

Date: October 19, 2009
To: Jolene Koester, President
From: Terry D. Piper, Vice President for Student Affairs
Subject: Enrollment Management Plan 2010-2012 (revised)

As requested in your August 17, 2009, memo I am submitting the following in response to your charge to “Plan and reduce the University’s enrollment for the next two years, while simultaneously working to build the infrastructure necessary to increase enrollment once revenue or other factors change.”

Enrollment Reduction Plans

2010 – 2011 Target: 22,946 FTES (10.8% reduction, 2,787 FTES from 2009-2010 target)

1. Eliminate State support summer courses (750 FTES)
2. Reduce First Time Freshmen by 310 FTES (406 headcount)

The following strategies have been put into place to achieve this reduction:

- Eliminate Preview CSUN application generation event.
- Reduce recruiting visits to high schools.
- Eliminate participation in the NACAC (National Association of College Admissions Counseling) College fairs.
- Close the application period on Nov. 30, the earliest closure allowed.
- Maintain 2009-2010 Tier I and Tier II designations.
- Reduce yield activities.
- Establish an earlier Intent to Register deadline in alignment with the national deadline.
- Continue to enforce all deadlines, e.g. Intent to Register, EPT/ELM.

3. Reduce First Time Transfer Students by 356 FTES (467 headcount)

The following strategies have been put into place to achieve this reduction:

- Eliminate Preview CSUN application generation event.
- Reduce on-site admissions days.

- Reduce recruiting visits to community colleges.
 - Close the fall 2010 application period on Nov. 30.
 - Require all basic subjects transfer courses to be completed by spring 2010. (Previous practice was to admit students who were finishing their basic subjects during summer—i.e., were “in progress.”)
 - Maintain prohibition on lower division (less than 60 units) transfers.
4. Reduce Continuing Students by 1,371 FTES (1,797 headcount) through:
 - Super Senior Initiatives.
 - Reduction of maximum number of units eligible for financial aid.
 - Strict enforcement of disqualification, course repeat and withdrawal policies.
 - Strict enforcement of satisfactory academic progress policies for Financial Aid.
 - Consulting with Faculty Senate on changes to policies governing academic minors and multiple majors and late changes of major.
 5. Maintain elimination of spring semester new enrollment (no additional reduction from 09-10)

2011-2012 Anticipated Target: 22,946 FTES (no reduction from 2010-2011)

1. Maintain all strategies implemented during 2010-2011.

Recruitment Infrastructure Development

1. Strategic Enrollment Management Plan revised to streamline action plans and implementation leadership; delay some actions due to lack of resources.
2. Reallocate recruiters from yield activities to “pipeline” development in the 9th and 10th grades.
3. Continue outreach initiatives through our seven funded projects to reach out to students and families beginning in the 6th grade.
4. Continue marketing and communication initiatives to position Northridge as attractive for fully proficient students.
5. Continue development of GE Honors and begin planning for an Honors College.
6. Seek funds for the development of merit scholarships for entering students.