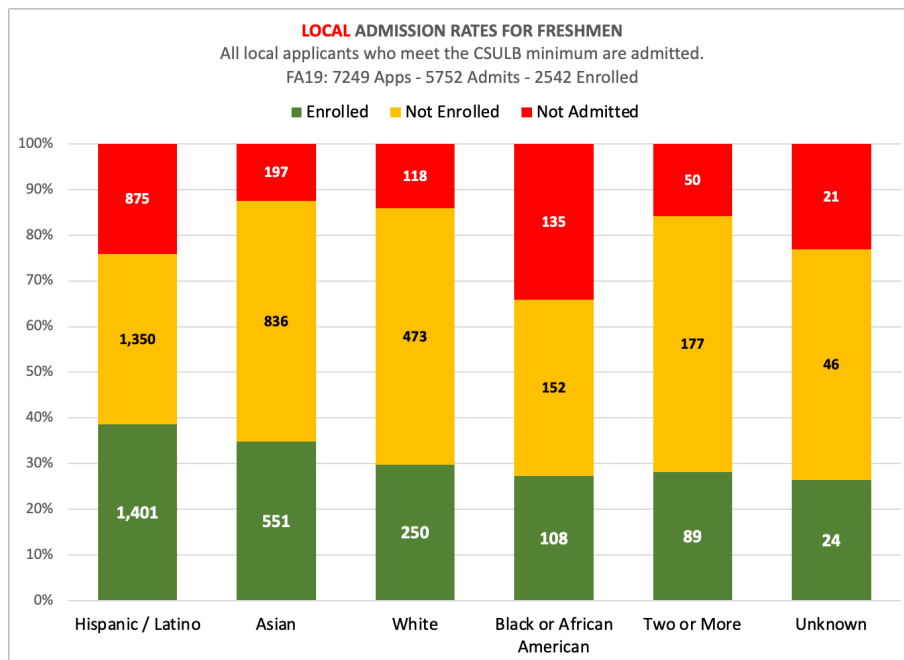


ACSEM Recommendations – Spring 2021
Improving Yield Rates and Outreach to Local Applicants

CSU Long Beach is committed to student access to higher education and equally committed to ensuring all students are successful in their higher education journey. In the two decades, the application volume has increased to the current level of over 71,000 first-time freshmen applicants. CSULB is the 8th most applied to 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 students to serve as mentors/tutors at their former high/middle schools to provide URM students with a sense of belonging
- 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 across campus for maximum impact
- Collaborate with high URM school districts that have low A-G completion rates to develop A-G college-going campaigns and data sharing 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