



INCREASE IN APPLICATIONS

- Fall 2008: 19,674 applicants
- Fall 2009: 20,723 applicants
- Fall 2010: 24,064 applicants
- Fall 2011: 27,151 applicants
- Fall 2012: 26,793 applicants*
- **Fall 2013: Over 31,000**

*Reflects the CSU-wide restriction on applications for this time period



INCREASE IN ENROLLMENT

- Fall 2008: 12,851
- Fall 2009: 14,477
- Fall 2010: 13,854
- Fall 2011: 14,364
- Fall 2012: 13,933*
- **Fall 2013: 14,670**

*Reflects the CSU-wide restriction on enrollments for this time period



Retention Rates

Overall Retention Rate Has Seen Steady Improvement

First-Time Freshmen Cohort One-Year Retention Rate

Fall 2008:	66.8%
Fall 2009:	67.6%
Fall 2010:	77.7%
Fall 2011:	76.8%
Fall 2012:	79%

Upper-Division Transfer One- Year Retention Rate

Fall 2008:	77.5%
Fall 2009:	79.8%
Fall 2010:	82.8%
Fall 2011:	82.3%
Fall 2012:	86%

Graduation Rate (GR for FTF= 6 yrs to graduate)

CSUDH Fall 2007 = 29.4% (5.2%=4 yrs; 24.6%=5 yrs)

CSU avg GR = 48.9%



INCREASE IN STUDENT PREPAREDNESS

- High school GPAs of first-time freshmen have been steadily increasing.
- Average GPA for 2012 freshmen was 3.09, up from 3.02 in 2011.
- Preparation rates have also been rising.

Percent of Freshmen who needed remediation in English and/or Math has decreased:

- Fall 2009: 94.2%
- Fall 2010: 87.3%
- Fall 2011: 81.5%
- Fall 2012: 81.2%
- **Fall 2013: 80.5%**



- The Bridge Initiative has been highly successful in preparing first-time freshmen in English and math, and bridging them for two-years
- From 2009-2013, over 95% of Bridge participants completed developmental English/math courses the summer before starting at CSUDH.
- Bridge participants have nearly tripled from 104 students in 2009 to 644 students in 2013.
- Bridge program students who begin with two semesters of math and/or English remediation required have a much stronger chance of persistence.
 - Over the last 4-5 years, they are generally 10-20 percentage points higher in retention.
- Bridge students are persisting at much higher rates than the control group.

INCREASE IN WEBSITE TRAFFIC

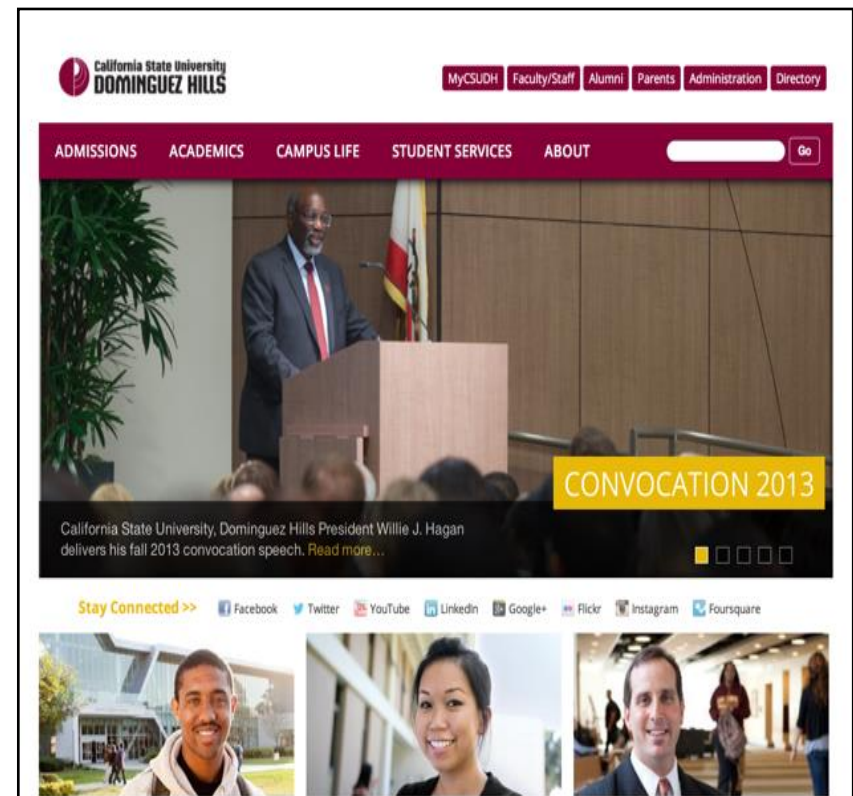
- EMSA drives prospective students to the CSUDH website through print and outdoor advertising, direct mail, collateral and email marketing.
- As a result, website traffic at CSUDH.EDU has substantially increased.

Home Page

- 2010: 35,000 visits
- 2011: 715,000 visits
- 2012: 6.9 million visits

Future Students Page

- 2011: 31,000 visits
- 2012: 200,000 visits





CSUDH Faculty: Then & Now

	2009	2014
Faculty		
Tenured Faculty	218	197
Tenure-Track Faculty	79	32
<i>T/TT Subtotal</i>	297	229
Lecturer Faculty (PT & FT)	386	612
TOTAL FACULTY:	683	841
Staff (Full-time)	534	502
Managers (MPP)	88	90
TOTAL Staff & MPP:	642	592
Students (Headcount)	12,904¹	14,670²
(FTES)	8,999¹	10,917²

¹Spring 2009

²Fall 2014



Curricular Changes?

<u>Degree/program totals</u>	<u>2009-10</u>	<u>2013-14</u>	
BA degree	29	29	
BS degree	18	18	47 Bachelors
<i>Minor</i>	<i>54</i>	<i>54</i>	
MA degree	10	10	
MS degree	8	9	(+1)
Prof Masters	3	3	22 Masters
TOTAL:	68	69	
UG certificates	29	21	(-8)
GD certificates	17	20	(+3)
credentials	11	12	(+1)
TOTAL:	57	53	

Governance: Academic Senate Changes?

- Added = staff, Jan 2013
- Added = part-time lecturers, April 2013
- TOTAL Membership = 43



Revisiting Our Strategic Plan

(1) Table Discussions: Facilitator & Recorder

- Top 3 University Goals (*~15 min*)
- Top 10 University Strategies (*~25 min*)

(2) Reporting Out (*~30 min*)

(3) Logging your individual choices

(4) Summary and Conclusions



Results of Polling