

ACSEM Recommendations – Spring 2021
Improving Yield Rates and Outreach to Local Applicants

CSU Long Beach is committed to student access to higher education and equally committed to ensuring all students are successful. Higher education applications to CSULB are up 22% and the number of local students who applied to the university in the United States and most applied to in the CSU system.

Even with this high demand in application, CSULB is committed to local access. CSULB admits all qualified students who apply from the local area high schools. This local access guarantees access to higher education for any local student. The majority of the freshmen African American and Hispanic students have access to CSULB through this unique program. Giving preference to all local students who apply from the high schools surrounding the campus is a strategic priority for CSULB.

In studying the admission patterns for local students, 80% of the local applicant pool meets CSULB minimum requirements, with African American pool being the lowest with 66%. On average, 40% of the admitted pool enroll, with White having the lowest yield of 35% and Hispanic having the highest yield of 51%.

ACSEM recommends CSULB leadership identify adequate resources to increase outreach, invest in pipeline programs, and centralize support to improve yield for local students to further our progress in providing access to underserved students.

The following is a brief outline of the proposed strategies.

1. Improve outreach activities to Local Schools

- Funding for current
- Invest in advertisements, publications, and recruitment for local schools
- Funding to recruit high achieving URM students through grants and scholarships
- Identify, coordinate and evaluate existing outreach programs

2. Build pipeline programs

- Expand support for current and future pipeline programs, such as Beach Pathways, at schools with high URM populations.
- Develop additional intentional transitional programs from admission to first day of class to increase yield (ex. RISE, Year Zero)
- Develop a holistic strategy that advances opportunities to access higher education for targeted school districts, consistent with our mission of public good, by collaborating with the CSU Center to Close the Opportunity Gap (CCOG) or an external foundation.-

3. Centralized support for logistics and communications

- Implement recommendations and ensure outcomes of existing admission and enrollment communication projects
- Implement a centralized student, and non-matriculated students, communication system (or CRM system) to support yield and outreach campaigns
- Concerted communication effort across campus
- A standardized approach to SOAR/Advising communication and connection with students