

Strategic Enrollment Management

Fall 2025 Updates & Census Data

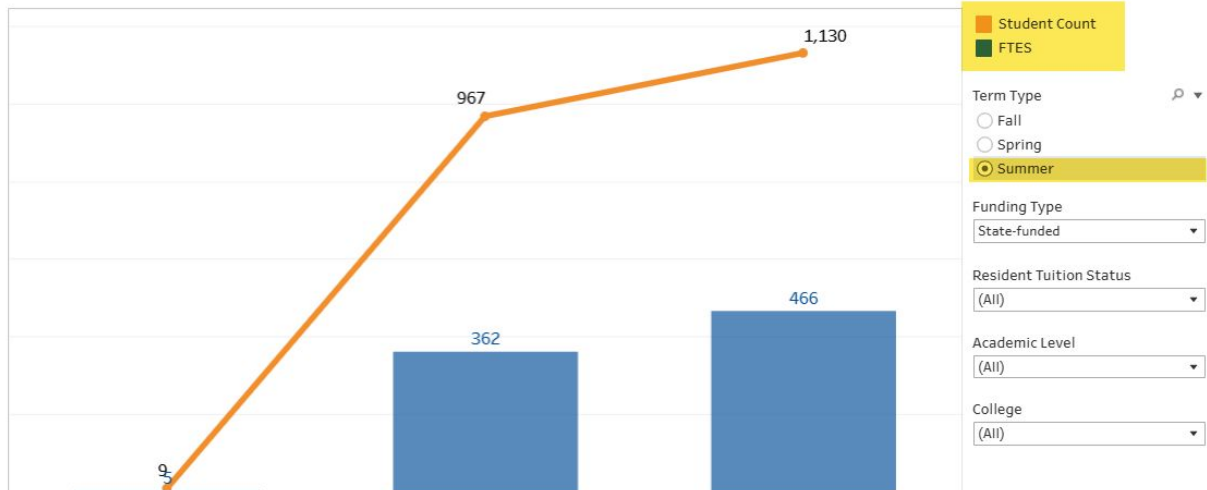
October 2025

Sonoma State University



Summer 2025 - Final Enrollment

FTES and Headcount Trends



Average Unit Load (AUL) Trend



Total University Headcount and FTES:

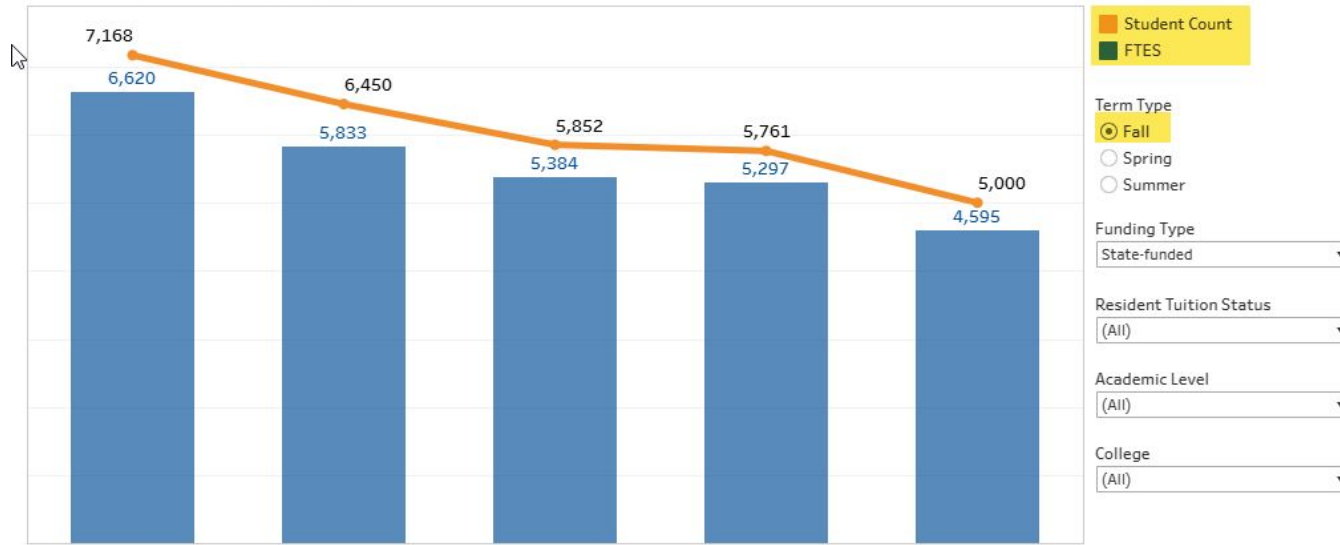
- Final Total Headcount = 1,130
- Final Total FTES = 466 (AUL = 6.1)
- Summer Headcount Goal 1,000

Summer Registration Notes:

- 93% of Courses were Online allowing Flexibility for students.
- This was the second summer in a row with record high enrollment.

Fall 2025 Census Headcount & FTES

FTES and Headcount Trends



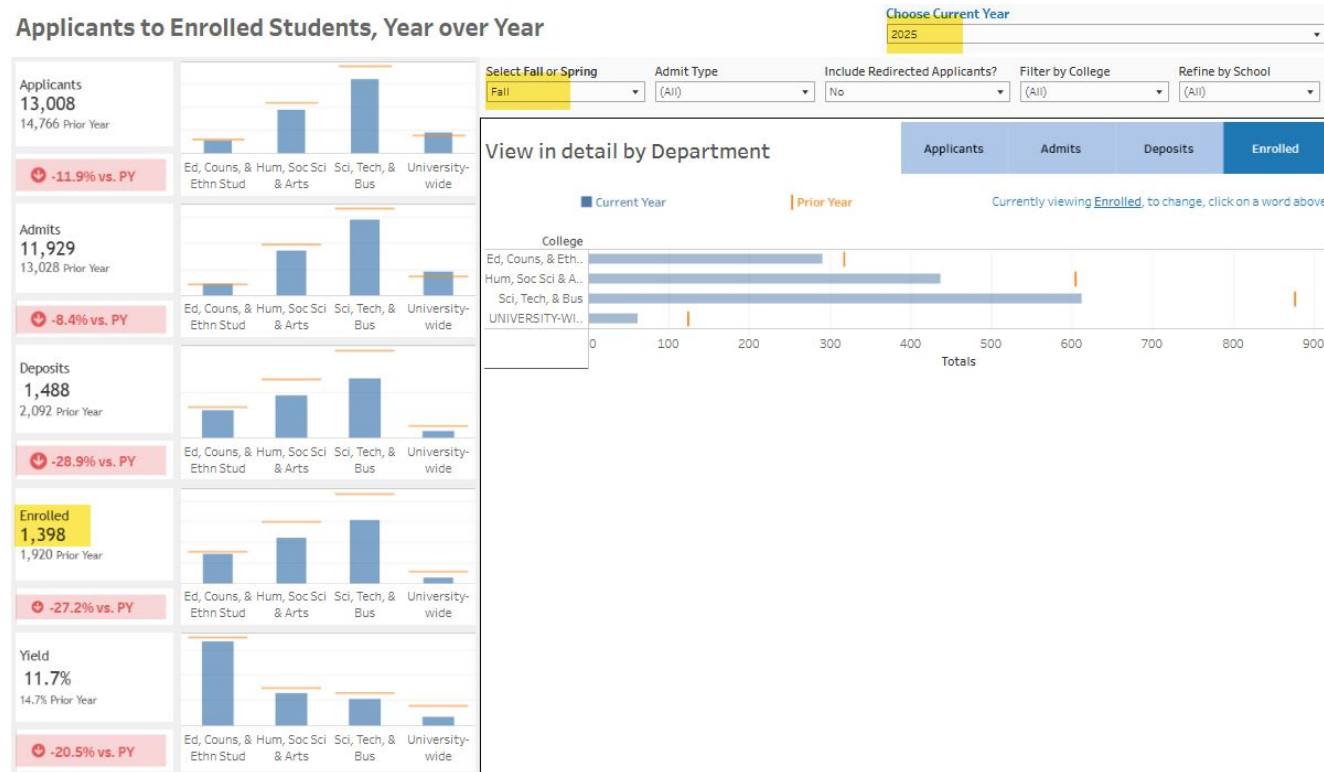
- Total Headcount = 5,000
- Budgeted Fall Headcount Goal: 4,875
- Total FTES = 4,595 (AUL = 13.6)

Average Unit Load (AUL) Trend



Fall 2025 New Students

Applicants to Enrolled Students, Year over Year



- New Students = 1,398
- 691 Transfers / 441 FTFY / 266 Grad/Cred
- Down 88 TR & 412 FTFY from Fall 2024
- Up 5 Graduate/Credential students

Silver Linings: Targeted Recruitment

- Increased enrollment from NVCC (+27%) & Mendocino College (51%)
- International enrollment is up 40% including 17 matriculated new students (compared to 7 in 2024)
- Increased yield from small targeted HS Districts like Calistoga & Windsor
- Highest applications in 5 years from larger cities like Oakland, Sacramento, Vallejo, Vacaville & Long Beach

Fall 2025 Student Characteristics



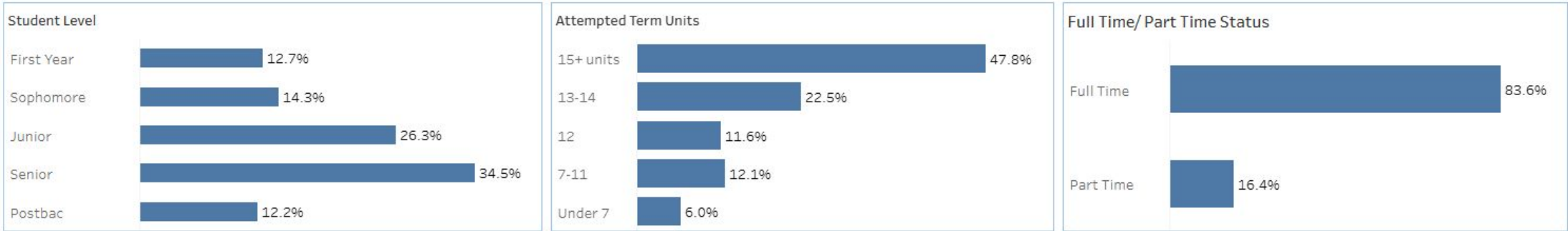
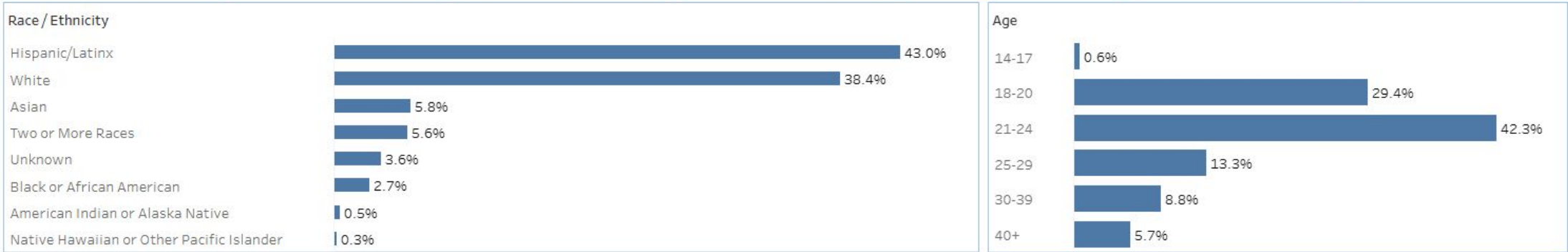
Student Characteristics



Definitions

Academic Term Fall 2025	Academic Level (All)	College (All)	School (All)	Department (All)	FT/PT Status (All)
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Student Headcount	AVG TERM GPA	AVG TERM UNITS	First Generation	Underrepresented Minority	Female	CA Resident
5,000	3.25	13.6	31.8%	46.5%	59.2%	97.7%



Fall 2025 Enrollment - Majors

College & School

Sci, Tech, & Bus	School of Business	955
	School of Eng & Comp Sci	334
	Biology	330
	School Nurs & Hlth Sci	279
	Kinesiology	213
	School of Physical Science	106
	School Math, Econ, & Stats	82
Hum, Soc Sci & Arts	Psychology	546
	School Soci, Crimnlgy & Justic	303
	School of Art and Media	239
	School Applied Hum & Environ	222
	School Engl, Phil, Wom Gender	158
	School Poli, Hist, Art & Cultu	151
	School of Performing Arts	107
Ed, Couns, & Ethn Stud	Early Childhood Studies	254
	Hutchins School of Liberal Stu	
	School Teacher Ed & Leadership	216
	Counseling	84
	School Ethn Stud & Lang	35
UNIVERSITY-WIDE	UNIVERSITY-WIDE	168

Strategic Enrollment & Recruitment Highlights

- New Admissions website - Live July 2025: <https://admissions.sonoma.edu/>
 - AI Recruiters: Livy & Eddy - Live June 2025
- SEM & Guaranteed Admissions Websites: SEM Plan, Enrollment Updates, Recruiter visits, New partnerships
 - <https://admissions.sonoma.edu/strategic-enrollment-management>
 - <https://admissions.sonoma.edu/apply/guaranteed-admissions>
- Guaranteed Admissions
 - Ten agreements since 2022-24
 - Spring 2025 - Fall 2025: Six signed + ten in-progress including Lake County, Vallejo, and three out-of-area community colleges
- 304 Recruitment Events/Fairs scheduled August to December (as of 10.15.25)
- SSU Recruitment Team is now full strength: 5 recruiters (2 Bilingual) + Intn'l/Non-Res + Recruitment Coordinator
 - International Recruitment Strategy: local/regional community colleges
 - Out-of-State: WUE states (OR, WA, NV, HI)
- Partnered with 5 Edtech recruitment platforms: *CollegeVine, Niche, Encoura, EdVisorly, and Deloitte*
- Marketing & Communications: Digital & social media presence and improved admissions collateral
 - Spring 2026 & Fall 2026 financial incentives for new undergraduates
- Dual Enrollment - Academic Affairs & SEM collaboration: Ten potential high schools participating

Strategic Enrollment Plan Updates

- Fall 2025
Recruitment Events
- Spring 2025 Census
Update
- Fall 2024 Enrollment
Update
- SEM Organization
Chart

Departments

- Admissions

The Admissions Office is focused on the application process. It helps students apply, receive their applications, and issues the all-important letter of admission.
- Recruitment & Pre-Admissions Team

The Pre-Admissions Office is our first step in attracting students to SSU. The staff shows prospective students what it is like to be a Sonoma State student. Among its activities, Pre-Admissions conducts campus tours and visits high schools.
- Campus Tours

We make a concerted effort to get prospective students and their families to take our campus tours. Our surveys reveal that experiencing our beautiful campus is key to students deciding to attend Sonoma State.
- Guaranteed Admissions Program

Our barrier-breaking initiative ensures all high school and community college students have a clear pathway and equal access to higher education opportunities.
- Sonoma State Institutional Effectiveness

The Office of Institutional Effectiveness provides institutional data that helps decision-makers act on behalf of students and the community to foster student success and academic excellence.
- Registrar's Office

After students have been admitted and begin their journey at SSU, the Registrar's Office guides them through registration, applying for graduation, getting transcripts, and a host of other services.



Our Guaranteed Admission Partners

Calistoga Unified School District	College of Marin Learn about the Marin Educator Pathway	Cotati-Rohnert Park Unified School District
Lincoln Unified School District (Stockton)	Marin Community College District Learn About the Marin Educator Pathway	Marin County Office of Education Learn About the Marin Educator Pathway
Mendocino-Lake Community College District	Napa Valley College	Napa Valley Unified School District
Petaluma City Schools Learn About Petaluma Promise	Rancho Cotate High School Learn About Rancho Cotate High School Early College Application	Santa Rosa City Schools
Santa Rosa Junior College	Solano Community College District	Windsor Unified School District

