

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.)



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.



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.



7.

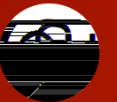


I. Fall 2022: 5643 Headcount, 4768 FTES (25% drop in FTES since Fall 2019)

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](#)



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 \(Oct 2022\)](#)



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,





