

Strategic Enrollment Management

Spring 2026 Updates & Census Data

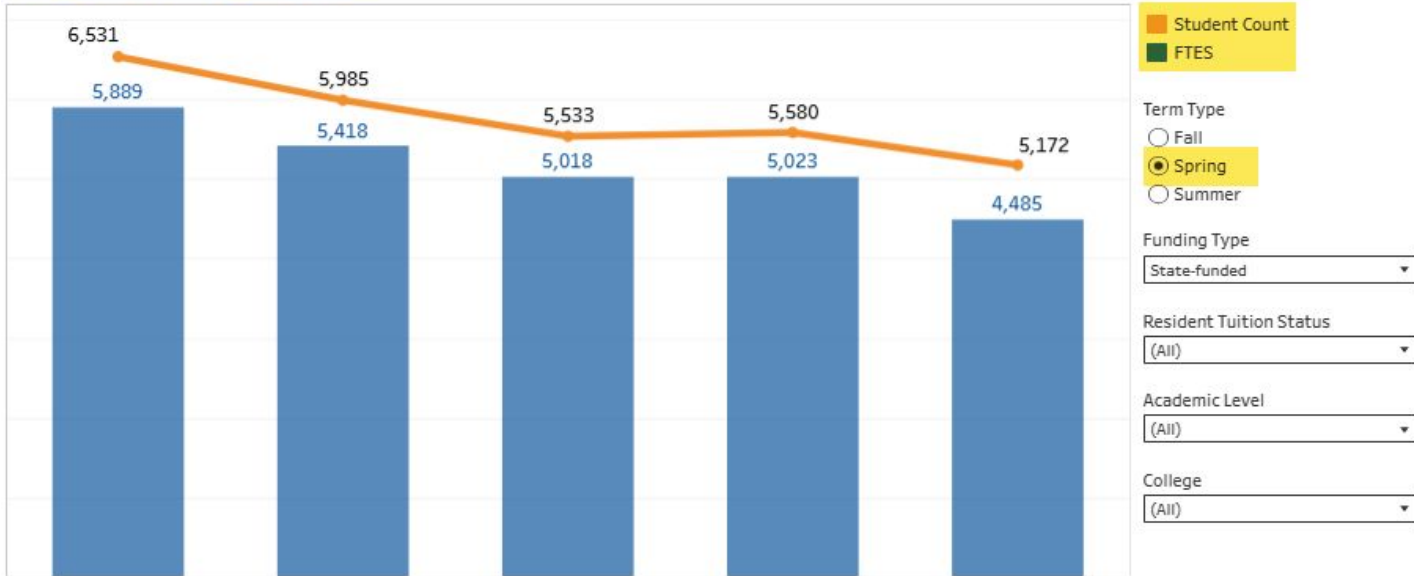
April 2026

Sonoma State University



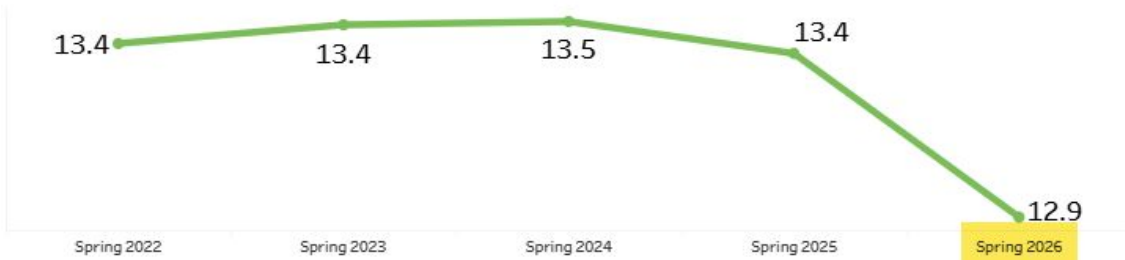
Spring 2026 Census Headcount & FTES

FTES and Headcount Trends



- Total Headcount = 5,172
- Spring Headcount Goal: 5000
- Total FTES = 4,485 (AUL = 12.9)

Average Unit Load (AUL) Trend

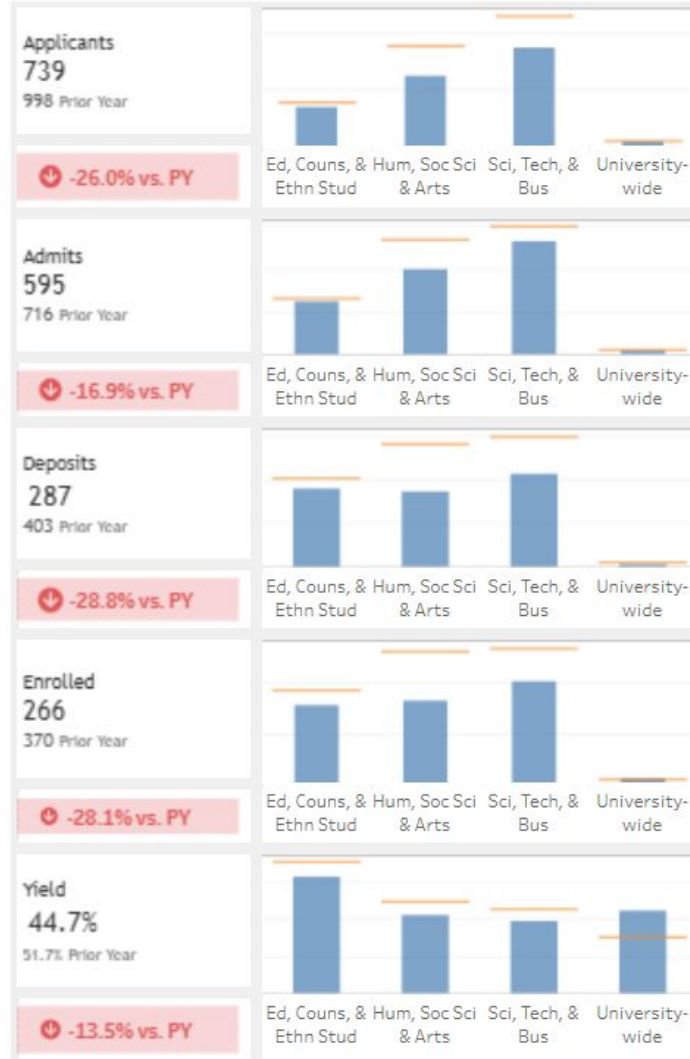


Spring 2026 New Student Enrollment

Applicants to Enrolled Students, Year over Year

Choose Current Year

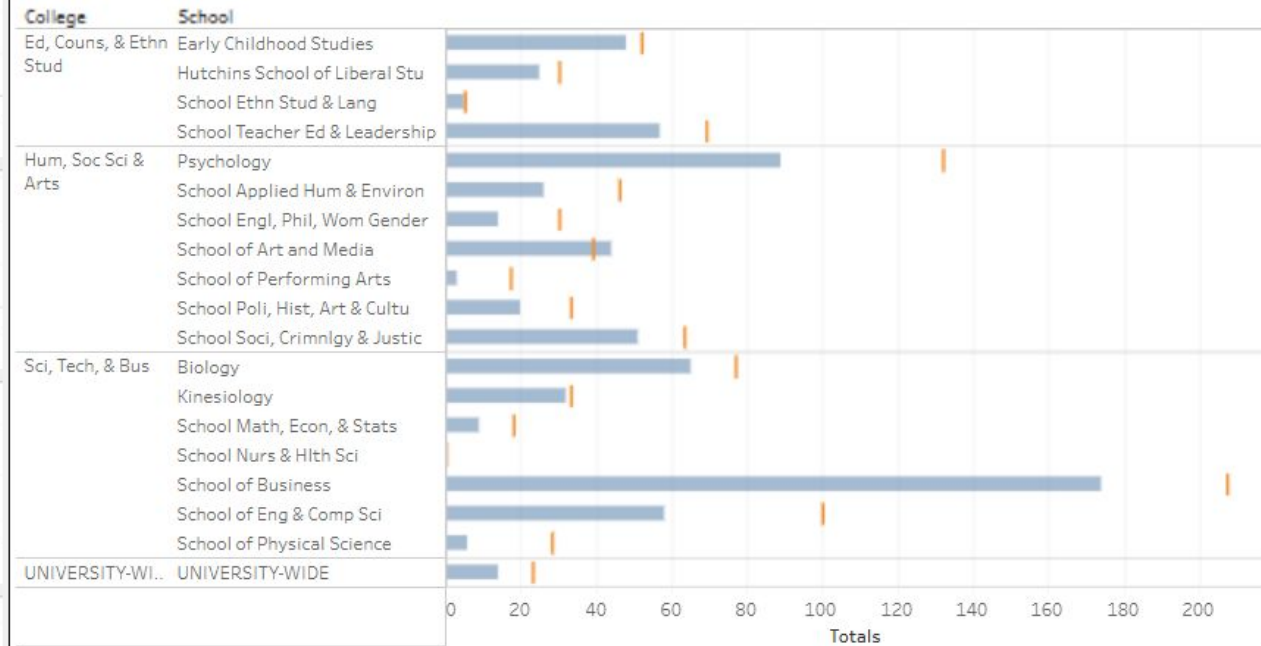
2026



Select Fall or Spring: | Admit Type: | Include Redirected Applicants?: | Filter by College: | Refine by School:

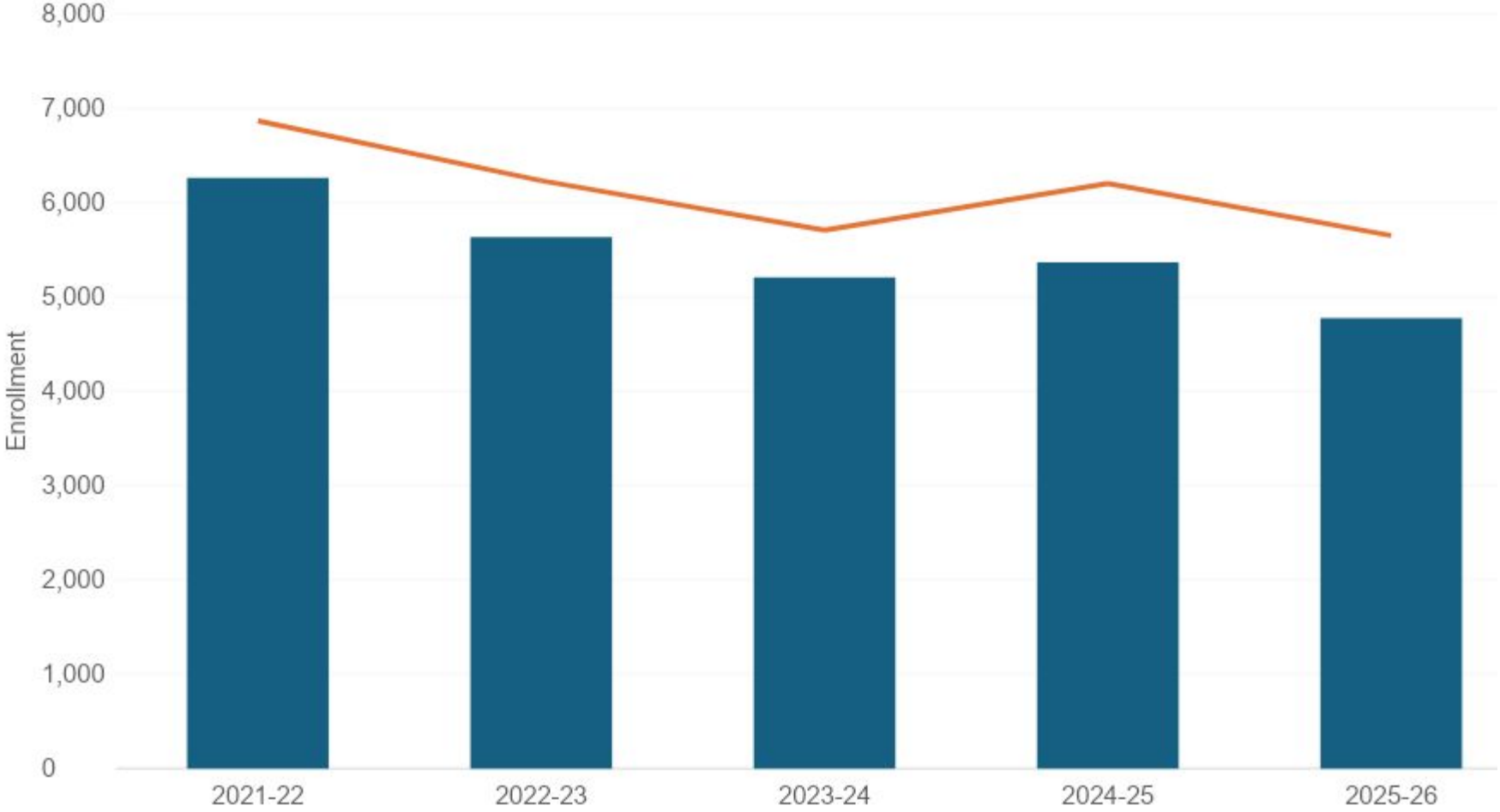
View in detail by Department

Currently viewing Applicants, to change, click on a word above.



Historical Headcount & FTES: 2021/22 - 2025/26

Trends in Full-Time Equivalent Students (FTES) and Headcount by College Year (Summer, Fall, Spring)



College Year	FTES	Headcount
2021-22	6,261	6,865
2022-23	5,634	6,232
2023-24	5,206	5,707
2024-25	5,365	6,203
2025-26	4,775	5,651

Spring 2026 Student Characteristics



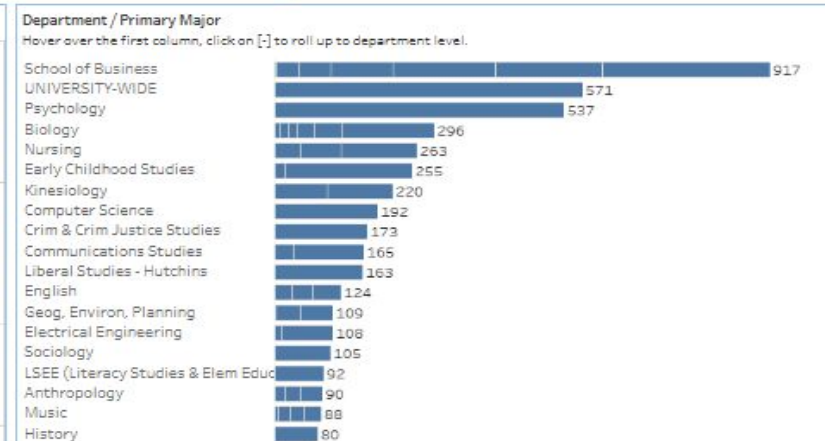
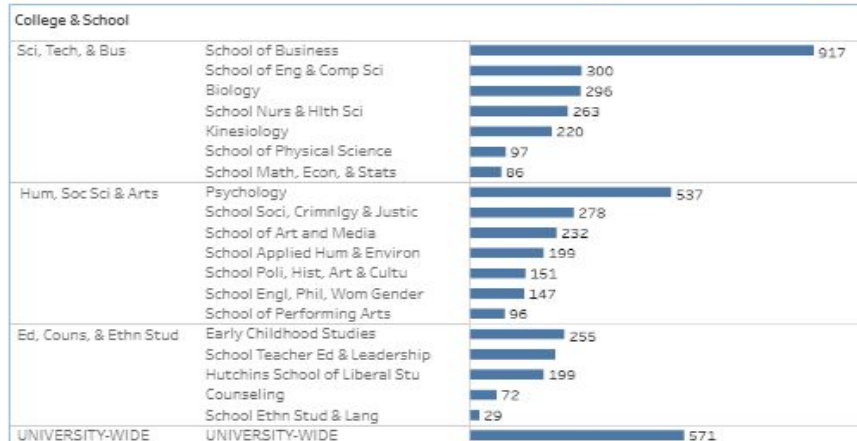
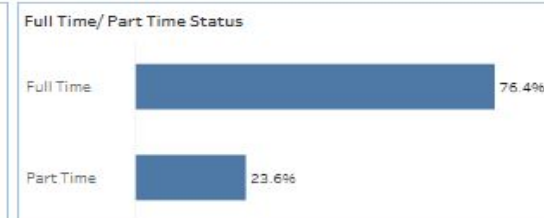
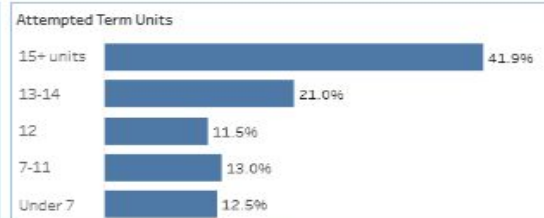
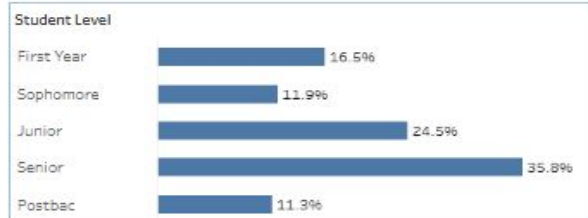
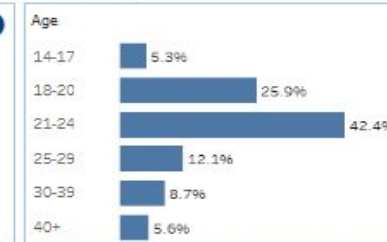
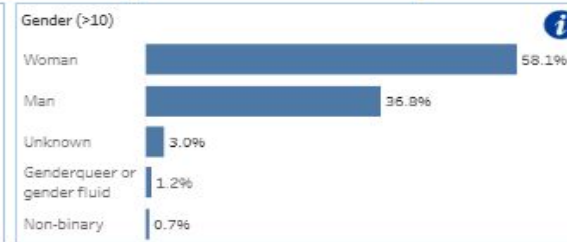
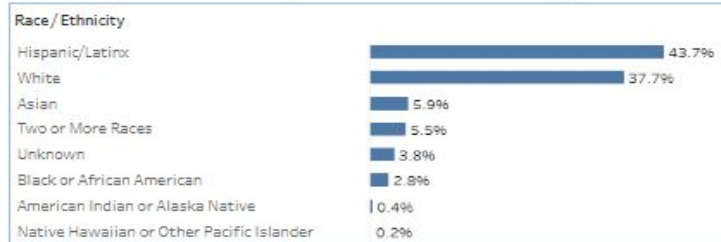
Student Characteristics



Definitions

Academic Term Spring 2026	Academic Level (All)	College (All)	School (All)	Department (All)	FT/PT Status (All)	Dual Enrolled Status (All)
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Student Headcount 5,173	AVG TERM GPA 3.26	AVG TERM UNITS 12.9	First Generation 32.0%	Underrepresented Minority 47.1%	CA Resident 98.0%
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Spring 2026 Enrollment - Majors

College & School		
Sci, Tech, & Bus	School of Business	917
	School of Eng & Comp Sci	300
	Biology	296
	School Nurs & Hlth Sci	263
	Kinesiology	220
	School of Physical Science	97
	School Math, Econ, & Stats	86
Hum, Soc Sci & Arts	Psychology	537
	School Soci, Crimnlgy & Justic	278
	School of Art and Media	232
	School Applied Hum & Environ	199
	School Poli, Hist, Art & Cultu	151
	School Engl, Phil, Wom Gender	147
	School of Performing Arts	96
Ed, Couns, & Ethn Stud	Early Childhood Studies	255
	School Teacher Ed & Leadership	
	Hutchins School of Liberal Stu	199
	Counseling	72
	School Ethn Stud & Lang	29
UNIVERSITY-WIDE	UNIVERSITY-WIDE	571

Strategic Enrollment & Recruitment Highlights

- **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>
 - Updated Admissions website: <https://admissions.sonoma.edu/>
- **Guaranteed Admissions**
 - Eleven new Admissions Partnerships signed in 2025-26 (as of 4.1.26)
 - First out-of-area community college: American River College // First Central Valley: Visalia USD
 - 4 of 5 Lake County USD signed (as of 4.1.126)
- **289 Recruitment Events/Fairs scheduled January to May 2026 // Over 660 events for 2025-26**
- **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 (NV, AZ, CO, OR, WA)
- **Partnered with 5 Lead Generation Recruitment platforms: *CollegeVine, Niche, Encoura, EdVisorly, and Deloitte***
- **Dual Enrollment: Partnered with Academic Affairs and 9 local/regional high schools to register 457 students. SSU Record!**
- **Six High School Admitted Student Celebrations: Invited 74 high schools to celebrate local-area admitted students.**

