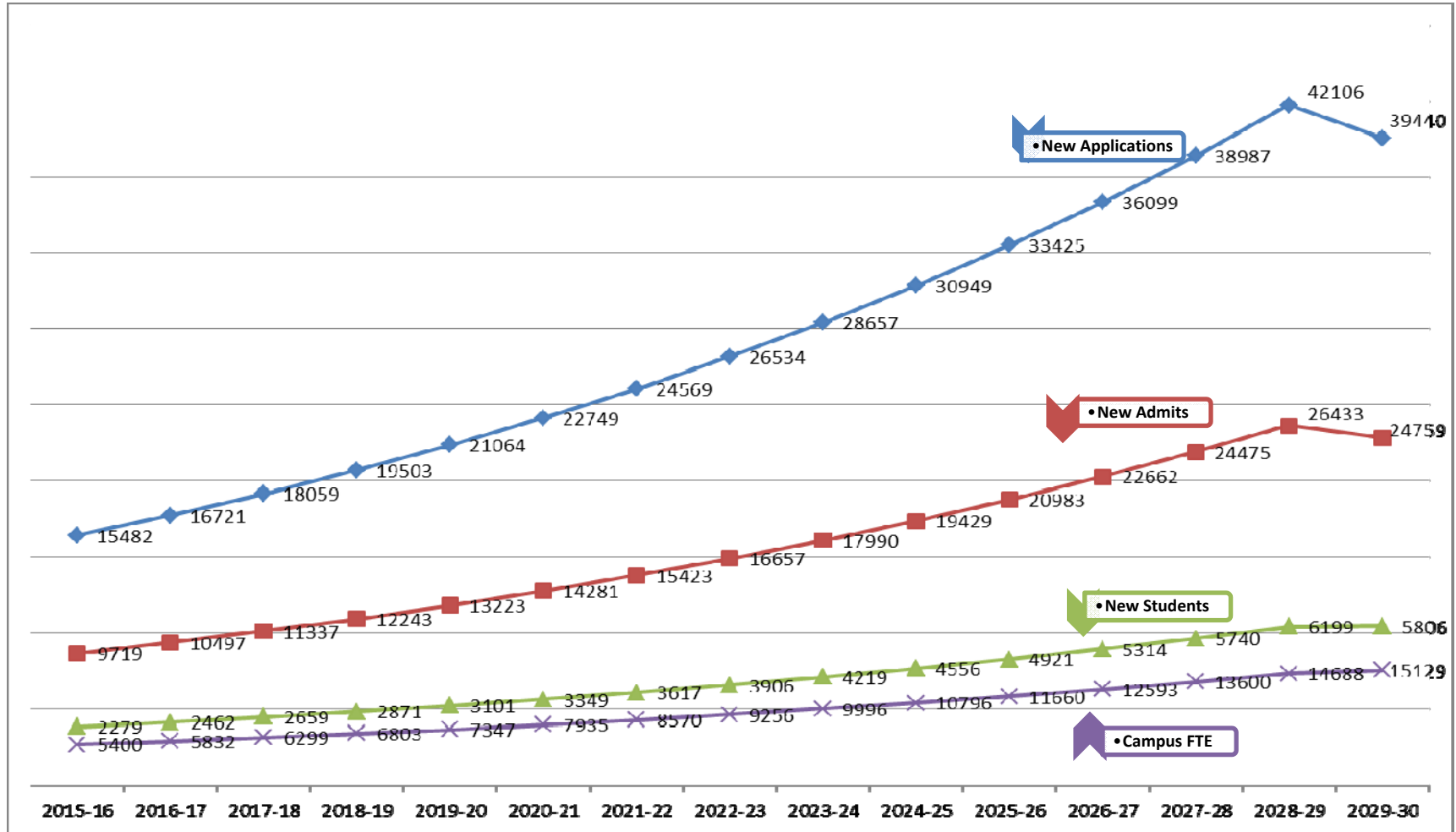
ACADEMIC YEAR																	
	2013-14	2014-15	2015-16	2016-17	2017-18	2018-19	2019-20	2020-21	2021-22	2022-23	2023-24	2024-25	2025-26	2026-27	2027-28	2028-29	2029-30
<b>FTE Target</b>	4472	5000	5400	5832	6299	6802	7347	7934	8569	9255	9995	10795	11658	12591	13598	14686	15127
% FTE Change	10%	12%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	3%
<b>Headcount</b>	5031	5750	6210	6707	7243	7823	8449	9125	9854	10643	11494	12414	13407	14479	15638	16889	17396
<i>undergraduate</i>	4836	5520	5962	6439	6954	7510	8111	8760	9460	10217	11035	11917	12871	13900	15012	16213	16700
<i>graduate</i>	195	230	248	268	290	313	338	365	394	426	460	497	536	579	626	676	696
GRADUATION																	
Undergraduate	1381	1380	1490	1610	1738	1877	2028	2190	2365	2554	2759	2979	3218	3475	3753	4053	4175
Graduate/Postba	96	99	107	115	125	135	145	157	169	183	198	214	231	249	269	290	299
Culmulative	8900	10379	11976	13701	15564	17576	19749	22096	24631	27368	30324	33517	36965	40689	44711	49055	53529
CONTINUED STUDENT																	
Undergraduate	3627	3864	4173	4507	4868	5257	5677	6132	6622	7152	7724	8342	9009	9730	10509	11349	11690
FTE	3230	3419	3693	3988	4308	4652	5024	5426	5860	6329	6836	7382	7973	8611	9300	10044	10345
Graduate	125	129	139	150	162	175	189	204	221	238	257	278	300	324	350	378	390
FTE	104	97	105	113	122	132	142	154	166	179	194	209	226	244	263	284	293
Total Headcount	3752	3993	4312	4657	5030	5432	5867	6336	6843	7390	7982	8620	9310	10055	10859	11728	12079
Total FTE	3334	3516	3798	4101	4430	4784	5167	5580	6026	6508	7029	7591	8199	8855	9563	10328	10638
REPLACEMENT FTE																	
Freshman	750	772	834	901	973	1051	1135	1226	1324	1429	1544	1667	1801	1945	2100	2192	1967
Transfer	916	1036	1119	1208	1305	1410	1522	1644	1776	1918	2071	2237	2416	2609	2818	2639	2639
Graduate	67	75	81	88	95	103	111	120	129	139	151	163	176	190	205	192	192
NEW FRESHMAN RECRUITMENT TARGET																	
Prospect																	
Applicant	9460	9744	10523	11365	12275	13257	14317	15462	16699	18035	19478	21036	22719	24537	26500	24821	24821
Admit	6149	6334	6840	7387	7978	8617	9306	10051	10855	11723	12661	13674	14768	15949	17225	16134	16134
Deposit	1291	1330	1436	1551	1675	1810	1954	2111	2279	2462	2659	2871	3101	3349	3617	3388	3388
Enroll	956	984	1063	1148	1240	1339	1446	1562	1687	1822	1967	2125	2295	2478	2677	2507	2507
NEW TRANSFER RECRUITMENT TARGET																	
Prospect																	
Applicant	5076	5739	6198	6693	7229	7807	8432	9106	9835	10622	11471	12389	13380	14451	15607	14618	14618
Admit	2995	3386	3657	3949	4265	4606	4975	5373	5803	6267	6768	7310	7894	8526	9208	8625	8625
Deposit	1527	1727	1865	2014	2175	2349	2537	2740	2959	3196	3452	3728	4026	4348	4696	4399	4399
Enroll	1146	1295	1399	1511	1631	1762	1903	2055	2219	2397	2589	2796	3020	3261	3522	3299	3299
NEW STUDENT TARGET																	
Undergraduate	2101	2279	2462	2659	2871	3101	3349	3617	3906	4219	4556	4921	5314	5740	6199	5806	5806
Graduate	83	93	101	109	118	127	137	148	160	173	187	202	218	235	254	238	238
<b>Total New Students</b>	<b>2184</b>	<b>2373</b>	<b>2563</b>	<b>2768</b>	<b>2989</b>	<b>3228</b>	<b>3486</b>	<b>3765</b>	<b>4066</b>	<b>4392</b>	<b>4743</b>	<b>5122</b>	<b>5532</b>	<b>5975</b>	<b>6453</b>	<b>6044</b>	<b>6044</b>



California State University

CHANNEL ISLANDS

# Recruitment Target Projections 2015-2030



ACADEMIC YEAR

