

**Humboldt State University Enrollment Management Update  
May 18, 2020**

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**Continuing Student Retention & Registration Campaign**

As of May 18, 2020, 78% of eligible undergraduates have self-registered for Fall 2020. 84.5% of eligible students have no holds on their account. Of note, within a group of 769 students who were enrolled in Spring 2020 but not yet registered for Fall 2020, **there is an opportunity group of 291 students who are in good academic standing and who have no holds or barriers to register. Within this population 31 are Freshmen, 60 are sophomores, 91 are Juniors, and 109 are Seniors.** We will make direct outreach to these students. Whereas registration was not tracked in the past the way that we began monitoring registration trends last fall, we do not have prior-year trend data for comparison. The tables below summarize Fall 2020 registration in various categories:

***Registration trends by Class Level***

	<b>Reg</b>	<b>%</b>	<b>Not Reg</b>	<b>%</b>	<b>Total</b>
Freshmen	513	68.49%	236	31.51%	749
Sophomore	757	76.08%	238	23.92%	995
Junior	1419	79.99%	355	20.01%	1,774
Senior	1248	81.09%	291	18.91%	1,539

***Registration trends by College***

	<b>Reg</b>	<b>%</b>	<b>Not Reg</b>	<b>%</b>	<b>Total</b>
CAHSS	1001	74.53%	342	25.47%	1,343
CPS	1032	78.00%	291	22.00%	1,323
CNRS	1736	81.05%	406	18.95%	2,142
General	136	65.07%	73	34.93%	209

Students eligible for Fall 2020 registration may have last enrolled in Spring 2020 or in prior terms. Below is the current registration rate by latest enrolled term (Spring 2020 or prior):

	<b>Reg</b>	<b>%</b>	<b>Not Reg</b>	<b>%</b>	<b>Total</b>
Spring 2020	3831	83.28%	769	16.72%	4,600
All other	106	23.19%	351	76.81%	457

## Fall 2020 Admissions

We are currently **+1.55%** (n=1830) ahead last year's number of confirmed students (n=1802). Last week we were **+1.07%** (n=1791) ahead of last year's number of confirmed students and two weeks ago we experienced a **-.97%** decline in new student enrollment as compared to the prior year. While this week's trend remains positive but relatively flat, please note that we continue to melt from the **57.44%** increase in confirmations as of early March. Our concentration is on student yield. Our Fall 2020 admission trends to-date are as follows:

Applicants										
REDIRECT      Not Redirect										
	Fall 2020		Fall 2019		Fall 2018		Fall 2017		Fall 2016	
	HC		HC		HC		HC		HC	
Credential	130	0.78%	129	1.57%	127	-28.25%	177	-4.84%	186	
First-time UG	7,812	-23.90%	10,266	-6.23%	10,948	-4.38%	11,449	-11.64%	12,957	
Lower-div xfer	376	-14.55%	440	-14.06%	512	138.14%	215	82.20%	118	
Masters	419	-2.10%	428	-8.74%	469	-8.04%	510	12.09%	455	
Returning UG	127	-7.30%	137	-4.86%	144	-29.76%	205	1.99%	201	
Second Bachelor	63	14.55%	55	19.57%	46	130.00%	20	42.86%	14	
Unclassified PB	4	100.00%	2	-71.43%	7	75.00%	4	-55.56%	9	
Upper-div xfer	3,218	-5.91%	3,420	-8.85%	3,752	-0.64%	3,776	2.03%	3,701	
Transitory	3	-72.73%	11	-26.67%	15	-16.67%	18	12.50%	16	
<b>Grand Total</b>	<b>12,152</b>	<b>-18.38%</b>	<b>14,888</b>	<b>-7.07%</b>	<b>16,020</b>	<b>-2.16%</b>	<b>16,374</b>	<b>-7.27%</b>	<b>17,657</b>	

  

Admits										
REDIRECT      Not Redirect										
	Fall 2020		Fall 2019		Fall 2018		Fall 2017		Fall 2016	
	HC		HC		HC		HC		HC	
Credential	52	48.57%	35	3400.00%	1	-98.08%	52	333.33%	12	
First-time UG	6,384	-27.10%	8,757	6.94%	8,189	-12.03%	9,309	-5.79%	9,881	
Lower-div xfer	197	-16.17%	235	21.13%	194	117.98%	89	242.31%	26	
Masters	229	3.62%	221	-2.21%	226	4.15%	217	-10.33%	242	
Returning UG	82	9.33%	75	-7.41%	81	-29.57%	115	7.48%	107	
Second Bachelor	39	62.50%	24	-17.24%	29	163.64%	11	57.14%	7	
Unclassified PB	1	0.00%	1	-50.00%	2	-33.33%	3	-25.00%	4	
Upper-div xfer	2,675	-8.89%	2,936	-6.02%	3,124	-0.06%	3,126	6.29%	2,941	
Transitory	3	-72.73%	11	-26.67%	15	-11.76%	17	6.25%	16	
<b>Grand Total</b>	<b>9,662</b>	<b>-21.42%</b>	<b>12,295</b>	<b>3.66%</b>	<b>11,861</b>	<b>-8.33%</b>	<b>12,939</b>	<b>-2.24%</b>	<b>13,236</b>	

  

Confirmed										
REDIRECT      Not Redirect										
	Fall 2020		Fall 2019		Fall 2018		Fall 2017		Fall 2016	
	HC		HC		HC		HC		HC	
Credential	8	-33.33%	12	#DIV/0!	0	-100.00%	16	#DIV/0!	0	
First-time UG	694	-15.26%	819	-31.00%	1187	-18.81%	1462	14.22%	1280	
Lower-div xfer	100	13.64%	88	6.02%	83	93.02%	43	186.67%	15	
Masters	137	9.60%	125	-3.85%	130	-13.91%	151	13.53%	133	
Returning UG	53	70.97%	31	-22.50%	40	0.00%	40	17.65%	34	
Second Bachelor	19	171.43%	7	-50.00%	14	180.00%	5	66.67%	3	
Unclassified PB	0	#DIV/0!	0	-100.00%	1	#DIV/0!	0	-100.00%	1	
Upper-div xfer	816	13.33%	720	-21.23%	914	-14.66%	1071	35.06%	793	
Transitory	3	#DIV/0!	0	#DIV/0!	0	#DIV/0!	0	#DIV/0!	0	
<b>Grand Total</b>	<b>1830</b>	<b>1.55%</b>	<b>1802</b>	<b>-23.93%</b>	<b>2369</b>	<b>-15.03%</b>	<b>2788</b>	<b>23.42%</b>	<b>2259</b>	

## **Financial Aid Packaging**

Financial Aid packaging aid for 2020-21 continues on a weekly basis as FAFSAs reach our system and verifications are completed. Accordingly, here is a summary of awards and packaging as of May 18, 2020:

- 7,764 students packaged, including
- 3,292 prospective first-time freshman and
- 1,284 prospective incoming transfers
- 211 incoming local freshmen were packaged with the Humboldt First scholarship

At this point last year, 11,843 students had been packaged. The lower number this year is partly due to lower number of applications, but also significantly slower processing time of verifications while working at home.

Additionally, the last two weeks of staff time has been fairly consumed with awarding Student Adversity Funds to students in desperate need of help. As of Monday morning (5/18), 177 requests had been processed since April 14, and over \$104,629 in emergency grants had been awarded, with amounts ranging from \$60 to \$2000. Most grants were \$500.

### *Distribution of Student Adversity Fund Dollars to Students*

loss of employment	82	48%
other	42	25%
housing insecurity	25	14%
food insecurity	20	9%
medical	7	4%
death in the family	1	1%
TOTAL	177	100%

### *Distribution of CARES Fund Dollars*

Under the Coronavirus Aid, Relief, and Economic Security (CARES) Act, the University received \$5,151,499 to go directly to students. To date we have allocated emergency funds to 5,200 HSU students who filed a 2019-20 FAFSA and who are eligible for Federal Financial Aid. Students who did not file a FAFSA and are otherwise eligible for financial aid are eligible to receive CARES funding, as well. These students must verify their general eligibility for federal aid by submitting a CARES application, which is available on the [Financial Aid Office website](#), no later than June 15. Requests will take one to two weeks to process. International and undocumented students, who are not eligible for the CARES grant, were awarded and disbursed grants through other types of funds early this week.

## Campus Housing

We continue to experience an overall decline (-12.65) in the number of students who have confirmed housing assignments. While positive trends continue among returning students (+4.41%), the decline in new student confirmations (-23.28%) have cannibalized our gains. Since the announcement about instruction in Fall 2020 last week, we have experienced a modest uptick in Housing apps (+19) and have not experienced an overwhelming exodus of students who have committed to housing.

### Housing Applications Started

	Fall 2020		Fall 2019		Fall 2018		Fall 2017		Fall 2016	
	Apps		Apps		Apps		Apps		Apps	
Continuing	56	9.80%	51	2.00%	50	-5.66%	53	-7.02%	57	
New Freshman	792	-36.99%	1,257	-19.89%	1,569	-4.74%	1,647	-15.45%	1,948	
New Transfer	467	-16.46%	559	-11.83%	634	8.38%	585	13.59%	515	
Resident	952	-12.50%	1,088	-2.16%	1,112	18.93%	935	18.50%	789	
<b>Grand Total</b>	<b>2,267</b>	<b>-23.28%</b>	<b>2,955</b>	<b>-12.18%</b>	<b>3,365</b>	<b>4.50%</b>	<b>3,220</b>	<b>-2.69%</b>	<b>3,309</b>	

### Housing Applications Completed

	Fall 2020		Fall 2019		Fall 2018		Fall 2017		Fall 2016	
	Apps		Apps		Apps		Apps		Apps	
Continuing	27	92.86%	14	0.00%	14	0.00%	14	16.67%	12	
New Freshman	532	-8.90%	584	-26.45%	794	-12.17%	904	-8.78%	991	
New Transfer	344	34.38%	256	-16.07%	305	9.71%	278	13.47%	245	
Resident	854	40.46%	608	0.83%	603	13.77%	530	15.47%	459	
<b>Grand Total</b>	<b>1,757</b>	<b>20.18%</b>	<b>1,462</b>	<b>-14.80%</b>	<b>1,716</b>	<b>-0.58%</b>	<b>1,726</b>	<b>1.11%</b>	<b>1,707</b>	

### Housing Occupancy

	Fall 2019		Fall 2018		Fall 2017		Fall 2016		Fall 2015	
	Occupancy		Occupancy		Occupancy		Occupancy		Occupancy	
Continuing	18	-14.29%	21	0.00%	21	10.53%	19	-29.63%	27	
New Freshman	694	-24.32%	917	-12.42%	1047	-9.11%	1152	-7.02%	1239	
New Transfer	289	-15.25%	341	7.57%	317	10.84%	286	-8.63%	313	
Resident	711	4.41%	681	12.38%	606	16.09%	522	15.23%	453	
<b>Grand Total</b>	<b>1712</b>	<b>-12.65%</b>	<b>1960</b>	<b>-1.56%</b>	<b>1991</b>	<b>0.61%</b>	<b>1979</b>	<b>-2.61%</b>	<b>2032</b>	