Graduate Resident Students
Enrollment Management
CSU Mandates **Resident** Students’ Enrollment Management

- Mandate = Meet a CSU-determined resident students’ FTEs/headcounts with a $-1\%$ to $+2\%$ margin of error
- Fiscal penalties for not meeting the targets
Who is a Resident?

Resident = USA citizen or permanent resident residing in California
Active-duty military personnel
AB 540
NRTW recipients
Step 1. CSU-target set in negotiation with the CA GO

CSU CO = CSU Chancellor’s Office
CA GO = California State Governor’s Office
ADC = Academic Deans Council
AVP EM = Associate VP for Enrollment Management
AD GA = Associate Dean of Graduate Affairs
ADs = College Associate Deans
**Step 2. SDSU target sent to Sandra Cook, SDSU Associate VP for Enrollment Management**

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Step 3. Overall target divided between undergraduate and graduate students

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Step 4. Graduate target set in consultation with Deans’ Council

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Enrollment Management Process

Step 5. If change from the previous year – Deans’ Council decides whether to distribute the change (% growth or reduction) (un)evenly across colleges

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**Enrollment Management Process**

**Step 6.** Decision implemented by GRA in consultation with College Associate Deans and Department/Graduate program leadership

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College and Program Targets

Step 7. Targets set for admissions

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College and Program Targets

Clarifying terminology:

- **Application** = student’s submission of all materials in support of a request for admission to a program
- **Admission** = program’s decision to invite an applicant to enroll to the program
- **Intent-to-Enroll** = admitted student’s commitment to enroll ($400 deposit applied toward tuition)
- **Enrollment** = registration for classes

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CSU Target

SDSU Target (AVP EM)

Must be met within -1% to +2% margin

Graduate Target (AD GA)

ADC

ADC

Undergraduate Target (AVP EM)

College Target (ADs)

Program Targets (Chairs/Directors/Advisors)
Admissions Targets

**Modeling based on 3–year data on:**
- Yield/Show rate – proportion of admitted students who actually enroll

**Dynamic process – initially projected target for each program revised based on:**
- Each college decision about internal distribution of resident admissions
- Number of applications to a program
- Number of intents-to-enroll in a program

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Communication in the Target-Setting Process

Associate Dean -- Your and My best friend in the process!

1. **GRA → Associate Dean**
   Overall College targets, initially distributed across programs

2. **Associate Dean → Departments/Programs**
   Initial program target, revision if needed
   Constraining factor: college target

3. **Associate Dean → GRA**
   Final distribution of targets across programs in the College

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Communication in the Target-Monitoring Process

GRA ↔ Associate Dean ↔ Department/Program

Corrections possible/made in the “exchange” market
(increase/decrease in one program → decrease/increase in another program)

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Communication in the Target–Monitoring Process

GRA ↔ Associate Dean ↔ Department/Program

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Similarly

GRA ↔ Enrollment Services (increase/decrease in the graduate target → decrease/increase the undergraduate program)

- On-going process, modeling, projections
- Importance of timely decisions
- Challenges:
  - different admission cycles for graduate programs
  - different admission cycles for (under)graduate programs

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