Higher education is facing significant enrollment challenges. The decline in high school to college or community college enrollment and the uptick in students stopping or delaying their degree progress has accelerated since the pandemic. According to the <u>National Student Clearinghouse Research Center</u>, undergraduate enrollment declined 6.6 percent from Fall 2019 to Fall 2021, representing a <u>loss of just</u> <u>over a million students</u>, and more than one in four students enrolled in college in 2019 did not return the following fall, the <u>highest rate since 2012</u>.

CSULB is not immune

The council recommends the following strategies to improve the impact of outreach on increasing admission yield at CSU Long Beach:

The council recommends that Strategic Communications facilitates the creation of a task force/committee, in consultation with all entities that work with prospective students (e.g., University Outreach and School Relations, Center for International Education, college advising units, etc.) to organize efforts related to marketing and communications to prospective students that is consistent with campus branding and messaging. This committee may address the following:

- x Ensuring that branding that is consistent across all units;
- x Promoting institutional designations, such as Hispanic Serving Institution (HS), Asian American and Native American Pacific Islander-Serving Institution (ANAPIS), Minority Serving Institution (MS);
- Х

x Working with colleges in reassessing Major Specific Degree Requirements for transfers to ensure that there are no barriers to our transfer applicants.

The Council recommends that the university increase resources for the University Outreach and School Relations to allow them to engage in the following activities:

- x Recruiting student assistants to support with graphic design and social media;
- x Training departments and academic units on outreach techniques and best practices;
- x Increasing outreach at K-12 level including:
 - o Early Exposure (e.g., for middle school students) to less-