

Enrollment Management Q & A

1. Q. Who sets the annual enrollment target?

A. The target is set annually by the California State University Chancellor's Office. Staff there consider several variables, including campus growth or decline, changes in regional student and prospective student populations, and most importantly, the state budget before recommending campus targets to the Chancellor.

2. Q. Can the target be changed?

A. Yes. If state budgets are restricted (or increased), the Chancellor's Office may modify enrollment targets for all campuses, or specific campuses. Campuses can make requests regarding target enrollment, but the Chancellor's Office has the final decision.

3. Q. What is Sacramento State's enrollment target?

A. Sacramento State's target for the 2010-11 academic year is 20,482 in terms of full-time equivalent students (FTES). That reflects a target enrollment reduction of 2,488 FTES (approximately 3,000 "head count" students) as a result of cuts in state funding of higher education.

4. Q. Are targets set uniformly across the system?

B. No, campus targets are not all uniform. For 2010-11, enrollment targets, in terms of FTES, range from 870 for the California Maritime Academy to 25,233 at San Diego State University.

5. Q. How does this relate to impaction?

A. Based on data including the number of applications we've received, we expect our enrollment to come in above target in fall 2010. This could create a situation in which we are serving and teaching students for whom we get no state support.

6. Q. What does the term "impaction" mean?

A. Generally speaking, the CSU system uses the term "impaction" to refer to a situation where documented student interest in admissions exceeds existing or funded capacity. Sacramento State is currently considering campuswide impaction beginning with the Fall 2011 semester. Such a declaration would be made by the Chancellor's Office upon recommendation of a campus.

7. Q. How many types type of impaction are there?

A. There are several types of impaction, including, but not limited to the following:

- Systemwide
- Campuswide
- Campus-specific class level
- Campus-specific college or program

Sacramento State is considering campuswide impaction.

8. Q. Is Sacramento State currently impacted on any of these levels?

A. Yes. The University currently has three impacted programs (Nursing, Graphic Design and Interior Design). The University also is considering a request from the College of Business to impact that entire college. Additionally, the campus is currently utilizing the overall CSU-systemwide impaction (declared in late 2008 by the Chancellor's Office). Systemwide impaction permits campuses to give priority admission to in-region applicants and restrict applicants in four categories: unclassified graduate, second baccalaureate, lower-division transfer, upper-division transfers who have not met minimum admission criteria.

9. Q. Why is Sacramento State considering impaction?

A. Three factors are responsible. We are coping with unprecedented budget cuts from the state, the reduction of our enrollment target because of those cuts, and an increased number of students applying for admissions. All of this means that we would be unable to properly serve all of the students we would normally admit.

10.Q. What is the main difference between being an impacted and non-impacted CSU campus?

A. Non-impacted campuses, by law (Title V, Ed Code) must admit all applicants from California who submit a complete application by the stated deadline and meet the minimum admission requirements.

Impacted campuses must admit all applicants from their local service region who meet the above criteria, but can apply supplemental criteria to applicants from outside the region.

11.Q. What are supplemental criteria that could be used on applicants outside the region?

A. Typically, supplemental criteria include a slightly higher high school GPA and/or SAT/ACT score. Applying these supplemental criteria reduces the number of

students eligible for admission to a CSU outside their “home” region.

12.Q. What happens to those students who don’t meet supplemental criteria?

A. It is important to note that every California resident lives in a CSU service area. That provides the following options:

- The student can apply to his or her home region’s CSU campus
- The student can apply to a community college
- The student can apply to another, non-impacted CSU campus

Additionally, for those who don’t meet supplemental criteria, there are provisions for exceptions mainly based on preventing financial hardship by sending a student to another CSU campus.

13.Q. What happens if a non-impacted campus has too many applicants who don’t meet supplemental criteria?

A. The non-impacted campus must admit 100 percent of the qualified applicants, who apply on-time and complete their application. This is the situation Sacramento State will likely be in this fall, because any declaration of campuswide impaction would begin in Fall 2011. If doing so puts the campus in an “over-enrolled” situation, then the campus can use a limited number of “tools” to control the total FTES. Such tools include:

- Setting and enforcing unit caps
- Closing or severely restricting spring admissions
- Limiting reinstatement for students who have been academically disqualified or dismissed
- Reducing graduate enrollment

14. Q. Are other types of impaction being contemplated by Sacramento State officials?

A. Yes. Provost Joseph Sheley, Vice President Lori Varlotta, and Associate Vice President Ed Mills have initially recommended campuswide impaction to President Alexander Gonzalez. President Gonzalez then requested broad consultation across campus, which is currently in progress.

The other levels of impaction were not recommended because they would single out groups of students, could not be implemented in time or would not reduce the total number of students on-campus. Throughout the impaction consideration process, we have sought to be as ethical, equitable and student friendly as possible.

15.Q. What happens next with this recommendation?

- A. Provost Sheley, Vice President Varlotta and Associate Vice President Mills have shared the information across campus and are seeking feedback. Then, they will share that feedback with President Gonzalez, who decides whether to send a formal “campus-level” impaction request to the Chancellor’s Office. Requests for Fall 2011 are due to the Chancellor’s Office by April 30, 2010.

16.Q. How is such feedback being solicited on campus?

- A. Consultation is currently under way and includes multiple campus constituencies including:

- Faculty Senate and the Senate’s Executive Committee
- College Deans and Chairs
- Enrollment Management Committee
- Academic Policy Committee (APC)
- Graduate Studies Policy Committee (GSPC)
- Associated Students, Inc. (ASI)
- Strategic Planning Committee
- University Enterprises, Inc.
- Self-Support Departments (University Union, Student Health Center, Residence Life, etc.)
- A forum open to the entire campus April 15.

Next, Sheley, Varlotta and Mills will meet with and inform our regional partners including:

- The Los Rios/Sacramento State Task Force
- Additional community partners (Local High School Districts, etc.)

17.Q. If Sacramento State obtains approval for campus impaction, what happens to local students within the region?

- A. In terms of campus-wide impaction, local students will continue to be required to meet only the CSU’s systemwide minimum admission requirements and campus deadlines. In other words, the campus cannot and will not change or increase the admission criteria for its local, “service-region” students.

18.Q. What is the current service region for Sacramento State?

Counties for High School Coverage:

1. Sacramento
2. Sierra
3. Placer
4. Yolo
5. Sutter
6. El Dorado
7. Amador
8. Alpine
9. Nevada
10. Colusa
11. Solano
12. *Yuba
13. *San Joaquin

Community Colleges:

1. Los Rios Community College District
 - a. American River College
 - b. Sacramento City College
 - c. Folsom Lake Community College
 - d. Cosumnes River College
2. Lake Tahoe Community College District
3. Sierra Joint Community College District
4. Woodland Community College
5. Solano County Community College District
6. *San Joaquin Delta Community College District

* Counties or districts informally added to service area previously to increase local recruiting region because they are typically among our highest feeder counties/CCDs:

- Yuba is traditionally served by Chico State
- San Joaquin is traditionally served by Stanislaus State
- Solano County was formally added in 2009

19.Q. Can a campus change its service region?

A. Yes, in consultation with and approval from the Chancellor's Office.

20.Q. What will the new service region be for Sacramento State?

A. This is currently under discussion by Sheley, Varlotta, Mills, Faculty Senate and the Academic Policies Committee (APC). Decisions will be based on what is most ethical, equitable and student friendly.

21.Q. If campuses are changing their service regions, could it be the case that some California counties fall into no CSU's service region?

A. No. According to the Chancellor's Office, all regions/counties of the state must fall into one CSU campus' service region.

22.Q. Can a single county or region be shared by two or more CSU service areas?

A. Yes.

23.Q. What will changing our service region and using supplemental criteria for out-of-region students do to our campus diversity?

A. Our initial findings in researching this important question show a minimal impact of less than one half of one percent. However, in order to do everything we can to preserve Sacramento State's strengths as a diverse campus, we are studying this issue very closely.

The initial analysis indicated that if a 3.0 high school GPA were applied as supplemental criteria to all out-of-region applicants, 295 first time freshmen would not have been admitted for Fall 2009. Analyzing the impact on diversity revealed that the reduction in students from under-represented minority groups (URM) was reduced by 0.4 percent of the total freshmen class. Additional analysis is under way for transfer students.

24.Q. Why don't we "miss" or "exceed" our enrollment target and admit all qualified students?

A. Campuses that "miss" target (come in below designated number) run the chance of having their target temporarily or permanently lowered. A lower target means fewer students, and that means less state support and less student fees.

When a campus exceeds target, it is serving and teaching students for whom it gets no state support. Although Sacramento State strongly supports greater

access to higher education, it is our responsibility to continue to provide a quality education and services to students on our campus.

25.Q. What are the variables that affect our ability to hit target?

A. Enrollment is not easily predictable and is subject to a large number of complex variables that must be monitored on an on-going basis. Although the list of variables is long, a few more common examples include:

1. Graduating Students
2. Student Attrition (stop out, drop out, fail out, transfer out)
3. Continuation rates for each class level
4. Average unit load
5. Student petitions for reinstatement and readmission
6. New students trying to enter the university

All enrollment-related factors must be monitored closely. Student Affairs and Academic Affairs work together to complete on-going enrollment projections.

26.Q. When do we know if we have “hit” our target?

A. Annual enrollment targets are based on the college year. The college year is derived by adding total, annualized resident state-side FTES for summer to annualized academic year (fall and spring terms) each year. This result, after spring census, is then compared to the campus enrollment target as assigned from the CO.