

Enrollment Management Trend Update
Thursday, January 14, 2021
Humboldt State University

Spring Enrollment Trends as of 1/11/21

All Enrollment

CAREER (Multiple Items)

	Spring 2021		Spring 2020		Spring 2019		Spring 2018		Spring 2017	
	HC		HC		HC		HC		HC	
Cont/Ret PBac	457	2.93%	444	-4.93%	467	2.86%	454	1.79%	446	
Continuing UGrd	4,669	-15.19%	5,505	-10.25%	6,134	-8.43%	6,699	-2.81%	6,893	
New PBac	26	62.50%	16	-20.00%	20	-28.57%	28	0.00%	28	
Returning UGrd	40	8.11%	37	-19.57%	46	-9.80%	51	6.25%	48	
Transitory	12	-25.00%	16	45.45%	11	-21.43%	14	40.00%	10	
First-time UGrd	14	40.00%	10	-9.09%	11	-47.62%	21	23.53%	17	
Transfer UGrd	200	-6.54%	214	0.94%	212	-20.90%	268	-21.87%	343	
Grand Total	5,418	-13.20%	6,242	-9.55%	6,901	-8.41%	7,535	-3.21%	7,785	

All FTE

CAREER (Multiple Items)

	Spring 2021		Spring 2020		Spring 2019		Spring 2018		Spring 2017	
	FTEs		FTEs		FTEs		FTEs		FTEs	
Cont/Ret PBac	437.51	5.94%	412.99	-3.93%	429.87	4.70%	410.57	2.80%	399.40	
Continuing UGrd	4,292.83	-16.16%	5,120.10	-10.37%	5,712.23	-7.35%	6,165.47	-3.58%	6,394.67	
New PBac	20.97	65.96%	12.63	-28.49%	17.67	-28.81%	24.82	15.03%	21.58	
Returning UGrd	31.47	19.19%	26.40	-15.29%	31.17	-8.15%	33.93	-6.43%	36.27	
Transitory	2.20	-71.30%	7.67	27.78%	6.00	-43.75%	10.67	23.08%	8.67	
First-time UGrd	11.73	14.29%	10.27	-3.75%	10.67	-44.25%	19.13	27.56%	15.00	
Transfer UGrd	180.77	-0.64%	181.93	-1.66%	185.00	-15.45%	218.80	-22.98%	284.10	
Grand Total	4,977.48	-13.77%	5,771.99	-9.71%	6,392.61	-7.13%	6,883.38	-3.86%	7,159.68	

Returning Student Enrollment Trends

To-date, 83% of Fall 2020 eligible continuing undergraduate students have registered for courses in our virtual and hybrid course delivery for Spring 21. This is less than 86% at this point in last year's cycle. We will continue to monitor this trend until census. The detailed dashboard report is enclosed.

Admissions Trend Update & Summary

The Fall 21 and Spring 21 admissions cycle has been filled with challenges that the admissions team has taken a proactive approach, but we continue to plan for an intense Spring semester of efforts to bring next year's incoming class.

Currently, Spring 21 is holding steady with applications 36.68% from prior year (Sp21 = 1,144) and confirmed 8.06% from prior year (Sp21 = 268). To be ahead of confirmed in a positive at this point due to the fact we confirmed less than prior year. Census will tell if this trend will hold. Fall 21 has been sporadic with students' decision to apply as the CSU trends have shown. A week ago, HSU was between 38% to 40% down than last year's applicant numbers reported by the CSU, as were all CSU's. Even before those reports from CSU, Admissions was actively working on activities to reverse this trend. The support from University Presidents pushing to make the announcements of potential in-person classes for fall and CSU decisions to extend the priority deadline has supported our efforts to close the gap. As of today, we are currently showing HSU 8.72% down from prior year applicants at this time.

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The Admissions team continues to work with nearly 4k in-progress applicants with direct outreach campaigns, complemented by additional communications and a live-session with learning communities in January to drive students to submit applications sooner than later. A bright note is that HSU currently tracks ahead on confirmed students for Fall 21 by **76.24%** (356). This figure is positive, but please keep in mind that there is a long road to May 1, so I encourage us to be cautious with any early excitement. Admissions with the University's support will continue to work to keep this trend moving to May 1.

An additional positive note from the Fall numbers is the application closure of the Fall 21 RN-BSN application on December 15, 2020, due to the submission of **165** completed applications with **89** admitted to HSU to this point through our auto admissions process. The team's next step is to evaluate the applicant pool with the Director of Nursing to determine the eligibility of the 165 applicants being considered for part-time and full-time cohorts. Initial review shows the applicant pool is healthy and promising for the future of the program.

Below are highlights of the challenges faced, strategy utilized, and results to this point.

- Growing the funnels for transfer students has been challenged. Still, the Director of Admissions is leading the charge to develop a new outreach initiative entitled HSU Transfer+, which will focus on transfer success and growth of the transfer student funnel. A team including transfer guidance counselors and transfer admissions specialists is launching this effort this spring with College of the Redwoods and 12 other community colleges.
- Admissions have met with the GSP faculty team to develop a strategy to extend and improve the recruitment model within key community colleges that currently are feeders or potential future feeders. This work is a terrific sign of data-driven decisions leading to collaborative efforts between recruitment staff and faculty to develop strategic approaches.
- Making students feel welcomed and connected to HSU in a pandemic has been a challenge. Still, the Admissions team launched its call center with HSU ambassadors calling target student groups to communicate designed messages through phone and text efforts. Call Center staff have called 1,111 applicants for Sp21 and are currently reaching out to Fa21 admits and confirmed students (~210 students of 7,689 admits to-date).
- The first academic department has launched and completed their first admitted student calling campaign of the fall 21 admissions cycle—the Economics department reached out to 42 students utilizing the new Slate CRM. Dr. Eschker shared that the platform was easy to use and allowed for easy copy and paste options to help connect admitted students to current economic students. The Director of Admissions recently met with academic college leadership to structure the launch of additional department calling campaigns starting early in the Spring semester. This hard work also is setting the campus to launch these efforts sooner for the next admissions cycle.

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- Holding events this fall has been a challenge. Still, our campus successfully launched Fall Preview, I've Been Admitted to College, and American Indian College Motivational Day (see attachment) on the Conduit-Platform Q platform with the potential to adding IdeaFest this coming semester for current students. The events coordinators learned much from each event experience and adjusted the programming to improve future events—the focus is on launching a series of mini-activities for the Spring Applicant Receptions leading to an online Spring Preview.
- Continued efforts to streamline processes to increased response time have produced a new Cal State Application Fee appeal process. The adjustments have cut the processing time in half and increased the applicants' communication, including custom automated emails based on three unique data fields.
- Launching a new program in a pandemic environment has been challenging, but Project Rebound officially has nine current students in its program and looks to grow this coming year. The program will launch its website in January 2021, including a brochure (see attached document) and other collateral materials. The program staff is also working with CEEGE to launch an online BA course with the Eureka Jefferson Center with presentations to continuation schools, jails, etc. also to encompass some "system-affected" populations. Additionally, in the program's first year, a plan is being developed with the Yurok community to support our local native community around this unique future student population.
- Outreaching to non-California residents in a pandemic has led to Admissions actively promoted to 50K international students attending 40 California and WUE community colleges using digital marketing campaign. Also, Admissions efforts to grow the admissions funnel are currently showing an 11% increase (469) from the prior year in applicants from WUE and Out-of-State students.
- An improved understanding of our admitted students who select to attend or attend elsewhere has been a priority. This December, Enrollment Management evaluates the results of the Admitted Student survey provided to us by the investment of NRCCUA/Eduventures agreement. Immediate initial results confirm students attending HSU show that a major of students have mindsets focused on Experiential Learning, Social Focus, and Career Pragmatist. (Snapshot provided in attachment)
- Cal Poly SLO MOU, focused on an improved redirection approach, is set to launch in late February to early March in its second year.
- Humboldt First continues to reach students in community events. In the past two months, HSU has held virtual events at McKinleyville High School, Fortuna High School, Eureka High School, and Northern United Charter, with several positive conversations directly with seniors. Today, we track ahead 20 applications overall (includes all applicant types) within the local area based on HUMIS reporting.
- 13 College Chats were held this fall semester in collaboration with HCOE. A tremendous thank you to Jim Ritter and Jana Ashbrook for continually developing and learning from each experience. Development of the Spring series of College Chats is happening currently with everything learned from this fall experience.

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- This year we launched a new message series for prospective students that states that students considering HSU can be BOLD but better yet, Be HumBOLDt. An email series compliment a sample of the mailer mailed to prospective students to the remaining prospective in our CRM. A shout to Marcom for supporting the Admissions team to react quickly and get these initiatives from print to web.

Spring 21 Housing Trend Report and Summary

As of 1/13/2021 there are currently 201 students living in on campus housing (a consistent number that remained over the Winter Break). We plan on a group of about 100 athletes returning to campus on February 1, 2021, and additional groups arriving between 1/14/21 – 2//18/21 and from 2/19/21 – 2/22/21. Our projected occupancy for Spring 2021 is 718 residents, which allows us to maintain a smaller residential population in accordance with CSU guidelines.

Housing in partnering with the Student Health and Wellbeing Center to ensure each resident receives two COVID-19 tests (one on arrival and one 7 days after that), a process that worked very well during the Fall semester.

We remain committed to setting aside housing space for students needing to be in isolation due to a positive COVID test or, in some cases, significant contact with someone having a positive test. Housing staff continues to partner with Chartwells to ensure isolation meal delivery is available for all students placed in isolation housing.

For Fall 2021, we are currently estimating (based on Chancellor's Office approval) an occupancy load of 65% which equates to 1,344 residents on campus. This allows us to maintain 725 un-occupied spaces ensuring rooms for isolation and lower density of students across campus