

# SDSU

San Diego State  
University

## ENROLLMENT MANAGEMENT REPORT

MARCH 7, 2023

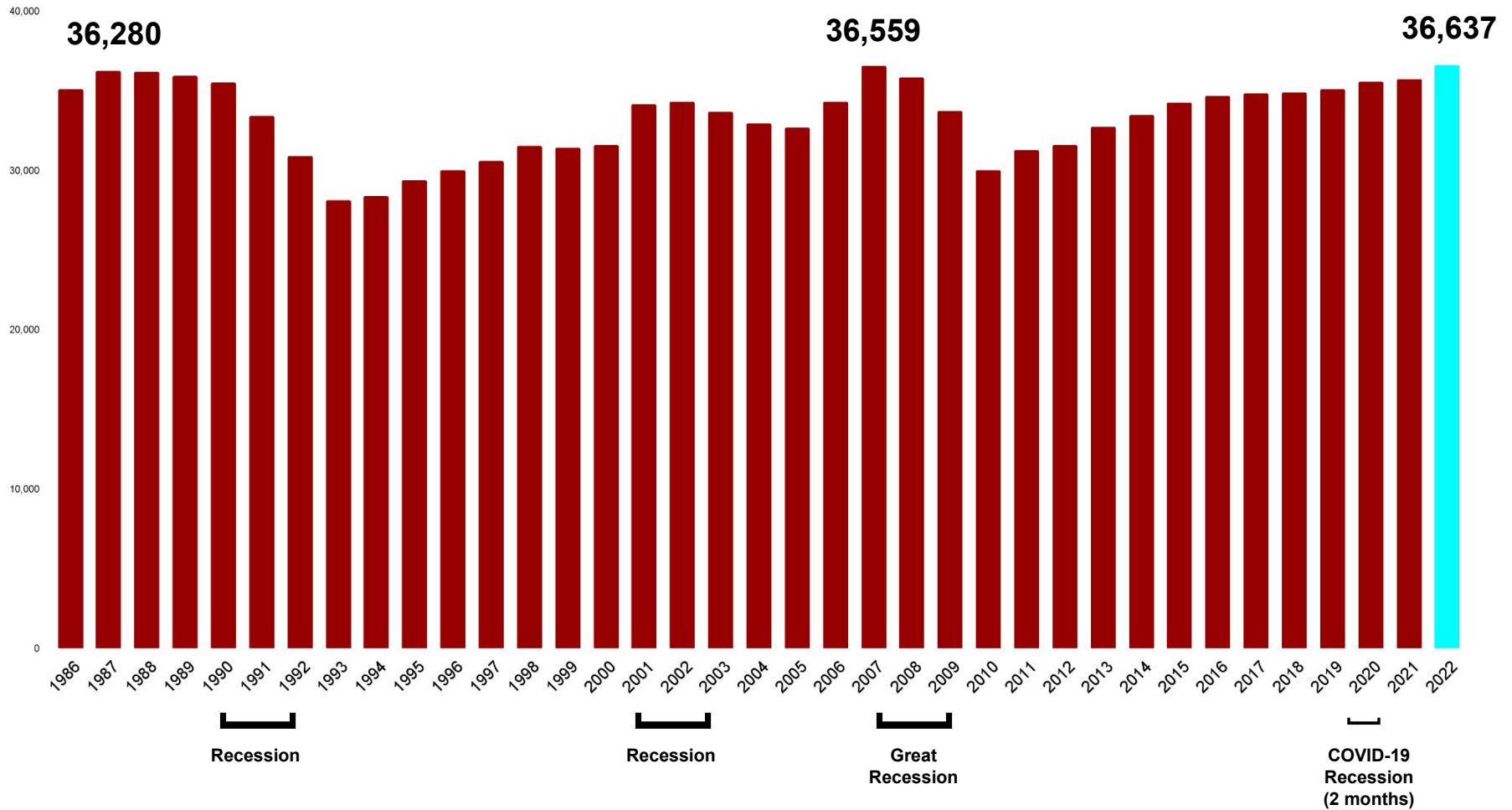


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# 2022-2023 ENROLLMENT

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## RECORD ENROLLMENT IN FALL 2022



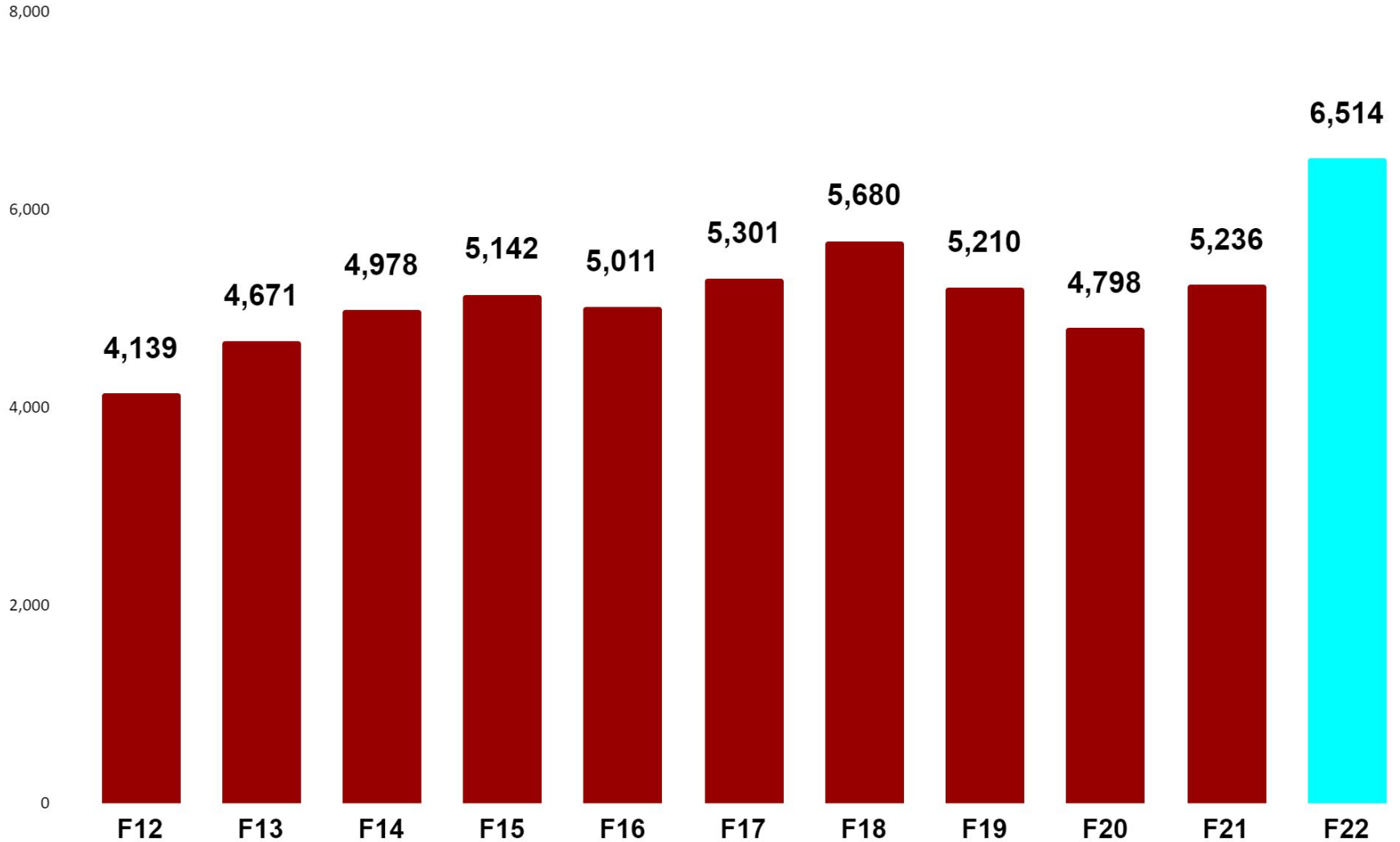
## Changes in the Ethnic Profile of SDSU Students, Fall 2013, Fall 2018, Fall 2022

<b>URM</b>	<b>Fall 2013</b>	<b>Fall 2018</b>	<b>Fall 2022</b>	<b>5 yr Chg.</b>	<b>10 yr Chg.</b>
Native American	92	113	80	-29.2%	-13.0%
African American	1,191	1,337	1,439	7.6%	20.8%
Hispanic	9,574	10,710	12,433	16.1%	29.9%
<b>Total</b>	<b>10,857</b>	<b>12,160</b>	<b>13,952</b>	<b>14.7%</b>	<b>28.5%</b>

<b>Not-URM</b>	<b>Fall 2013</b>	<b>Fall 2018</b>	<b>Fall 2022</b>	<b>5 yr Chg.</b>	<b>10 yr Chg.</b>
Asian	2,286	2,507	2,813	12.2%	23.1%
Pacific Islander	102	73	83	13.7%	-18.6%
Filipino	1,935	1,963	1,859	-5.3%	-3.9%
Multiple Ethnicities	1,777	2,175	2,428	11.6%	36.6%
White	12,030	11,774	12,410	5.4%	3.2%
Other/Not Stated	1,873	1,505	1,256	-16.5%	-32.9%
International	1,899	2,724	1,836	-32.6%	-3.3%
<b>Total</b>	<b>21,902</b>	<b>22,721</b>	<b>22,685</b>	<b>-0.2%</b>	<b>3.6%</b>

<b>Grand Total</b>	<b>32,759</b>	<b>34,881</b>	<b>36,637</b>	<b>5.0%</b>	<b>11.8%</b>
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## Record-Size Class



**3.9**

Mean Cumulative Weighted GPA  
Record High

**61:39**

Females:Males  
11 Nonbinary

**1918**

Service Area Students

**28%**

First Generation\*

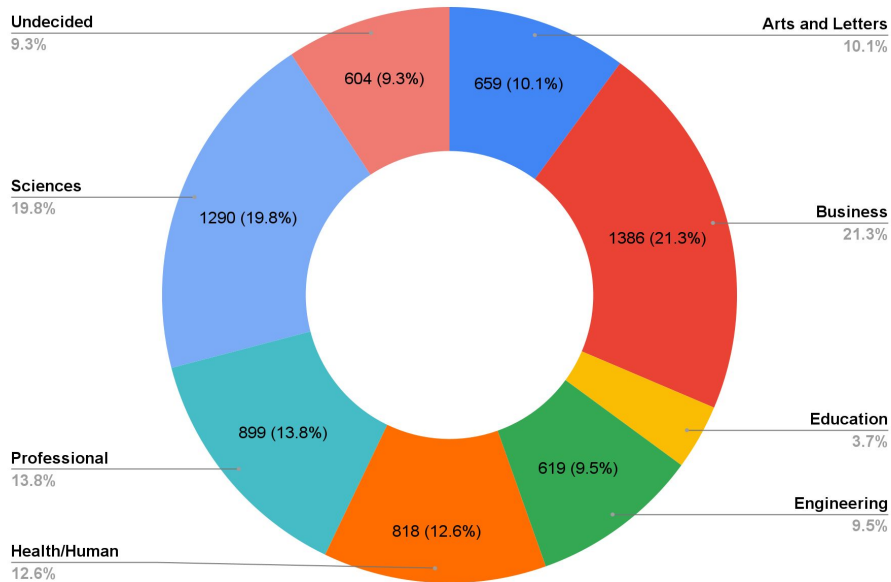
**49**

U.S. States + D.C.

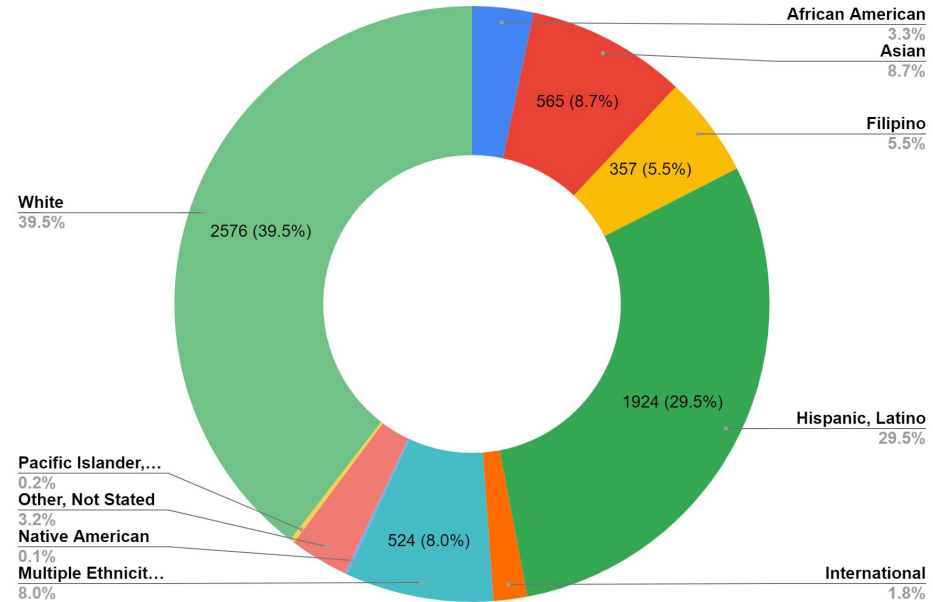
**20**

Other Nations

## Academic Unit

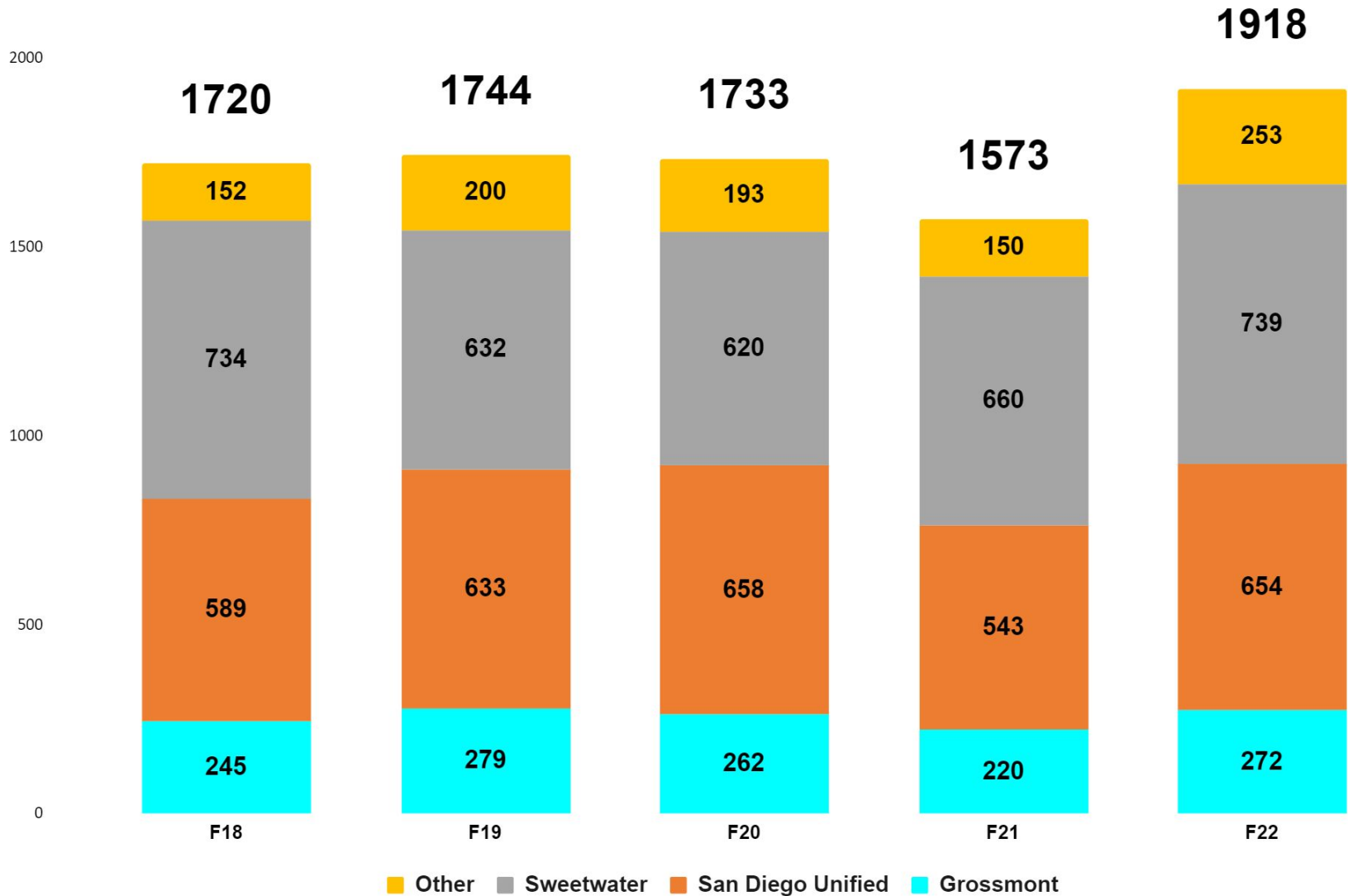


## Ethnicity

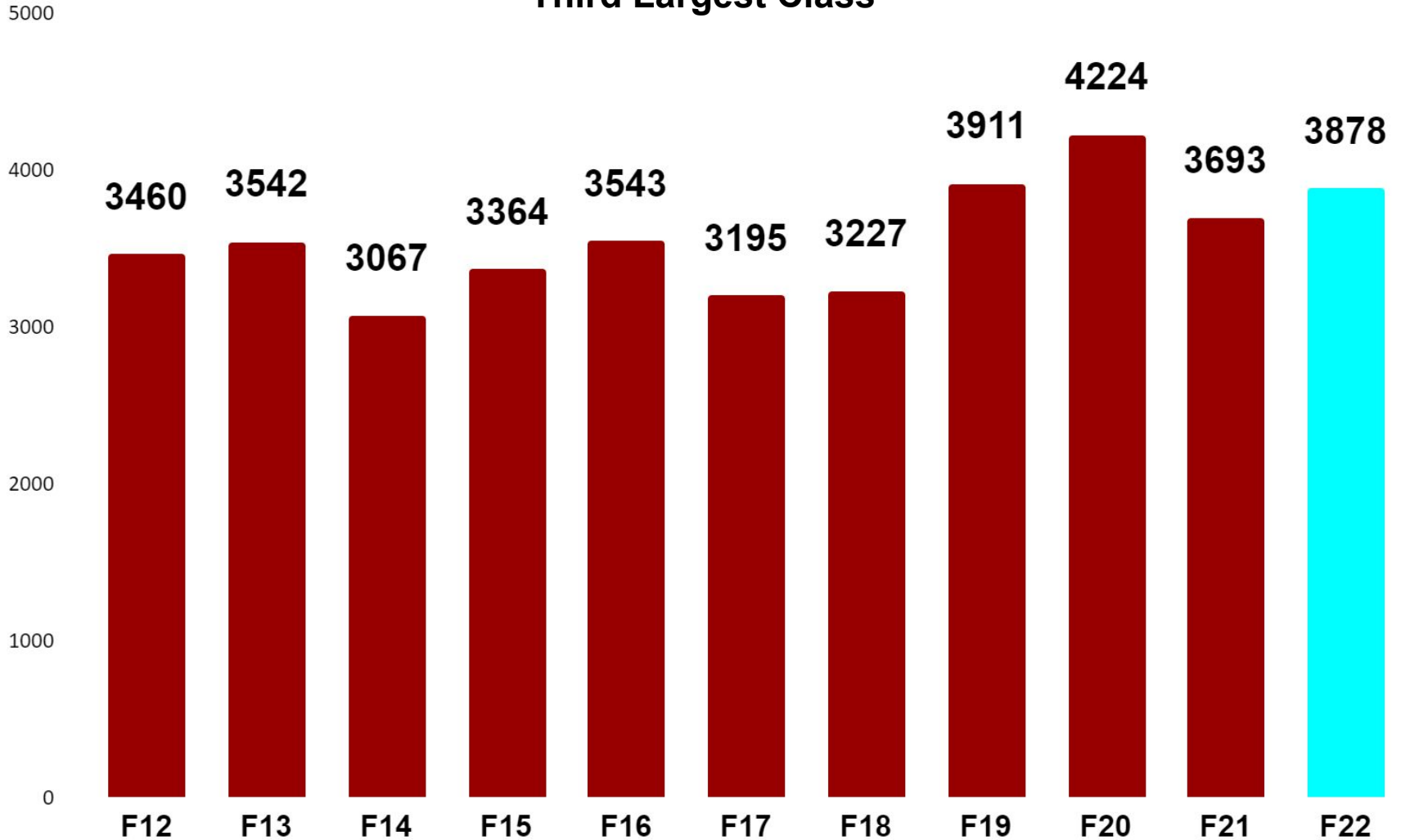


\*Students whose parents attended no college or some college without obtaining a bachelor's degree.

# LOCAL FIRST-YEAR STUDENTS BY DISTRICT



## Third Largest Class





**3.4**

Mean Cumulative Weighted GPA

**53:47**

Females:Males  
22 Nonbinary

**66%**

Service Area Students

**41%**

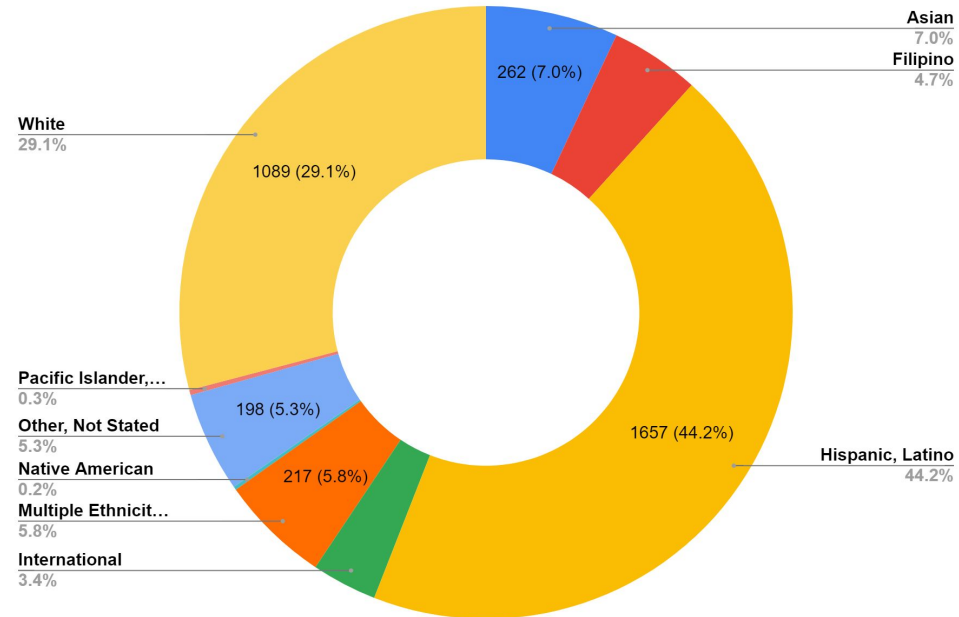
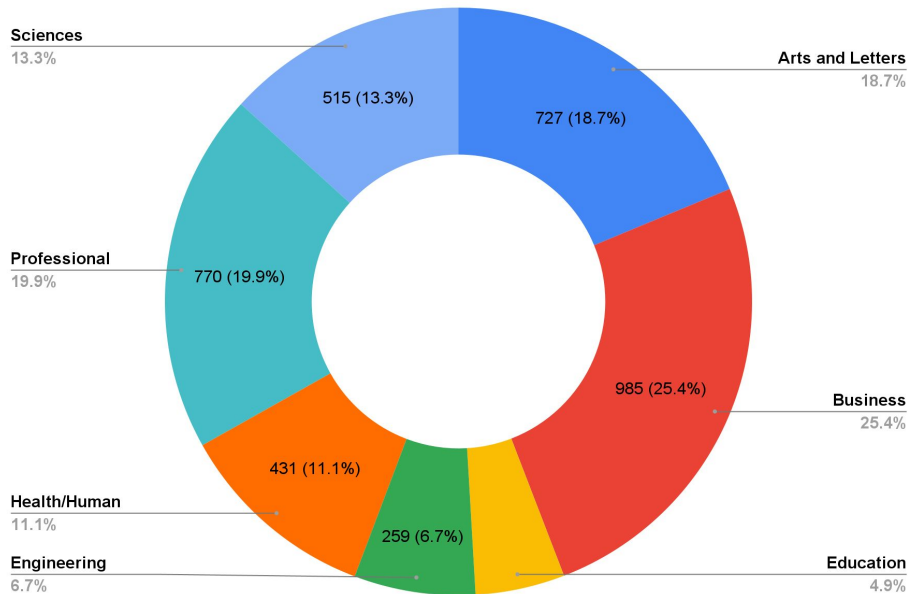
First Generation\*

**1390**

ADT Programs

**Academic Unit**

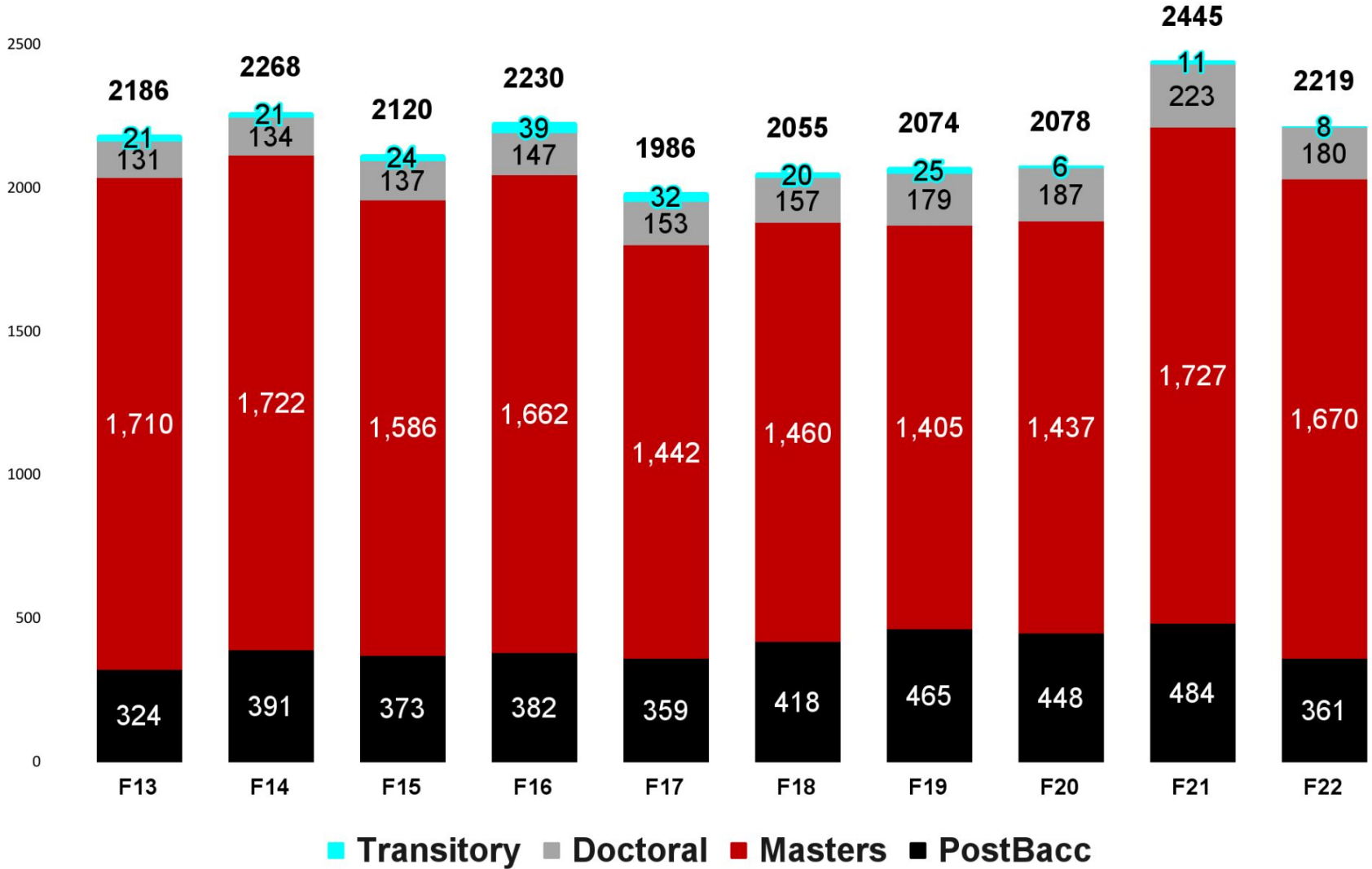
**Ethnicity**

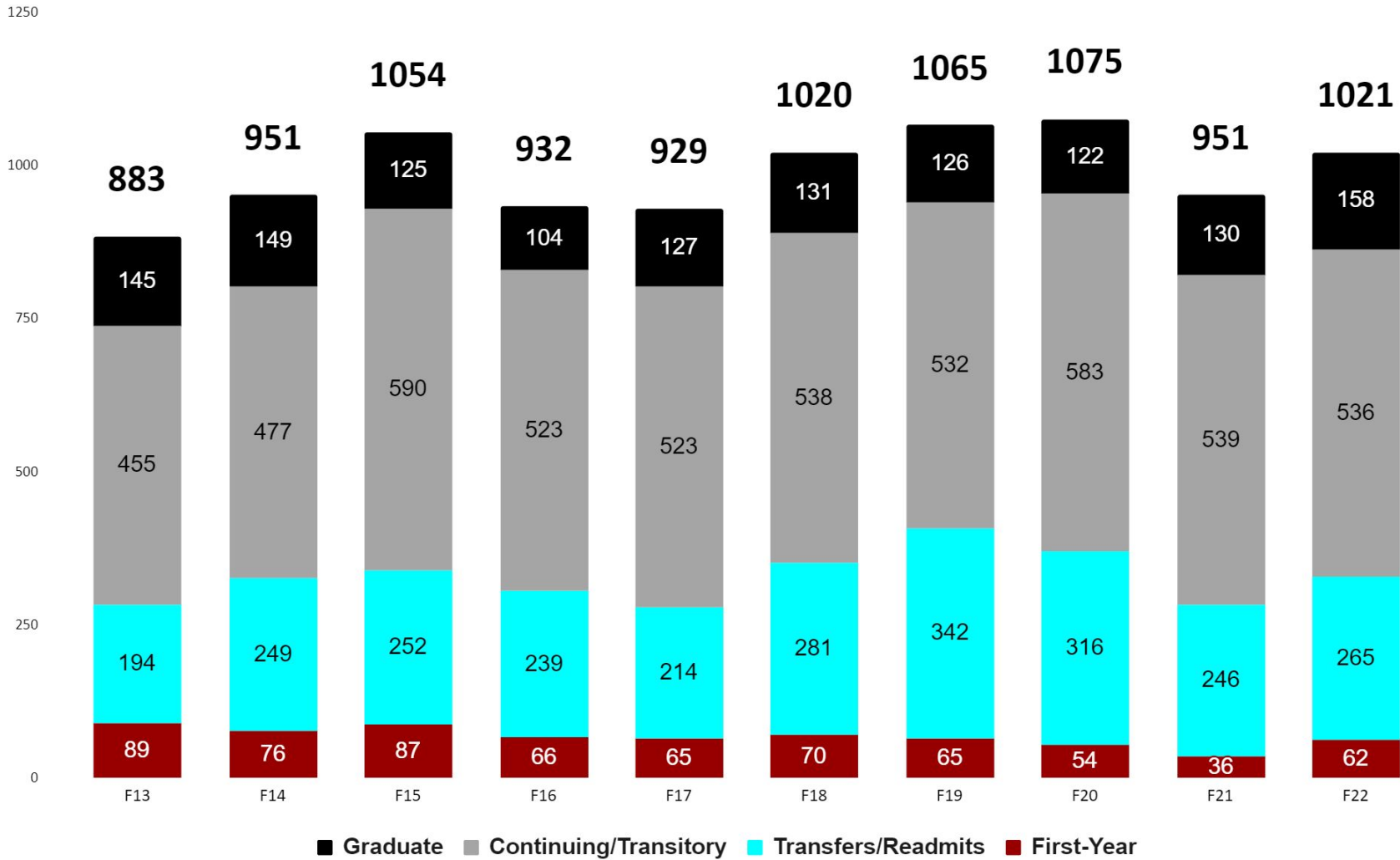


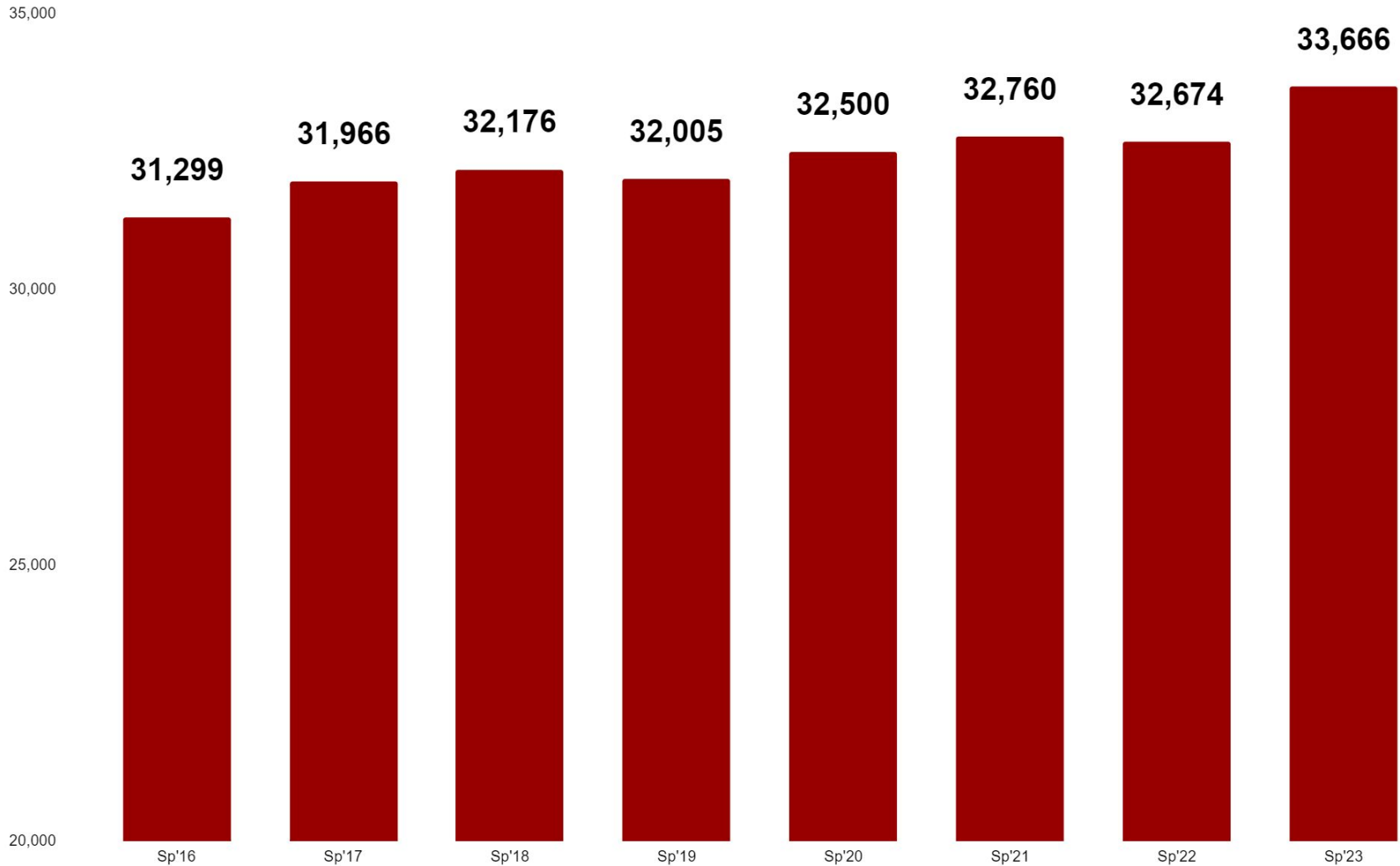
\*Students whose parents attended no college or some college without obtaining a bachelor's degree.

# NEW GRADUATE STUDENTS

*San Diego Campus*







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# FALL 2022 CSU ENROLLMENT

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CSU Campus	2017	2018	2019	2020	2021	2022	1-Yr Diff	5-Yr Diff
Bakersfield	9,863	10,493	11,199	11,397	10,624	9,261	-1,363	-602
Channel Islands	7,053	7,095	7,093	6,943	6,437	5,643	-794	-1,410
Chico	17,789	17,488	17,019	16,630	15,421	13,840	-1,581	-3,949
Dominguez Hills	15,179	15,741	17,027	17,763	16,916	15,530	-1,386	351
East Bay	15,435	14,525	14,705	14,641	13,499	12,080	-1,419	-3,355
Fresno	25,168	24,995	24,139	25,341	24,946	23,929	-1,017	-1,239
Fullerton	40,439	39,774	39,868	41,408	40,087	39,729	-358	-710
Humboldt	8,347	7,774	6,983	6,431	5,739	5,858	119	-2,489
Long Beach	37,065	36,846	38,074	39,359	39,434	38,270	-1,164	1,205
Los Angeles	28,253	27,685	26,361	26,342	27,029	26,027	-1,002	-2,226
Maritime	1,050	1,017	911	907	880	808	-72	-242
Monterey Bay	7,131	7,079	7,123	6,871	6,995	6,539	-456	-592
Northridge	39,816	38,716	38,391	38,815	38,551	36,123	-2,428	-3,693
Pomona	25,894	26,443	27,914	29,704	29,103	27,173	-1,930	1,279
Sacramento	30,661	31,131	31,156	31,451	31,573	30,883	-690	222
San Bernardino	20,461	19,973	20,311	19,404	19,182	19,467	285	-994
★ San Diego	34,828	34,881	35,081	35,578	35,732	36,637	905	1,809
San Francisco	29,607	29,586	28,880	27,075	26,620	25,046	-1,574	-4,561
San Jose	33,409	32,828	33,282	33,025	33,848	32,432	-1,416	-977
San Luis Obispo	22,188	21,812	21,242	22,287	22,028	21,778	-250	-410
San Marcos	13,893	14,511	14,519	14,643	14,503	13,469	-1,034	-424
Sonoma	9,223	9,201	8,649	7,807	7,182	6,483	-699	-2,740
Stanislaus	10,003	10,214	10,614	10,741	10,028	9,738	-290	-265
CalStateTeach	1,033	990	933	961	855	846	-9	-187
International Program	509	412	455	26	254	403	149	-106
<b>Grand Total</b>	<b>484,297</b>	<b>481,210</b>	<b>481,929</b>	<b>485,550</b>	<b>477,466</b>	<b>457,992</b>	<b>-19,474</b>	<b>-26,305</b>

# FALL 2022 TOTAL FTES BY CAMPUS

CSU Campus	2017	2018	2019	2020	2021	2022	1-Yr Diff	5-Yr Diff
Bakersfield	8,613	9,212	9,920	10,186	9,050	7,957	-1,093	-656
Channel Islands	6,186	6,277	6,406	6,195	5,581	4,768	-813	-1,418
Chico	16,647	16,437	16,181	15,608	14,231	12,869	-1,362	-3,778
Dominguez Hills	12,168	12,711	13,948	14,574	13,679	12,456	-1,223	287
East Bay	13,731	12,371	12,805	12,910	11,757	10,322	-1,436	-3,409
Fresno	22,350	22,236	21,641	22,413	21,773	20,692	-1,081	-1,658
Fullerton	33,067	32,530	33,202	34,563	32,731	32,498	-233	-568
Humboldt	7,934	7,362	6,658	5,942	5,285	5,280	-5	-2,654
Long Beach	31,729	31,571	32,673	33,837	33,336	32,411	-925	682
Los Angeles	23,743	23,606	22,678	22,746	22,885	21,910	-975	-1,833
Maritime	1,133	1,107	990	972	938	868	-70	-266
Monterey Bay	6,797	6,701	6,605	6,380	6,419	6,012	-407	-784
Northridge	32,801	32,409	32,471	33,093	32,214	29,866	-2,348	-2,935
Pomona	22,976	23,078	24,784	26,203	25,136	23,387	-1,748	411
Sacramento	26,414	26,719	27,144	27,535	27,182	26,254	-929	-160
San Bernardino	17,967	17,749	18,319	16,757	16,057	16,146	89	-1,820
★ San Diego	31,812	31,988	32,169	32,943	32,540	33,402	862	1,590
San Francisco	24,888	25,094	24,583	23,179	22,121	20,850	-1,271	-4,038
San Jose	28,196	27,979	28,490	28,599	28,609	27,164	-1,445	-1,032
San Luis Obispo	21,528	21,204	20,698	21,674	21,180	20,892	-288	-636
San Marcos	11,672	12,288	12,389	12,688	12,427	11,465	-962	-207
Sonoma	8,646	8,673	8,250	7,429	6,630	5,849	-780	-2,797
Stanislaus	8,521	8,760	9,217	9,374	8,475	8,073	-403	-448
CalStateTeach	934	887	807	893	781	785	5	-149
International Program	521	424	465	29	259	413	155	-108
<b>Grand Total</b>	<b>420,973</b>	<b>419,373</b>	<b>423,492</b>	<b>426,719</b>	<b>411,276</b>	<b>392,589</b>	<b>-18,687</b>	<b>-28,384</b>

# FALL 2022 RESIDENT FTES BY CAMPUS

CSU Campus	2017	2018	2019	2020	2021	2022	1-Yr Diff	5-Yr Diff
Bakersfield	8,280	8,911	9,678	9,958	8,828	7,742	-1,086	-538
Channel Islands	6,142	6,200	6,341	6,145	5,529	4,693	-836	-1,449
Chico	16,103	15,983	15,796	15,287	13,916	12,518	-1,398	-3,585
Dominguez Hills	11,962	12,512	13,781	14,376	13,480	12,221	-1,259	259
East Bay	12,711	11,581	12,096	12,335	11,151	9,527	-1,624	-3,184
Fresno	21,371	21,422	20,941	21,846	21,222	20,060	-1,162	-1,312
Fullerton	31,278	30,840	31,777	33,390	31,771	31,478	-292	200
Humboldt	7,479	6,959	6,286	5,625	4,972	4,960	-13	-2,520
Long Beach	30,301	30,221	31,327	32,622	32,076	31,106	-970	805
Los Angeles	22,959	22,944	22,145	22,327	22,426	21,391	-1,035	-1,568
Maritime	1,090	1,061	957	939	905	845	-60	-245
Monterey Bay	6,458	6,343	6,275	6,172	6,172	5,775	-397	-683
Northridge	30,917	30,728	31,058	31,885	31,023	28,554	-2,469	-2,363
Pomona	21,906	22,058	23,723	25,311	24,403	22,776	-1,627	870
Sacramento	25,861	26,060	26,456	26,835	26,433	25,504	-929	-357
San Bernardino	17,168	16,980	17,663	16,323	15,699	15,757	59	-1,411
★ San Diego	27,558	27,392	27,605	28,782	27,964	28,448	484	890
San Francisco	23,447	23,619	23,114	21,952	20,975	19,697	-1,278	-3,750
San Jose	25,232	25,003	25,631	26,270	26,261	24,685	-1,575	-547
San Luis Obispo	18,353	17,993	17,436	18,150	17,477	17,335	-142	-1,017
San Marcos	11,282	11,879	12,006	12,381	12,164	11,241	-923	-41
Sonoma	8,531	8,540	8,139	7,327	6,518	5,733	-784	-2,797
Stanislaus	8,454	8,697	9,158	9,329	8,413	7,996	-417	-458
CalStateTeach	934	887	807	892	779	778	-1	-156
International Program	495	400	432	27	243	391	148	-104
<b>Grand Total</b>	<b>396,272</b>	<b>395,210</b>	<b>400,629</b>	<b>406,483</b>	<b>390,798</b>	<b>371,212</b>	<b>-19,586</b>	<b>-25,060</b>

Source: CSU Institutional Research, Enrollment Dashboard, 12/19/22.



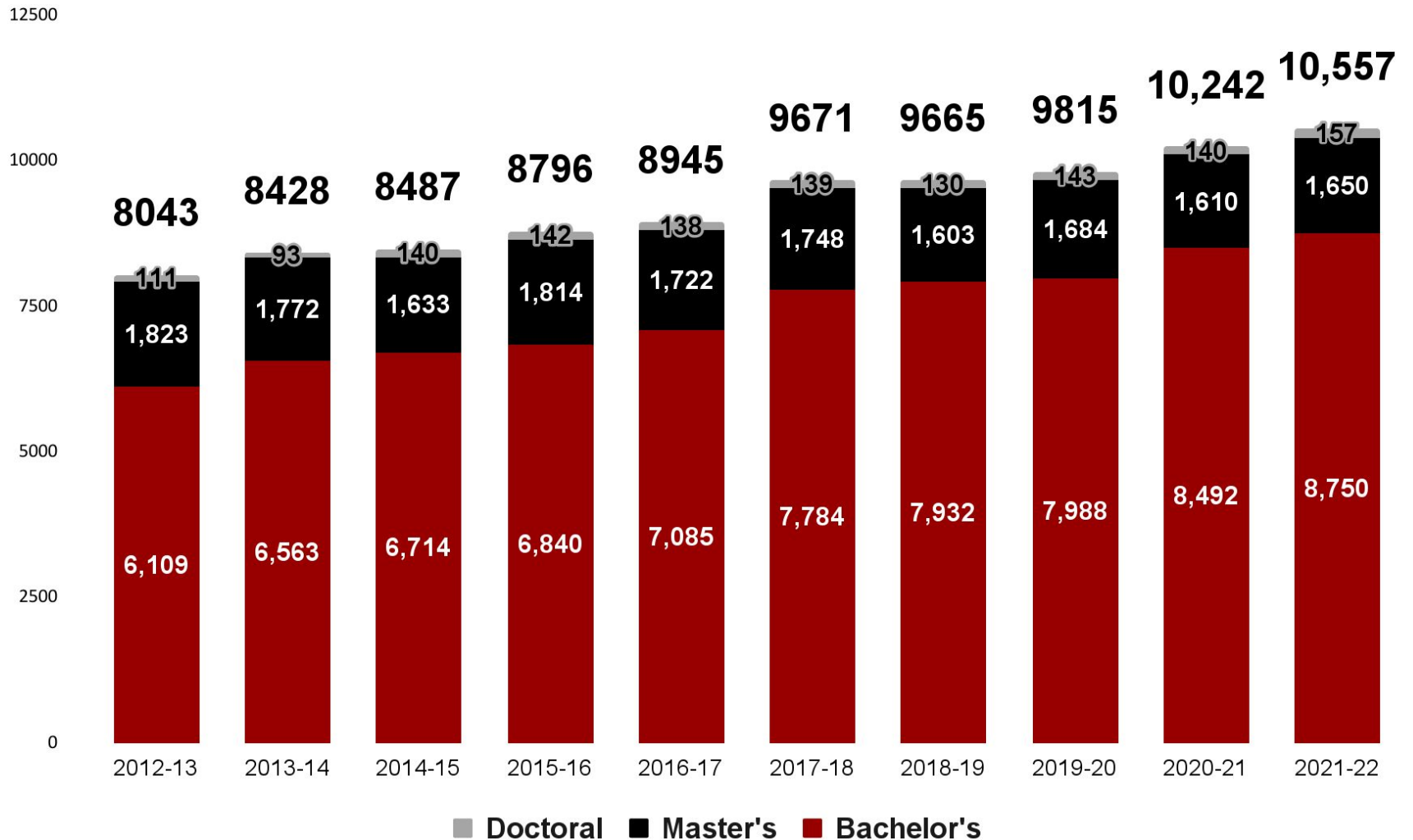
- SDSU was one of only 3 campuses to produce YOY growth in headcounts, and it grew by a much larger margin than the other 2 campuses.
- SDSU has grown by the largest sum of total headcounts of any campus over the last 5 years.
- SDSU brought in the largest first-year class in the system in Fall 2022, and had the largest increase in the size of its FTF class.
- SDSU was one of only 4 campuses to grow YOY in incoming transfers.
- SDSU grew by the largest sum in FTES YOY, both overall and for California residents.

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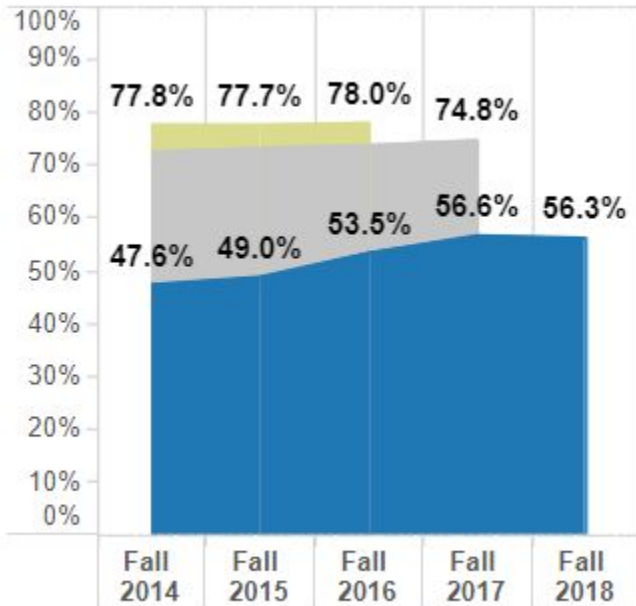
# ACADEMIC SUCCESS

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# TOTAL DEGREES CONFERRED



## FIRST-TIME FULL-TIME STUDENTS



- 4 Years or Less F..
- 5 Years or Less %
- 6 Years or Less %

## FALL 2018 COHORT

**134.7**

Average Units Earned

**3.45**

Average GPA at Graduation

**66.4%**

Graduated in the College in which They Entered SDSU

**59.7%**

Graduated in the Department in which They Entered SDSU

## Equity Gaps Have Been Gradually Closing, But the Job is Not Done

**47.9%**

Pell Recipients

**48.4%**

Underrepresented Minorities

**48.6%**

First-Generation Students

**46.3%**

Men (63.5% Women)

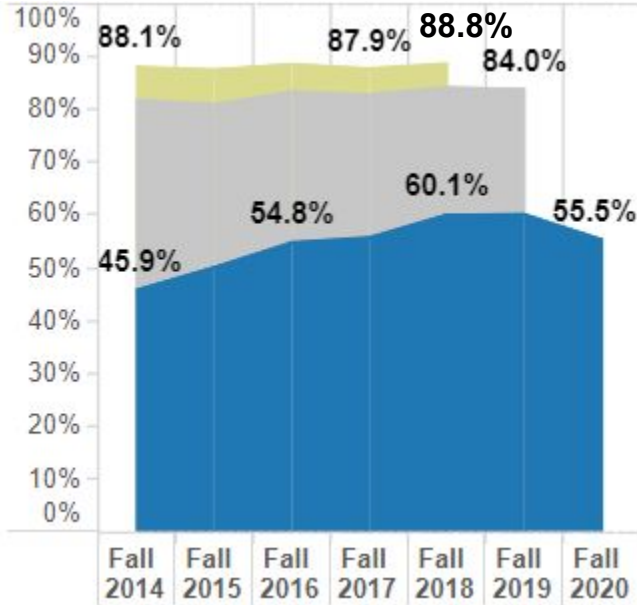
Fall 2014 Class: (39.9%)

(41.3%)

(36.1%)

(37.8%)

## FULL-TIME TRANSFER STUDENTS



- 2 Years or Less %
- 3 Years or Less %
- 4 Years or Less %

## FALL 2018 COHORT

**135.9**

Average Units Earned

**3.28**

Average GPA at Graduation

**94.4%**

Graduated in the College in which They Entered SDSU

**91.8%**

Graduated in the Department in which They Entered SDSU

## Equity Gaps Have Been Gradually Closing, But the Job is Not Done

**88%**

Pell Recipients

**88.1%**

Underrepresented Minorities

**88.1%**

First-Generation Students

**85.2%**

Men (91.9% Women)

Fall 2014 Class:

(85.6%)

(86.5%)

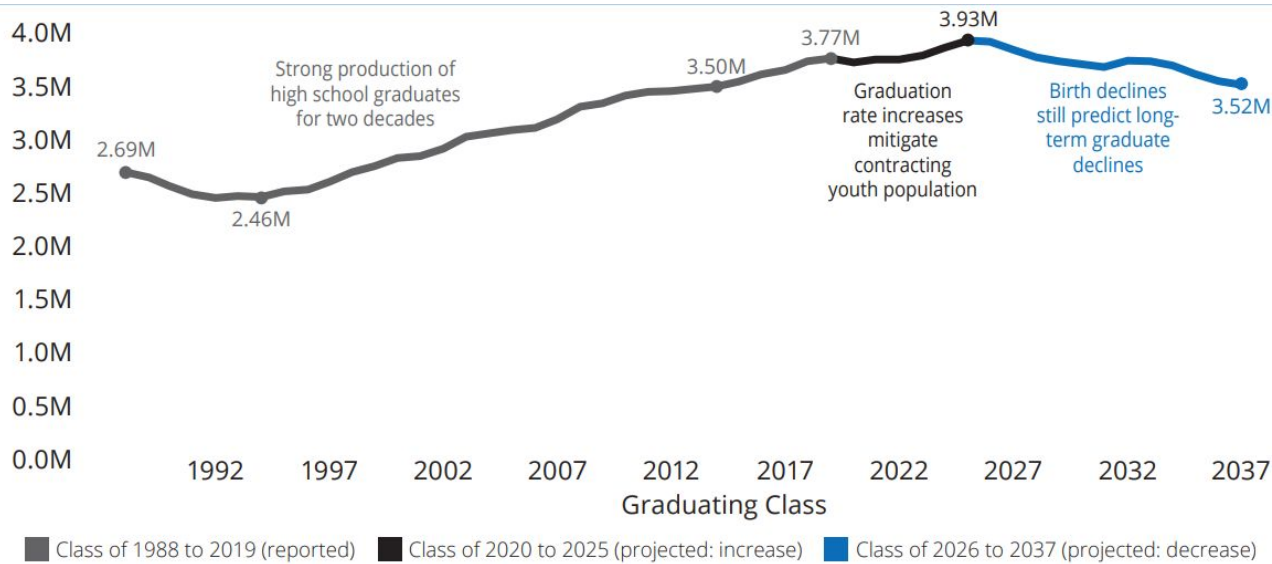
(86.1%)

(86.4%)

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# PREPARING FOR THE ENROLLMENT CLIFF

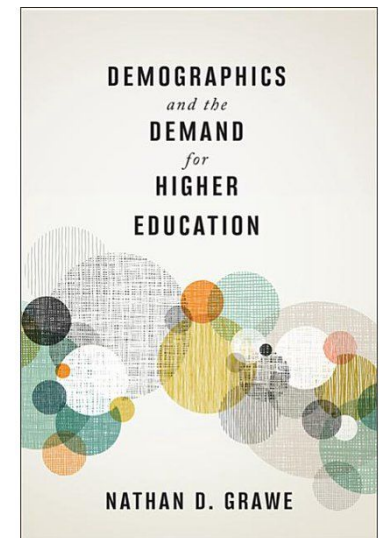
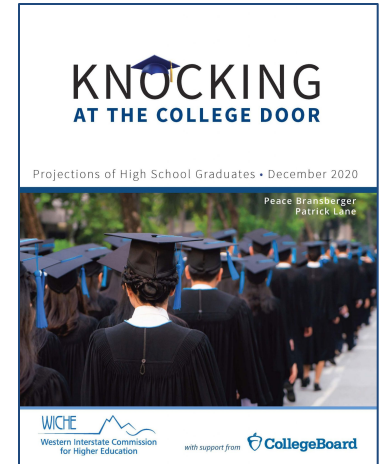
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Source: Western Interstate Commission for Higher Education, *Knocking at the College Door*, 10th edition, 2020.

“Nationally, the number of high school graduates is expected to peak in the mid-2020s before entering a period of modest decline through the end of the projections in 2037.”

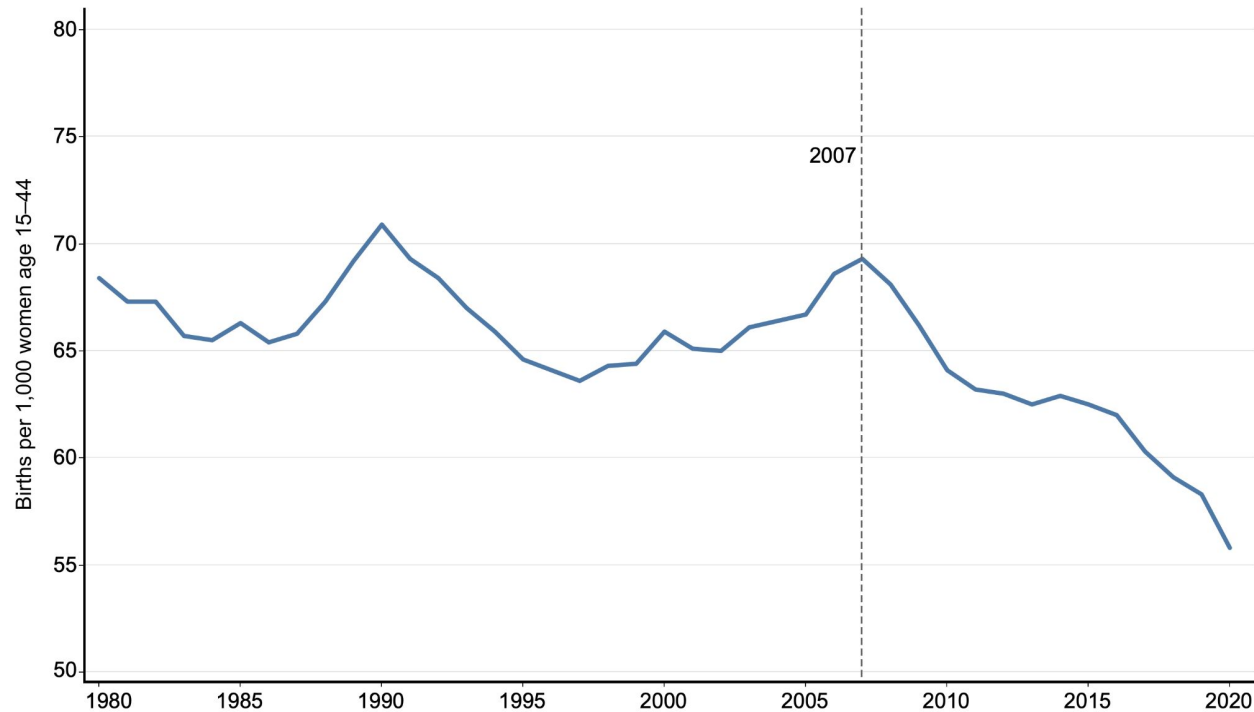
“discounting COVID-19 is impossible and the pandemic adds a layer of complexity and uncertainty to these projections.”



- Decreased birth rates that began during the Great Recession
- Interstate migration patterns
- Demographic changes that may decrease college-going rates of HS graduates, and limit the mobility of college-going students

## TREND IN US BIRTH RATES

YEARLY, 1980–2020



Source: Birth rates collected from CDC Vital Statistics Reports for 2015, 2019, and 2020.

EconoFact econofact.org

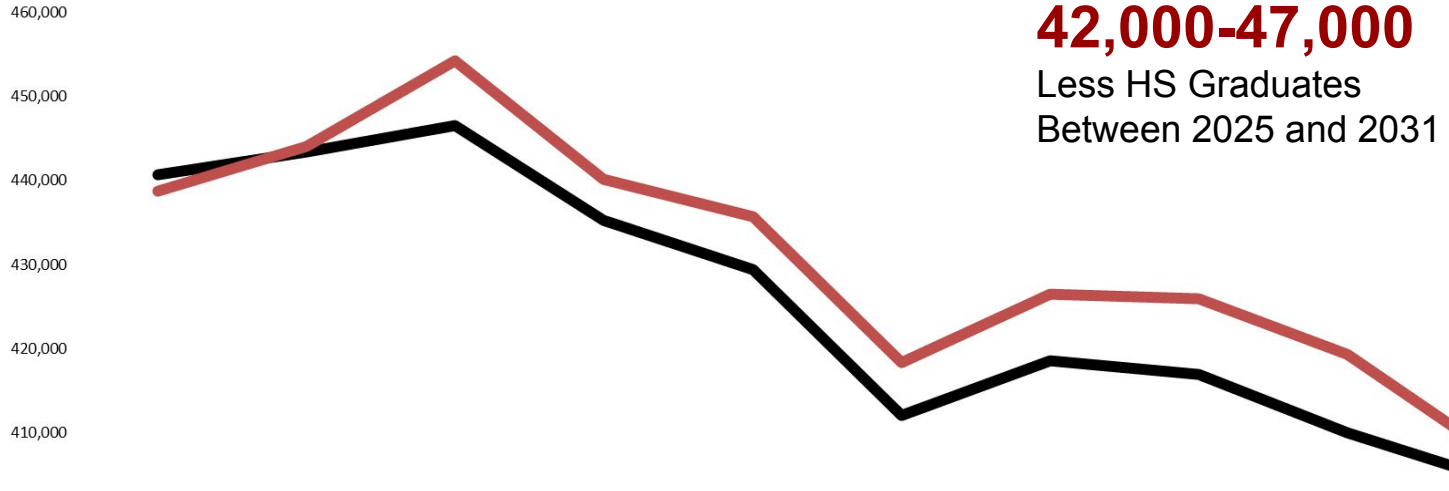


Thousands (000s)	Graduating Classes			(Projections)		Change		(Projections)	
	2003	2011	2019	2025	2037	2003 to 2011	2011 to 2019	2019 to 2025	2025 to 2037
California	373	445	485	491	411	19%	9%	1%	-16%
Texas	249	303	374	413	390	22%	23%	10%	-6%
Florida	145	176	220	244	259	21%	25%	11%	6%
New York	172	213	215	213	184	24%	1%	-1%	-14%
Illinois	133	149	152	148	115	13%	2%	-3%	-22%
Pennsylvania	139	147	145	149	134	5%	-1%	3%	-9%
Ohio	130	137	138	135	123	6%	1%	-3%	-9%
Georgia	74	100	123	128	113	35%	23%	4%	-12%
North Carolina	75	96	116	121	112	29%	20%	4%	-7%
Michigan	110	113	112	108	95	3%	-1%	-4%	-12%

Source: Western Interstate Commission for Higher Education, *Knocking at the College Door*, 10th edition, 2020. WICHE projections and analysis.

Ten States Producing 56% of U.S. Total: Historical Change (Class 2003 to 2019) and Projected (Class 2020 to 2037), Grand Total of Public & Private Schools

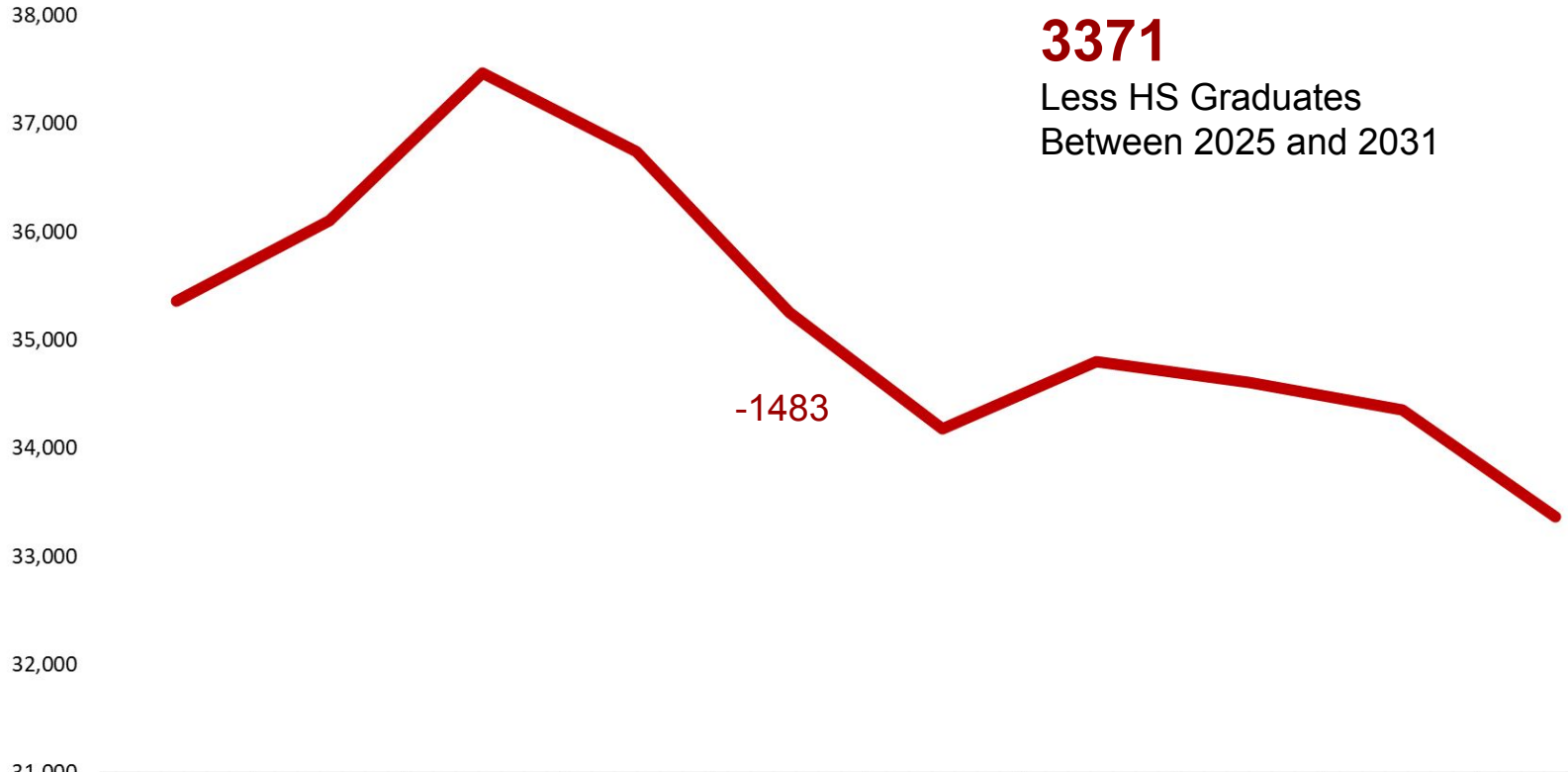
## Projected Number of Public High School Graduates in California



	2021-22	2022-23	2023-24	2024-25	2025-26	2026-27	2027-28	2028-29	2029-30	2030-31
CA Dept of Finance	440,672	443,406	446,550	435,283	429,421	412,088	418,614	416,959	409,994	404,423
WICHE	438,694	444,008	454,193	440,130	435,699	418,408	426,473	425,938	419,319	407,223

— CA Dept of Finance — WICHE

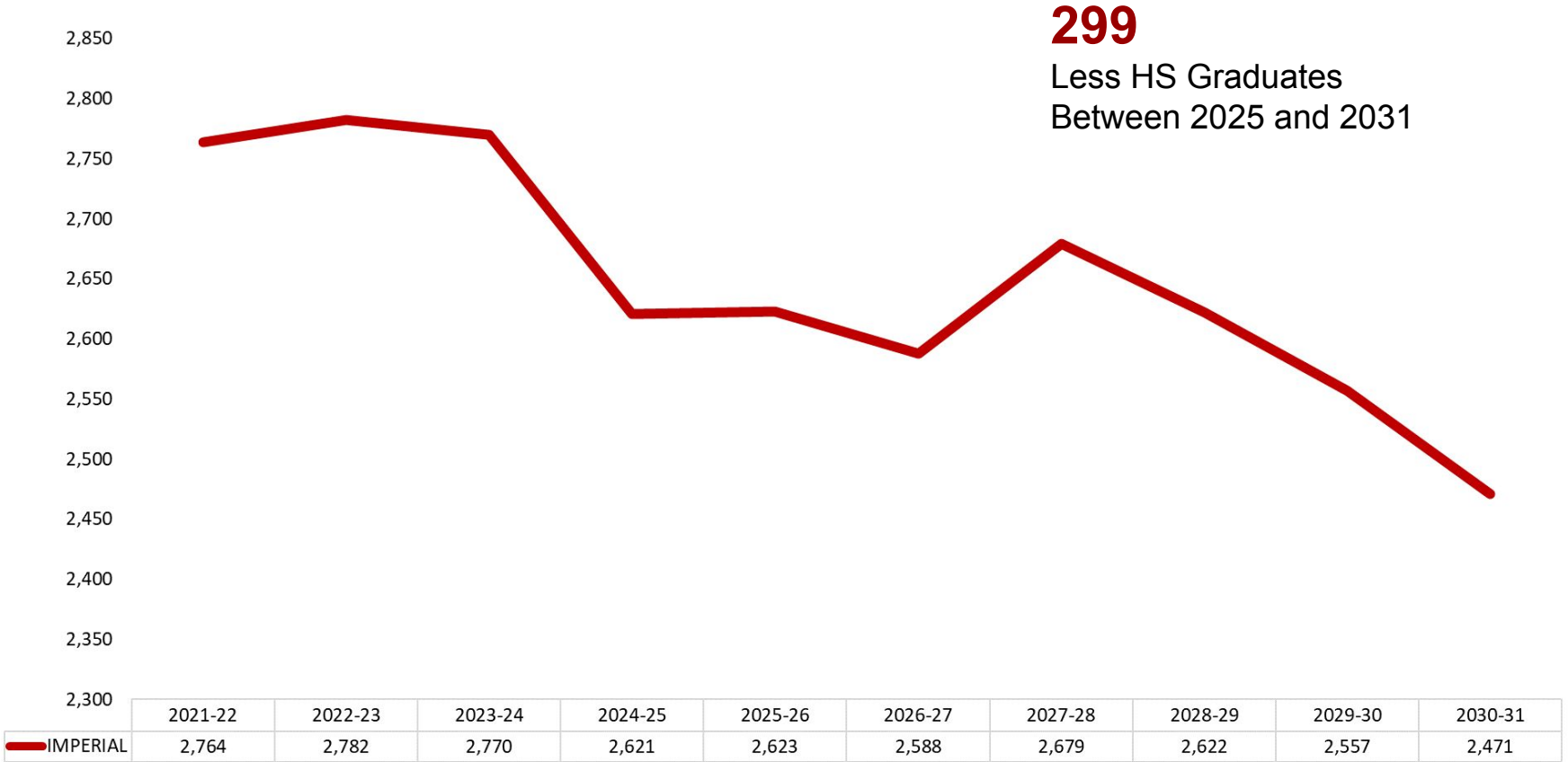
## Projected Number of Public High School Graduates in San Diego County



— SAN DIEGO COUNTY

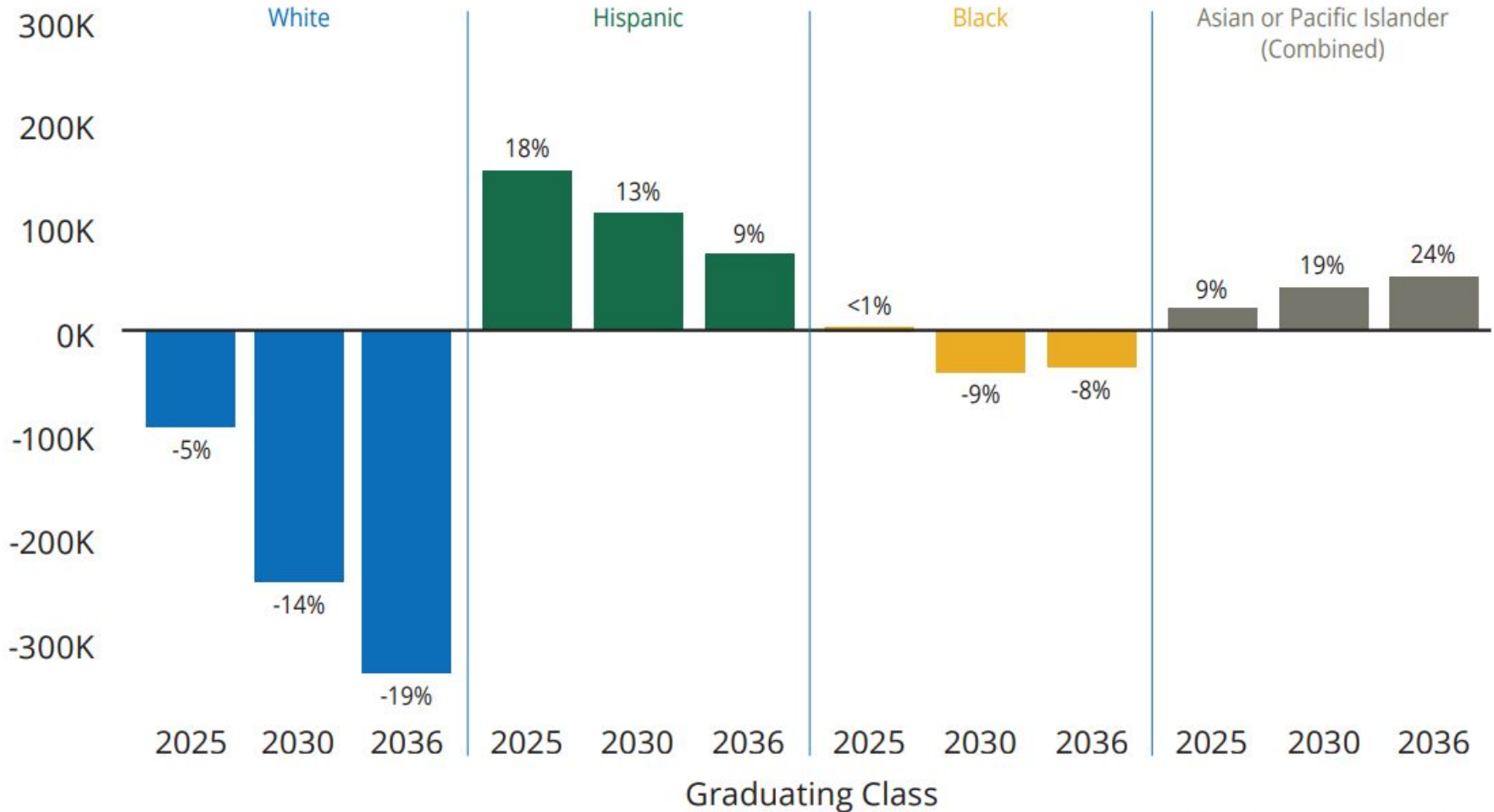
California Department of Finance  
Demographic Research Unit  
June 2021

## Projected Number of Public High School Graduates in Imperial County



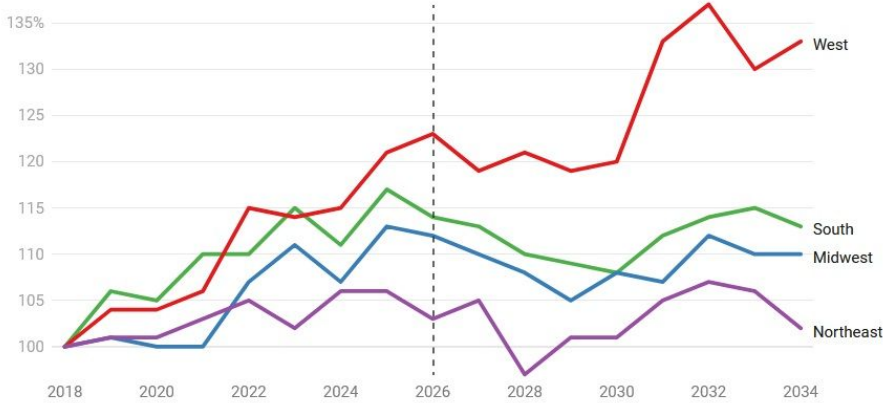
California Department of Finance  
Demographic Research Unit  
June 2021

# CHANGES IN DEMOGRAPHICS

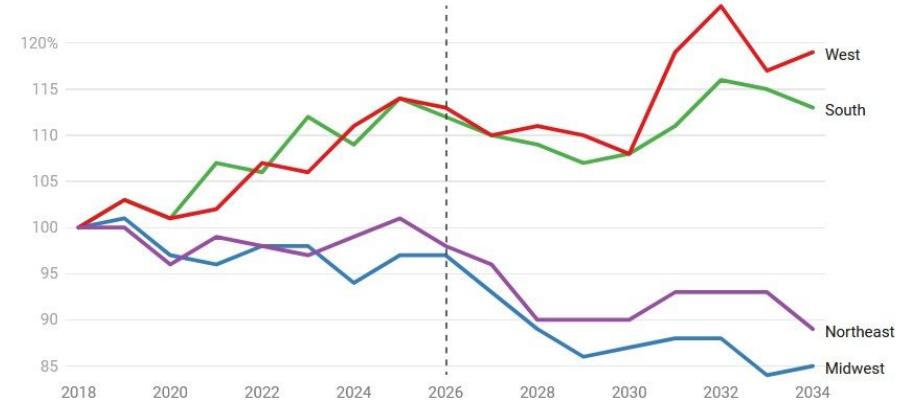


Source: Western Interstate Commission for Higher Education, *Knocking at the College Door*, 10th edition, 2020. WICHE projections and analysis.  
 Notes: Showing White non-Hispanic, Hispanic of any race, Black non-Hispanic and Asian/Pacific Islander (combined) non-Hispanic. Figure 5b shows additional race categories.

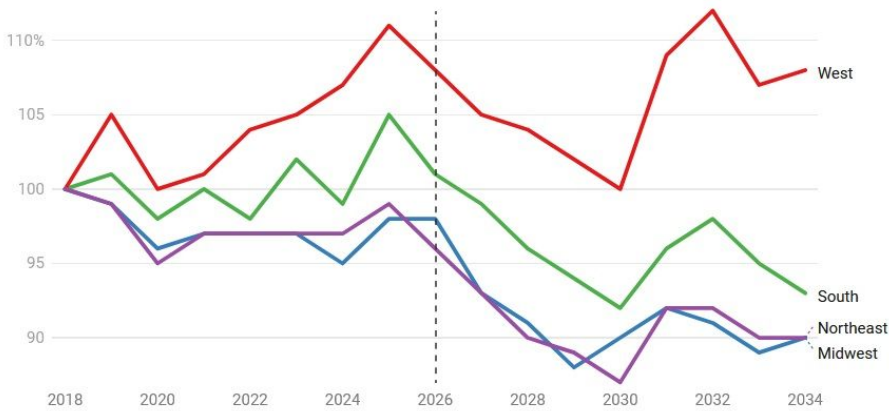
## 4-Year Elite Colleges



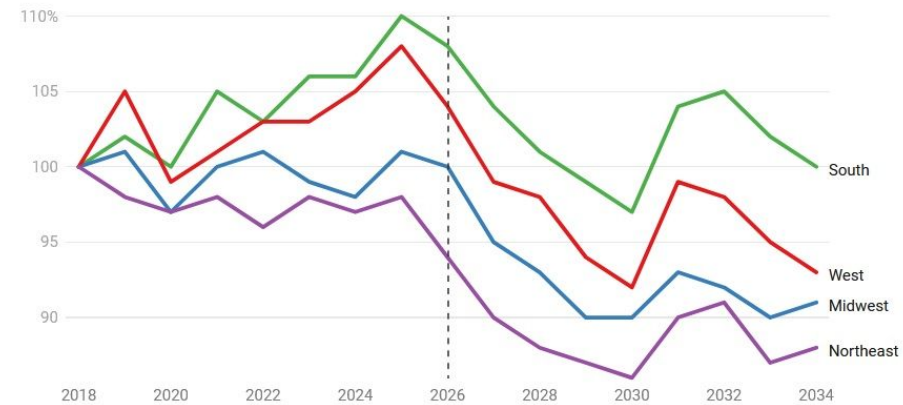
## 4-Year National Colleges



## 4-Year Regional Colleges



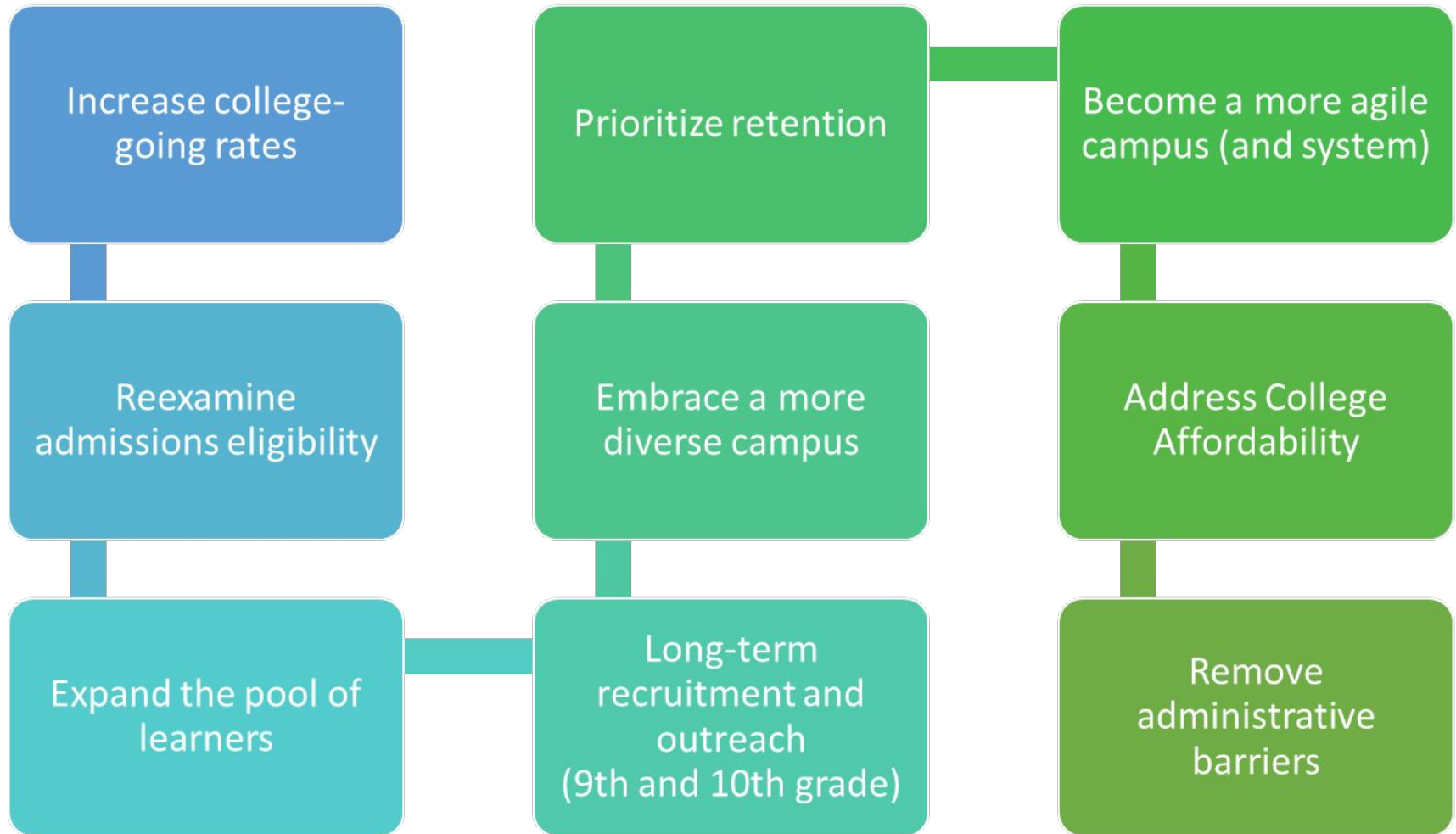
## 2-Year Colleges



“Elite” colleges are those among the top 50 colleges or universities by USNWR; “national” colleges are ranked between 51 and 100; “regional” colleges are those ranked outside the top 100.

Nathan D. Grawe, *The Agile College: How Institutions Successfully Navigate Demographic Changes* (Baltimore, MD: Johns Hopkins University Press, 2021)

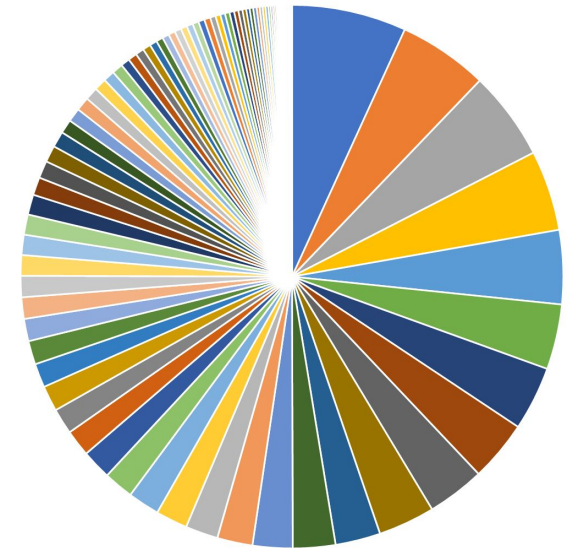
<p>High School graduation rate declines are (perhaps) not as dire as once projected...</p>	<p>...but may be compounded by decreases in college-going rates which started during COVID</p>
<p>The Midwest and Northeast will face significant declines...</p>	<p>...while decreases in the South and West will be less severe, but still hurtful</p>
<p>Future classes will be increasing diverse...</p>	<p>...with growth in Hispanic students leading the way</p>
<p>The impact will be unevenly absorbed across higher education...</p>	<p>...exacerbating 'haves and have nots'</p>





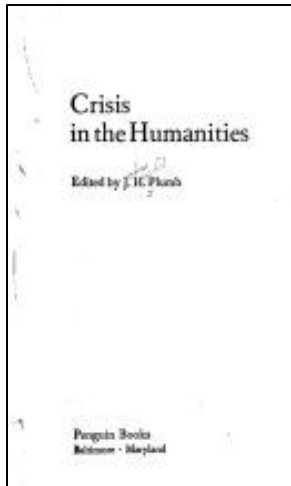
- **Transfer Students:** If regional 4-year colleges and community colleges experience the greatest losses, we can anticipate **smaller transfer applicant pools** in the future, and more competition to enroll admitted transfers; the effectiveness of dual admissions programs like AB 928 is TBD
- **CSU Resource Allocation:** Demand for a CSU education varies by campus; several campuses (SDSU, SLO, LB, Pomona) have very high demand but are dealing with **resource constraints** (FTES funding, facility limitations, faculty shortages, majors limited by accreditation bodies, etc.), while other campuses accept 80-90% of applicants, enroll less than 10% of admits, and are showing no signs of declining enrollments turning around
- **Non-Resident Enrollment:** Forecasts for decreasing numbers of high school graduates in SDSU's top feeder states for non-residents (**fewer students with economic mobility** to afford an out-of-state education, which will lead to heightened competition among peer institutions and larger discount rates)
- **Focus on Outcomes:** Increased focus on the ROI of a college education (and of fields of study) began during the Great Recession is likely to drive legislative action and continue to impact student choice
- **Everyone Wants Growth!** The UC, CSU and Community College systems are all positioning for expansion

- SDSU current offers 97 undergraduate majors (excluding undeclared, athletic training, suspended track in dance)
- Twelve programs (12) encumber 50% of undergraduate majors (Psychology, Marketing, Kinesiology, Management, Business Administration, Biology, Criminal Justice, Finance, Mechanical Engineering, Computer Science, Accounting, Communications)
- Twenty-five (25) programs encumber 72% of undergraduate majors
- Fifty-four (54) programs encumber <10% of undergraduate majors
- Twenty-one (21) programs have total enrollments <25 students, including one program with 0 enrolled majors (12 interdisciplinary/language studies, 5 humanities, 2 arts, 2 STEM education)

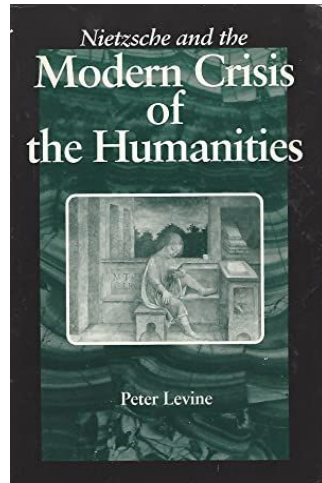


Undergraduates by Primary Major, Fall 2022

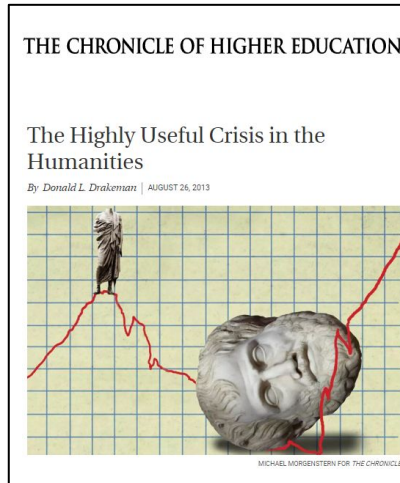
Source: <https://asir.sdsu.edu/enrollment-data/enrollment-major-summary-data-table/>



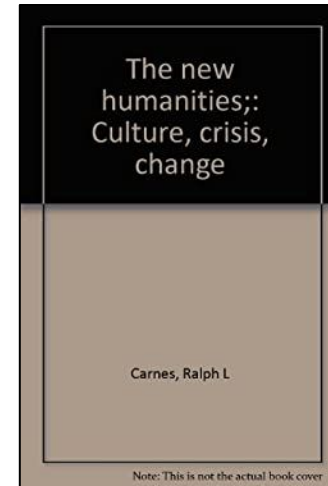
1964



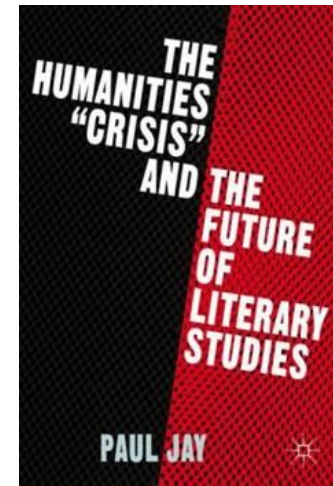
1995



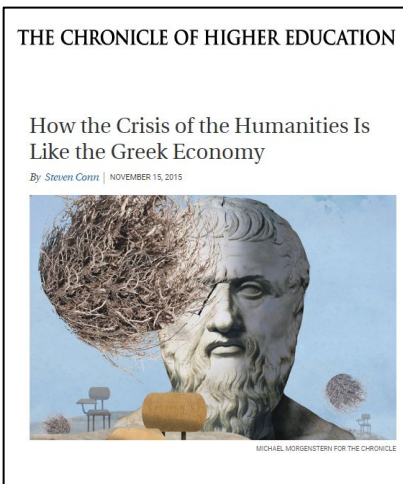
2013



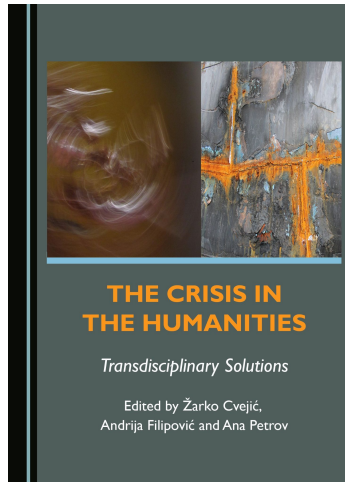
2014



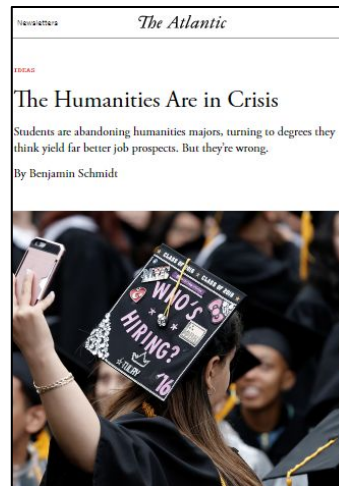
2015



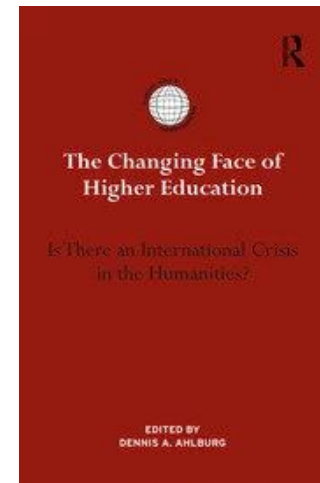
2015



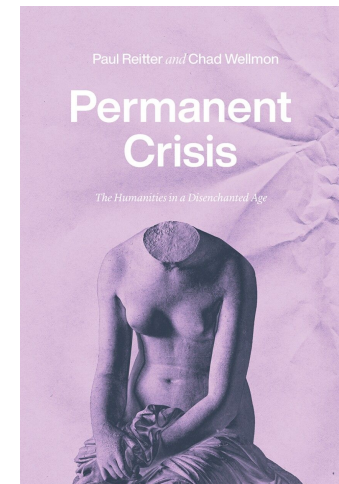
2016



2018



2018



2022

Many of the fields likely to drive R&D in the 21st century have core issues at the heart of the humanities:

- Policy implications for artificial intelligence
- Levels of regulation for biotechnology
- Balancing needs for surveillance technology with rights to privacy
- Value-sensitive design in engineering

## University of Illinois Urbana-Champaign CS + X Degree Programs

Major Name	Fall 2022 Enr.
CS + Advertising	62
CS + Animal Sci	4
CS + Anthropology	17
CS + Astronomy	50
CS + Chemistry	24
CS + Crop Sciences	15
CS + Economics	156
CS + Geog & GIS	15
CS + Linguistics	103
CS + Music	32
CS + Philosophy	81
Total	559

Source: <https://www.dmi.illinois.edu/stuenr/>

“ The California State University system is putting campuses on notice: Enroll more students or lose money.”

“ Any campus missing its enrollment target by 10% or more will permanently lose up to 5% of its state enrollment funding, which will then be sent to campuses exceeding their enrollment targets. This won't go into effect until 2024-25 at the earliest, giving campuses time to plug their enrollment gaps.”

“ In the subsequent two years, any campus missing its targets by 7%, and then 5%, respectively, would lose 5% of its state student enrollment funding each year.”

Source: <https://calmatters.org/education/higher-education/2023/01/college-enrollment-decline-csu-funding-penalty/>

**THANK YOU AND  
QUESTIONS**