Welcome!

**UBC members:** Please ensure our full name shows and add “member” before your name.

**UBC guests:** Please ensure your full name shows and add “guests” before your name

**All:** Please use the “raise hand” function for questions

Public forum is at approximately 11:30 AM

We’ll do our best to address questions posted in the chat

Today’s presentations will be posted to the UBC webpage by Friday, October 28

RSVP to ubc@sfsu.edu to attend UBC Office Hours Friday 10:00AM for Staff and Faculty/MPP’s

Next UBC meeting
Thursday, November 17, 2022
10:00 AM – 12:00 PM via Zoom
Welcome from UBC Co-Chairs

Amy Sueyoshi
Provost & Vice President
Academic Affairs

Jeff Wilson
Vice President & CFO
Administration & Finance
Share Your Thoughts

UBC Meetings
Attend and participate in the public forum.

UBC Office Hours
Virtual UBC member & peer-hosted on Fridays after UBC.

By Email
UBC@sfsu.edu
Shared with UBC Steering Committee.

Personally
Reach out to a member and they can share their knowledge or bring your input back to UBC.

UBC Webpage
https://adminfin.sfsu.edu/ubc
Click on the Feedback and Questions button.
Members of the University Budget Committee (UBC) invite you to attend UBC office hours to provide your feedback on meeting presentations, to suggest topics for future meetings, to discuss university budget-related questions, etc. This is an opportunity to dialogue directly with your UBC member-peers, as sessions are offered specifically for staff and faculty/MPPs.

**UBC Office Hours**

For MPP/Faculty and Staff Sessions  
Friday, October 28, 2022  
10:00 AM – 11:00 AM via Zoom

**RSVP to:** ubc@sfsu.edu  
All meetings take place via Zoom
Welcome/Office Hours/Agenda Review  Wilson

Member rollcall  UBC staff

Minutes Approval (September 20, 2022)  Wilson

President’s Message  Mahoney

Updates/Informational Item

• Carryforwards, Designated Balances, and Reserves  Wilson
  o Member Forum
  o Public Forum
BREAK (5 min)

Enrollment update

• Member Forum
• Public Forum

Announce Elected Steering Committee Members

Public Forum
Member Rollcall
Approval of Minutes
September 20, 2022

All past meeting minutes can be found on the UBC Webpage
President’s Message
Carryforward, Designated Balances, and Reserves
Carryforward, Designated Balances, and Reserves

Agenda
1. Context
2. Terminology
3. 3-year Data Comparison
4. Conclusions
5. Questions and Discussion
Agenda

1. Context
2. Terminology
3. 3-year Data Comparison
4. Conclusions
5. Questions and Discussion
Context (and terminology) is important for understanding this presentation.

• This information is as of June 30, 2022 – a snapshot of data recorded for closing the Fiscal Year (FY) 2021-2022 financial books.

• This information is presented consistent with CSU reporting requirements so that it aligns with publicly-available data from the CSU at https://www.calstate.edu/csu-system/ transparency-accountability/financial-transparency-portal
Agenda

1. Context
2. Terminology
3. 3-year Data Comparison
4. Conclusions
5. Questions and Discussion
Carryforward, Designated Balances, and Reserves

Terminology

Carryforward (or Cumulative Budget Balance Available [BBA])

Cumulative = Prior Years BBA plus Current Year BBA

The current and cumulative difference (i.e., balance) between budgeted expenditures and actual expenses; carryforward are unused, one-time, non-recurring funds.

Expenditures is a budget term; actual expenses is an accounting term
Terminology

Designated Balances

How carryforward is classified or categorized for financial reporting purposes. Carryforward remains in its division (e.g., Academic Affairs, SAEM). Divisions are responsible for managing their carryforward.

This is primarily used for required CSU financial accounting reporting and is how carryforward is reported at www.calstate.edu.
Reserves

The portion of designated balances that is centrally classified to support the campus’s financial health; self-support auxiliaries are also required to report reserves. General Operating Fund reserves are recorded at the University level – not in a division of unit.
Terminology – Note

Reserves and carryforward are used to refer to the same thing. They are different: carryforward is the result of budgeted vs. actual; reserves are designated carryforward.
Carryforward, Designated Balances, and Reserves

Terminology

- **Divisions/Colleges/Units**: Carryforward > Categorized as Designated Balances
- **University Wide/Central**: Carryforward > Categorized as Designated Balances and Reserves
• **Carryforward**, without context and planning, *may* be perceived as excess funding, poor planning, and inefficient budgeting.

• **Reserves** should be healthy enough to mitigate economic downturns but not too excessive to indicate hoarding of resources. Generally recommended range is between 25% and 50% of operating expenditures for a university or about 3 to 6 months annual operating expenses.
• Units designate carryforward balances for transparency reporting purposes.
• Designations should be supported with reasonably documented plans but that is currently not a requirement.
Agenda
1. Context
2. Terminology
3. 3-year Data Comparison
4. Conclusions
5. Questions and Discussion
3-year Data Comparison

• Amounts are as of June 30 of each year.
• Amounts include all General Fund balances:
  1. Operating Fund
  2. Recovered Indirect Costs
  3. Cost Recovery
  4. Accumulated Carryforward
  5. General Fund mini-grants
## General Fund Carryforward – June 30, 2022

(All $ in 000s)

<table>
<thead>
<tr>
<th>Division</th>
<th>FY2019-20</th>
<th>FY2020-21</th>
<th>FY2021-22</th>
</tr>
</thead>
<tbody>
<tr>
<td>Academic Affairs</td>
<td>$22,610</td>
<td>$22,148</td>
<td>$37,288</td>
</tr>
<tr>
<td>Administration &amp; Finance</td>
<td>-1,100</td>
<td>3,117</td>
<td>5,883</td>
</tr>
<tr>
<td>Office of the President</td>
<td>926</td>
<td>522</td>
<td>814</td>
</tr>
<tr>
<td>Student Affairs &amp; Enrollment Management</td>
<td>6,207</td>
<td>8,470</td>
<td>13,039</td>
</tr>
<tr>
<td>University Advancement</td>
<td>1,618</td>
<td>1,804</td>
<td>2,575</td>
</tr>
<tr>
<td>University Enterprises</td>
<td>1,157</td>
<td>1,093</td>
<td>955</td>
</tr>
<tr>
<td>University Wide</td>
<td>15,329</td>
<td>15,516</td>
<td>32,417</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$46,746</strong></td>
<td><strong>$52,670</strong></td>
<td><strong>$92,972</strong></td>
</tr>
</tbody>
</table>
Carryforward, Designated Balances, and Reserves

Academic Affairs – Carryforward

<table>
<thead>
<tr>
<th>Year</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>2020</td>
<td>$22,610</td>
</tr>
<tr>
<td>2021</td>
<td>$22,148</td>
</tr>
<tr>
<td>2022</td>
<td>$37,288</td>
</tr>
</tbody>
</table>
Academic Affairs – Designated Balances

<table>
<thead>
<tr>
<th>Year</th>
<th>Outstanding Commitments</th>
<th>Encumbrances</th>
</tr>
</thead>
<tbody>
<tr>
<td>2020</td>
<td>$21,433</td>
<td>$1,178</td>
</tr>
<tr>
<td></td>
<td>$22,610</td>
<td></td>
</tr>
<tr>
<td>2021</td>
<td>$20,263</td>
<td>$1,885</td>
</tr>
<tr>
<td></td>
<td>$22,148</td>
<td></td>
</tr>
<tr>
<td>2022</td>
<td>$22,610</td>
<td>$2,181</td>
</tr>
<tr>
<td></td>
<td>$37,288</td>
<td></td>
</tr>
<tr>
<td></td>
<td>$35,107</td>
<td></td>
</tr>
</tbody>
</table>
2022 Academic Affairs - Designated Balances (BBA by Fund)

- CY General Fund: $16,952
- Cumulative IDC: $1,379
- PY General Fund: $10,034
- Cumulative Other: $8,922
Carryforward, Designated Balances, and Reserves

Administration & Finance – Carryforward

<table>
<thead>
<tr>
<th>Year</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>2020</td>
<td>($1,100)</td>
</tr>
<tr>
<td>2021</td>
<td>$3,117</td>
</tr>
<tr>
<td>2022</td>
<td>$5,883</td>
</tr>
</tbody>
</table>
### Administration & Finance – Designated Balances

<table>
<thead>
<tr>
<th>Year</th>
<th>Repair &amp; Maintenance</th>
<th>Outstanding Commitments</th>
<th>Encumbrances</th>
</tr>
</thead>
<tbody>
<tr>
<td>2020</td>
<td>$(3,707)</td>
<td>$2,606</td>
<td>-</td>
</tr>
<tr>
<td>2021</td>
<td>$(3,254)</td>
<td>$4,000</td>
<td>$2,371</td>
</tr>
<tr>
<td>2022</td>
<td>$-</td>
<td>$2,693</td>
<td>$3,190</td>
</tr>
</tbody>
</table>

-$1,100 in 2020.
Carryforward, Designated Balances, and Reserves

2022 Administration & Finance - Designated Balances (BBA by Fund)

- **$3,923**: CY General Fund
- **$1,960**: PY General Fund
Carryforward, Designated Balances, and Reserves

Office of the President – Carryforward

- **2020**: $926
- **2021**: $522
- **2022**: $814
Carryforward, Designated Balances, and Reserves

Office of the President – Designated Balances

<table>
<thead>
<tr>
<th>Year</th>
<th>Program Development</th>
<th>Outstanding Commitments</th>
<th>Encumbrances</th>
</tr>
</thead>
<tbody>
<tr>
<td>2020</td>
<td>$926</td>
<td>$277</td>
<td>$-</td>
</tr>
<tr>
<td>2021</td>
<td>$522</td>
<td>$245</td>
<td>$-</td>
</tr>
<tr>
<td>2022</td>
<td>$814</td>
<td>$-</td>
<td>$-</td>
</tr>
</tbody>
</table>
2022 Office of the President - Designated Balances (BBA by Fund)

- **CY General Fund**: $573
- **PY General Fund**: $241

Total:
- **$814**
Student Affairs & Enrollment Mgmt. – Carryforward

- 2020: $6,207
- 2021: $8,470
- 2022: $13,039
Student Affairs & Enrollment Mgmt. – Designated Balances

- Outstanding Commitments
- Encumbrances
- Economic Uncertainty

Carryforward, Designated Balances, and Reserves

2020
- Outstanding Commitments: $6,207
- Encumbrances: $1,221
- Economic Uncertainty: $352

2021
- Outstanding Commitments: $8,471
- Encumbrances: $1,243
- Economic Uncertainty: $-

2022
- Outstanding Commitments: $13,039
- Encumbrances: $1,286
- Economic Uncertainty: $-
2022 Student Affairs & Enrollment Management - Designated Balances (BBA by Fund)

- CY General Fund: $6,001
- PY General Fund: $3,002
- Student Health/Other Funds: $4,036
University Advancement – Carryforward

- 2020: $1,618
- 2021: $1,804
- 2022: $2,575
Carryforward, Designated Balances, and Reserves

University Advancement – Designated Balances

- **2020**
  - Equipment Acquisition: $1,618
  - Program Development: $1,303
  - Outstanding Commitments: $215
  - Encumbrances: $100

- **2021**
  - Equipment Acquisition: $1,804
  - Program Development: $1,455
  - Outstanding Commitments: $272
  - Encumbrances: $50

- **2022**
  - Equipment Acquisition: $2,575
  - Program Development: $789
  - Outstanding Commitments: $1,787
  - Encumbrances: $27

2022 University Advancement - Designated Balances (BBA by Fund)

- CY General Fund: $1,785
- PY General Fund: $790

Carryforward, Designated Balances, and Reserves
University Enterprises – Carryforward

<table>
<thead>
<tr>
<th>Year</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>2020</td>
<td>$1,157</td>
</tr>
<tr>
<td>2021</td>
<td>$1,093</td>
</tr>
<tr>
<td>2022</td>
<td>$955</td>
</tr>
</tbody>
</table>
Carryforward, Designated Balances, and Reserves

2022 University Enterprises - Designated Balances (BBA by Fund)

- CY General Fund
- PY General Fund

$821
$134
Carryforward, Designated Balances, and Reserves

University Wide – Carryforward

- 2020: $15,329
- 2021: $15,516
- 2022: $32,417
## University Wide – Carryforward

<table>
<thead>
<tr>
<th>Category</th>
<th>2020</th>
<th>2021</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>Capital Improvement/Construction</td>
<td>440</td>
<td>172</td>
<td>42</td>
</tr>
<tr>
<td>Designated for Program Development</td>
<td></td>
<td></td>
<td>467</td>
</tr>
<tr>
<td>Outstanding Commitments</td>
<td>711</td>
<td>4,742</td>
<td>11,142</td>
</tr>
<tr>
<td>Encumbrances</td>
<td>712</td>
<td>838</td>
<td>822</td>
</tr>
<tr>
<td>Financial Aid</td>
<td>398</td>
<td>619</td>
<td>6,274</td>
</tr>
<tr>
<td>Reserve for Economic Uncertainty</td>
<td>13,068</td>
<td>9,144</td>
<td>13,671</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$15,329</strong></td>
<td><strong>$15,516</strong></td>
<td><strong>$32,417</strong></td>
</tr>
</tbody>
</table>
2022 University Wide - Designated Balances (BBA by Fund)

- **PY General Fund**: 12,391
- **Financial Aid**: 6,274
- **CY General Fund**: 13,608
- **Cumulative Other**: 144

**Total**: 32,416
## Carryforward, Designated Balances, and Reserves

### Academic Affairs – ALL FUNDS

<table>
<thead>
<tr>
<th>Fund</th>
<th>2020</th>
<th>2021</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>Professional &amp; Continuing Education Operations</td>
<td>2,186</td>
<td>2,446</td>
<td>5,362</td>
</tr>
<tr>
<td>Instructionally Related Activities</td>
<td>527</td>
<td>493</td>
<td>625</td>
</tr>
<tr>
<td>Lottery Education Fund</td>
<td>1,476</td>
<td>1,387</td>
<td>2,121</td>
</tr>
<tr>
<td>CSU Operating Fund</td>
<td>22,610</td>
<td>22,148</td>
<td>37,288</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$26,799</strong></td>
<td><strong>$26,474</strong></td>
<td><strong>$45,395</strong></td>
</tr>
</tbody>
</table>
## Administration & Finance – ALL FUNDS

<table>
<thead>
<tr>
<th>Activity</th>
<th>2020</th>
<th>2021</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>Instructionally Related Activities Trust</td>
<td>109</td>
<td>109</td>
<td>109</td>
</tr>
<tr>
<td>CSU Operating Fund</td>
<td>-1,100</td>
<td>3,117</td>
<td>5,883</td>
</tr>
<tr>
<td>Campus Union Operations and Revenue</td>
<td>-</td>
<td>-</td>
<td>24</td>
</tr>
<tr>
<td>Housing Operations and Revenue</td>
<td>15,794</td>
<td>1,354</td>
<td>8,568</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$14,802</strong></td>
<td><strong>$4,579</strong></td>
<td><strong>$14,583</strong></td>
</tr>
</tbody>
</table>
## Carryforward, Designated Balances, and Reserves

### Office of the President – ALL FUNDS

<table>
<thead>
<tr>
<th></th>
<th>2020</th>
<th>2021</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>CSU Operating Fund</td>
<td>926</td>
<td>522</td>
<td>814</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$926</strong></td>
<td><strong>$522</strong></td>
<td><strong>$814</strong></td>
</tr>
</tbody>
</table>

### University Advancement – ALL FUNDS

<table>
<thead>
<tr>
<th></th>
<th>2020</th>
<th>2021</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>CSU Operating Fund</td>
<td>1,618</td>
<td>1,804</td>
<td>2,575</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$1,618</strong></td>
<td><strong>$1,804</strong></td>
<td><strong>$2,575</strong></td>
</tr>
</tbody>
</table>
## Student Affairs & Enrollment Mgmt. – ALL FUNDS

<table>
<thead>
<tr>
<th>Fund</th>
<th>2020</th>
<th>2021</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>Student Health Center – Facilities Fee</td>
<td>235</td>
<td>1,075</td>
<td>2,158</td>
</tr>
<tr>
<td>Instructionally Related Activities</td>
<td>3,425</td>
<td>4,642</td>
<td>3,857</td>
</tr>
<tr>
<td>Parking</td>
<td>274</td>
<td>168</td>
<td>1,498</td>
</tr>
<tr>
<td>Lottery Education Fund</td>
<td>79</td>
<td>230</td>
<td>473</td>
</tr>
<tr>
<td>CSU Operating Fund</td>
<td>6,207</td>
<td>8,470</td>
<td>13,039</td>
</tr>
<tr>
<td>Campus Union</td>
<td>11,177</td>
<td>5,231</td>
<td>7,658</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$21,396</strong></td>
<td><strong>$19,816</strong></td>
<td><strong>$28,683</strong></td>
</tr>
</tbody>
</table>
## University Enterprises – ALL FUNDS

<table>
<thead>
<tr>
<th>Category</th>
<th>2020</th>
<th>2021</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>CSU Operating Fund</td>
<td>1,157</td>
<td>1,093</td>
<td>955</td>
</tr>
<tr>
<td>Campus Union Operations and Revenue</td>
<td>-24</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$1,157</strong></td>
<td><strong>$1,093</strong></td>
<td><strong>$931</strong></td>
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</tbody>
</table>

## University Wide – ALL FUNDS

<table>
<thead>
<tr>
<th>Category</th>
<th>FY2019-20</th>
<th>FY2020-21</th>
<th>FY2021-22</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lottery Education Fund</td>
<td></td>
<td>3</td>
<td>16</td>
</tr>
<tr>
<td>CSU Operating Fund</td>
<td>15,329</td>
<td>15,516</td>
<td>32,417</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$15,329</strong></td>
<td><strong>$15,519</strong></td>
<td><strong>$32,433</strong></td>
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</table>
## Carryforward, Designated Balances, and Reserves

### San Francisco State University – ALL FUNDS

<table>
<thead>
<tr>
<th>Category</th>
<th>FY2019-20</th>
<th>FY2020-21</th>
<th>FY2021-22</th>
</tr>
</thead>
<tbody>
<tr>
<td>Professional &amp; Continuing Education</td>
<td>2,186</td>
<td>2,446</td>
<td>5,362</td>
</tr>
<tr>
<td>Student Health Service Facilities Fee</td>
<td>235</td>
<td>1,075</td>
<td>2,158</td>
</tr>
<tr>
<td>Instructionally Related Activities</td>
<td>4,061</td>
<td>5,244</td>
<td>4,590</td>
</tr>
<tr>
<td>Parking</td>
<td>274</td>
<td>168</td>
<td>1,498</td>
</tr>
<tr>
<td>Lottery Education Fund</td>
<td>1,554</td>
<td>1,620</td>
<td>2,609</td>
</tr>
<tr>
<td>CSU Operating Fund</td>
<td>46,746</td>
<td>52,670</td>
<td>92,972</td>
</tr>
<tr>
<td>Campus Union Operations and Revenue</td>
<td>11,177</td>
<td>5,231</td>
<td>7,658</td>
</tr>
<tr>
<td>Housing Operation and Revenue</td>
<td>15,794</td>
<td>1,354</td>
<td>8,568</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$82,027</strong></td>
<td><strong>$69,808</strong></td>
<td><strong>$125,416</strong></td>
</tr>
</tbody>
</table>
Conclusions

• The significant increase in designated balances for 2022 is the result of several factors:
  o Recovered loss revenue from HEERF;
  o Salary/benefit savings from vacancies in a difficult labor market;
  o Earmarked (i.e., restricted) funding for programs that need time to get up and running (e.g., Basic Needs, Stop AAPI grant); and
  o Continual stalled programming due to the pandemic.
• Most designated balances are committed and restricted for how they can be used.
• There are sufficient reserves to weather this year’s budget shortfall.
• Self-supports continue to fall below their required reserve targets.
Questions and Discussion

• For UBC members: What stood out in this presentation? What’s concerning?
• What recommendations to President Mahoney should the UBC consider?
• Limited by the CSU terminology and amount of time for this presentation, what additional information and context would be helpful for the UBC to promote transparency?
• How should the UBC influence decisions made in the divisions for how carryforward is managed?
• Other questions?
Member Forum
Public Forum
5 Minute Break
Enrollment Update: Fall 2022 & CY 2022-2023

University Budget Committee
October 26, 2022

By Sutee Sujitparapitaya
Associate Provost, Institutional Analytics

Katie Lynch
Senior AVP, Enrollment Management

Lori Beth Way
Vice Provost for Academic Planning and Dean of Undergraduate Education
## Fall Enrollment (Headcount) @ Official Census

### Continuing Students

<table>
<thead>
<tr>
<th></th>
<th>F20</th>
<th>F21</th>
<th>F22</th>
<th>Trend</th>
<th>F21 vs. F22</th>
</tr>
</thead>
<tbody>
<tr>
<td>Undergraduates</td>
<td>18,131</td>
<td>17,176</td>
<td>16,222</td>
<td>(954)</td>
<td>-6%</td>
</tr>
<tr>
<td>2BA/Pbac</td>
<td>206</td>
<td>215</td>
<td>190</td>
<td>(25)</td>
<td>-12%</td>
</tr>
<tr>
<td>Graduates</td>
<td>1,788</td>
<td>1,897</td>
<td>1,969</td>
<td>72</td>
<td>4%</td>
</tr>
<tr>
<td>Total</td>
<td>20,125</td>
<td>19,288</td>
<td>18,381</td>
<td>(907)</td>
<td>-5%</td>
</tr>
</tbody>
</table>

### New Students

<table>
<thead>
<tr>
<th></th>
<th>F20</th>
<th>F21</th>
<th>F22</th>
<th>Trend</th>
<th>F21 vs. F22</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st Time Freshmen</td>
<td>2,779</td>
<td>3,149</td>
<td>3,345</td>
<td>196</td>
<td>6%</td>
</tr>
<tr>
<td>New UG Transfers</td>
<td>3,016</td>
<td>2,986</td>
<td>2,306</td>
<td>(680)</td>
<td>-23%</td>
</tr>
<tr>
<td>New Pbac</td>
<td>122</td>
<td>118</td>
<td>92</td>
<td>(26)</td>
<td>-22%</td>
</tr>
<tr>
<td>1st Time Graduates</td>
<td>1,033</td>
<td>1,079</td>
<td>928</td>
<td>(151)</td>
<td>-14%</td>
</tr>
<tr>
<td>Total</td>
<td>6,950</td>
<td>7,332</td>
<td>6,671</td>
<td>(661)</td>
<td>-9%</td>
</tr>
</tbody>
</table>

### Total

<table>
<thead>
<tr>
<th></th>
<th>F20</th>
<th>F21</th>
<th>F22</th>
<th>Trend</th>
<th>F21 vs. F22</th>
</tr>
</thead>
<tbody>
<tr>
<td>Undergraduates</td>
<td>23,926</td>
<td>23,311</td>
<td>21,873</td>
<td>(1,438)</td>
<td>-6%</td>
</tr>
<tr>
<td>2BA/Pbac</td>
<td>328</td>
<td>333</td>
<td>282</td>
<td>(51)</td>
<td>-15%</td>
</tr>
<tr>
<td>Graduates</td>
<td>2,821</td>
<td>2,976</td>
<td>2,897</td>
<td>(79)</td>
<td>-3%</td>
</tr>
<tr>
<td>Total</td>
<td>27,075</td>
<td>26,620</td>
<td>25,052</td>
<td>(1,568)</td>
<td>-6%</td>
</tr>
</tbody>
</table>
For CY 2022-23, it is projected to be about 17.0% below the CO assigned target.

For the last 4 years (between 2018-19 and 2022-23), CA resident enrollment (FTEs) will decline 15.6%

- **CO Target** = Chancellor's Office assigned target for CA residents
- **FTES** = Full-time Equivalent Students: 1 FTES = 15 credits per semester for undergrads and 12 for graduates
Non-CA Resident Enrollment (FTES)

- Non-resident enrollment continued to decline (6 out of last 7 years).
- Due to an increase in international enrollment, it is projected to come in about 0.7% less than last year.
- For the last 4 years (between 2018-19 and 2022-23), non-resident enrollment (FTEs) will decline 24.5%.

Non-Resident FTES

<table>
<thead>
<tr>
<th>Year</th>
<th>FTES</th>
<th>% Change (Year to Year)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015-16</td>
<td>1,806</td>
<td></td>
</tr>
<tr>
<td>2016-17</td>
<td>1,660</td>
<td>-8.1%</td>
</tr>
<tr>
<td>2017-18</td>
<td>1,501</td>
<td>-9.6%</td>
</tr>
<tr>
<td>2018-19</td>
<td>1,534</td>
<td>2.2%</td>
</tr>
<tr>
<td>2019-20</td>
<td>1,502</td>
<td>-2.1%</td>
</tr>
<tr>
<td>2020-21</td>
<td>1,236</td>
<td>-17.7%</td>
</tr>
<tr>
<td>2021-22</td>
<td>1,166</td>
<td>-5.6%</td>
</tr>
<tr>
<td>Proj 22-23</td>
<td>1,158</td>
<td>-0.7%</td>
</tr>
</tbody>
</table>

Non-CA Residents = Outside CA Students + Internationals
Undergraduates:
• First-time freshmen continued to grow for the last 3 years, while new undergraduate transfers expected to decline.
• Continuing undergraduates dropped significantly due to
  • lower retention rates for juniors and seniors.
  • declined in new undergraduate transfers.

Graduates:
• New graduate enrollment declined this fall, while continuing graduates continued to increased for the last three years.

CA Residents:
• CA resident FTES anticipated to decline this year. For the last 4 years, the decline will be about 15.6%  
  • The 2022-23 enrollment is projected to be 17.0% below the CO assigned target.

Non-residents (Outside CA students + Internationals):
• Non-resident enrollment continued to decline (6 out of last 7 years).
• Only 0.7% decline this year due to an increase in international enrollment.
• For the last 4 years, non-resident FTEs had declined 24.5%
Notable Trends

- Transfer is posing a challenge everywhere
  - 326,315 (19%) fewer community college students statewide compared to fall 2017
  - CCSF and San Mateo have had some of the biggest declines
    - CCSF is down 31,609 students (56%)
    - SMCCCD is down 5,301 students (21%)
  - UC system has increased capacity for transfer

- CSU is under state funded target by 25,000 FTEs (7.5%)
Recruitment Efforts

- Communications and Marketing Campaigns
  - Comprehensive drip campaigns to targeted audiences
  - My Story campaign and multiple micro-campaigns
- Events and Campus Visits
  - Discover SF State, Explore SF State, Gator Talks
  - Expanded tour and early college access program
- Tiered Recruitment Strategy
  - College Fairs, Conferences, High School and Community College visits
- Personalized Outreach
  - Congratulatory phone calls, financial aid/billing outreach, orientation sign up
- Efforts to expand the top of the enrollment funnel
  - Partnerships to find more students who may be interested in us
  - Expand lower division transfer outreach and marketing
Retention Efforts

- Strategic Plan Priority #1 – Educational Equity and Student Success
- Creation of Retention Operations
- Re-enrollment campaign in progress
- Five CSU Equity Priorities
- Improved lower division retention, but struggling with juniors and seniors
- Major advising changes in progress
Re-enrollment campaign outcomes

- Fall 2019 URM & Pell Eligible
  - 302 students in the campaign
  - Goal was 10% (30 students)
  - 59 re-enrolled (43 were URM, 44 were Pell Eligible)
  - 38 still enrolled, 1 graduated; 66% re-engagement success rate
- Spring 2022 (Enrolled spring 2021 but not Fall 2021)
  - 1,498 students in the campaign
  - Goal was 15% (225 students)
  - 281 returned
  - 178 still enrolled, 12 graduated!; 67.6% re-engagement success rate
Member Forum
Public Forum
Elected Steering Committee Members

Co-Chairs: Amy Sueyoshi and Jeff Wilson

Dean Representative: Eugene Sivadas

Faculty Representative: Genie Stowers

Staff Representative: Mary Menees

“At Large” Representative: Michael Goldman
Please email UBC@sfsu.edu if you are interested by November 2, 2022
Public Forum

Open to all guests and UBC members

Please:

✓ “Raise your Hand”  *(found on your Reactions menu, lower right corner)*
  Unmute yourself when called upon to speak. For transparency, please begin with your name, title/department. Mute when finished to reduce noise.

✓ Limit to one question, so everyone has a chance to speak.
  You can “Raise your Hand” again with a follow up question, if time allows.

✓ Thank you for sharing this space respectfully with our community members
We appreciate your interest in our University’s budget process and the service of our UBC members and guests, in support of our students, and all Gator families.

Check our UBC webpage for information, past meeting materials, meeting updates and how to contact the UBC

https://adminfin.sfsu.edu/ubc