



SONOMA STATE UNIVERSITY – 2023-24

▶ 2023 – 24 Annualized Enrollment Goals

Enrolled vs. Budgeted = +151

- Annualized Budgeted Headcount = 5,549
- Annualized Headcount = 5,703
 - Fall 2023 Headcount = 5,867
 - Spring 2024 Headcount = 5,539

▶ 2023 – 24 Retention (Goals Being Created)

Fall '23 to Spring '24 Retention Rate = 92%

Fall 2022 One Year Retention = 75.2%

▶ Graduation Initiative Goals / Current %

First Year Four Year = 54% / 35.2%

First Year Six Year = 75% / 60.6%

Transfer Two Year = 64% / 53.9%

Transfer Four Year = 91% / 84.6

▶ Six-Year Equity Gap Goals

Pell Equity Gap = 0% / 8.2%

URM Equity Gap = 0% / 9.7%

Overview

Located in California's premier wine country one hour north of San Francisco, Sonoma State is a small campus with big ideas. With a tradition of promoting intellectual and personal growth, leadership opportunities and technological proficiency, SSU offers its students a friendly, safe and informal atmosphere on a beautiful campus setting.

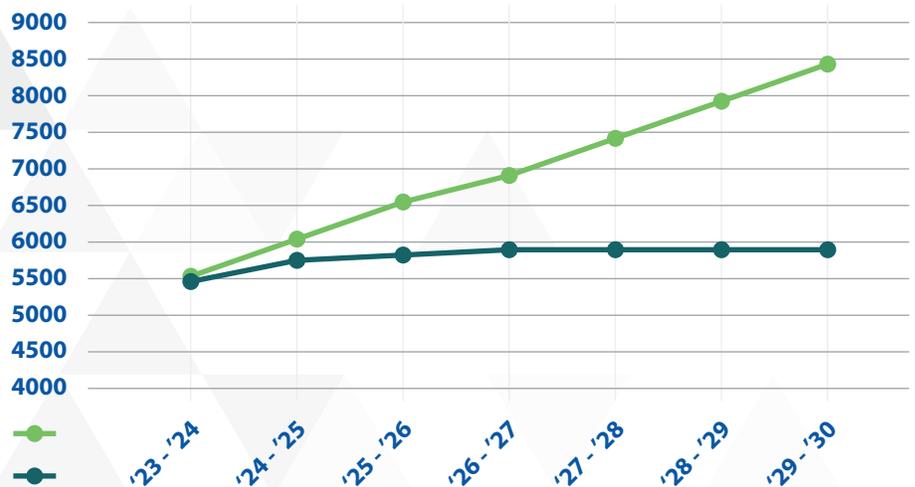
SSU generally accepts all qualified students who apply and consistently achieves among the highest graduation rates in the CSU system. Eighty percent of the first year and fifty-five percent of junior transfer students come from outside the North Bay region. Thirty-six percent of the student body live on campus in apartment and suite style facilities making SSU one of the most residential campuses within the CSU system.

Sonoma State experienced substantial enrollment declines for the past six years. Declines started after two large wildfires devastated parts of the region in 2018 and 2019. Drops were further exacerbated during the pandemic when most students chose to stay local. Having recovered from those dramatic events, SSU's enrollment is growing through a series of strategic initiatives including the examples listed below.

2024-25 Strategic Enrollment Initiatives

- Increase guaranteed admission, dual enrollment, and dual admission partnerships with K-12 districts and community colleges.
- Increase qualified lead generation to increase applicants and admits using multiple strategies.
- Host in-person admitted student receptions, orientation and yield conversion events to boost yield rates.
- Enhance CRM (Slate), digital outreach, and multi-channel marketing strategies to personalize communications to students.
- Create and deploy mini-campaigns to increase yield for students interested in specific programs and campus life opportunities.
- Increase access for rural, low-income, and historically underserved students through specific initiatives (e.g., Black Student Success, HSI Success Programs, and K-16 Redwood Coast Collaborative).
- Explore multiple opportunities to use AI to increase efficiency in transfer credit review, lead generation, and admitted student yield.

Annualized Enrollment Budget vs. Corresponding Enrollment Goals



Budgeted enrollment will be readjusted as headcount increases.

Strategic Enrollment AY Headcount ●
Budgeted AY Headcount ●