Our Story: By the numbers
Graduation Initiative 2025 funding system-wide is $75,000,000 (base funded)

Graduation Initiative 2025 definitions slightly different than local.

- 4-yr graduation: 30%
- 6-yr graduation: 56%
- Transfer 2-yr graduation: 38%
- Transfer 4-yr graduation: 79%
- Eliminate Gap for Pell
- Eliminate Gap for URM
Strategic Enrollment Mgt

Part I Recruitment
First-time Undergraduate applications **dropped** in 2016 & 2017

![Graph showing the drop in first-time undergraduate applications from Fall 2010 to Fall 2017. The number of applications decreased from 9,205 in Fall 2010 to 3,807 in Fall 2017.](image-url)
Undergraduate application yield dropped 2013 thru 2016

Application Yield = Enrollments/Applications

- 2012: 12.4%
- 2013: 12.1%
- 2014: 11.6%
- 2015: 10.9%
- 2016: 10.0%
- 2017: 10.6%
Strategic Enrollment Mgt

Part II Enrollment and Demographics
For every **ten** students enrolled as first-time undergraduates...

**Around half** are first-generation. Per GI 2025 definitions
For every ten students enrolled as first-time undergraduates...

Almost one half received Pell Grants.
For every **ten** students enrolled as first-time undergraduates...

*Nearly half* represent diverse backgrounds. Per GI 2025 definitions.
Total Undergraduate enrollment **dropped** in 2016 & 2017.
New Undergraduate enrollment *dropped* in 2016 & 2017

![Graph showing new undergraduate enrollment trends from Fall 2010 to Fall 2017*.

- **First Time**
  - Fall 2010: 1,310
  - Fall 2011: 1,237
  - Fall 2012: 1,200
  - Fall 2013: 1,600
  - Fall 2014: 1,420
  - Fall 2015: 1,035
  - Fall 2016: 947
  - Fall 2017*: 947

- **Transfer**
  - Fall 2010: 888
  - Fall 2011: 947
  - Fall 2012: 1,035
  - Fall 2013: 1,035
  - Fall 2014: 1,035
  - Fall 2015: 1,035
  - Fall 2016: 947
  - Fall 2017*: 947

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* Fall 2017* indicates projected data.
Annualized FTES at Census by Residency

+10 FTE from summer session

*Note “CA resident” includes AB540, International w resident fees, & other state w resident fees
On average, the size of our incoming first-time undergraduate class ranges from 1,200 to 1,400 students. One in three represent traditionally underserved populations and are also eligible for Pell grants. About 1/5th are also first generation.
Strategic Enrollment Mgt

Part III Retention & Progression
What students want

Ability to register for classes they need
Faculty and Staff who understand them
A safe and welcoming environment
Employment opportunities
Why students choose to stay...

“Humboldt State has given me the best professors and courses in my field that I could have asked for. They are knowledgeable and give plenty of opportunities for hands on learning. Humboldt State is also located in one of the prettiest parts I have ever been. So whenever I feel stressed I can explore the amazing natural beauty that the university is nestled inside.”

“Everyone I have spoken to has been very patient and understanding with how stressful student life can be and figuring stuff out…”

“You can tell the faculty and staff want to be here and it is very encouraging.”

“The professors and class sizes make it feel like a private school.”

“What I love most about HSU so far is that I am surrounded by friends. professors and faculty remembers who care about me…”

“The kindness and guidance of the faculty has been very exceptional.”

“…the professors and faculty care a lot about the well-being of the students and you can see that.”

“Humboldt State University is the best decision I made for college. My time here so far has been excellent. I really like the way staff, such as teachers, interact in their classroom with their students.”
Challenges our students face:

- 61% felt overwhelmed.
- 48.6% reported lack of sleep.
- 12.4% felt they ‘did not belong’ at HSU.
- 38% worry about getting enough to eat.
- 25.4% worry how they will afford school next year.
“I missed my friends and family back home.”

“I took a lot of classes I found out don’t even count.”

“I don’t feel like I belong.”

“People don’t get me here.”

“I work full time. It’s too hard to balance it all.”

“This is taking longer than I planned.”

“I can’t afford a place.”

“This is all too much for me.”

“I thought college would be easy.”

“I don’t feel like I belong.”

“I need to take xxx and I couldn’t get into it so I’m going home to take it.”

“I don’t feel safe around here.”

“I keep getting the runaround.”

“This community doesn’t make me feel like I fit.”

“I’m hungry a lot of the time and it makes it tough to pay attention in class.”

“I miss my friends and family back home.”

“This is taking longer than I planned.”

“I can’t afford a place.”

“I thought college would be easy.”

“I don’t feel like I belong.”

“I need to take xxx and I couldn’t get into it so I’m going home to take it.”

“I don’t feel safe around here.”

“This community doesn’t make me feel like I fit.”

“I’m hungry a lot of the time and it makes it tough to pay attention in class.”
For every ten students enrolled as first-time undergraduates... 

Three leave after their first year.
Eliminate the gap...
Opportunity Gap - Retention Underrepresented

Gap reversed in 2015-16.
Opportunity Gap—Retention First—Generation*

Strategic Enrollment Mgt

Part IV Graduation
For every ten students enrolled as first-time undergraduates...

Almost two (1.6) graduate in four years.
For every **ten** students enrolled as first-time undergraduates... 

*Almost five (4.6) graduate in six years.*
Almost 2 to 1. Ratio of white to underrepresented students who graduate in 4 years.
Opportunity Gap: Grad in 4 Years Pell Recipients

Opportunity Gap—Grad in 4 Years First-Generation

Gap shrunk in 2013-14.
Examining collective impact…