

Spring 2025 Census Update

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Sonoma State University



Spring 2025 Enrollment as of 2/18/25 (Census)



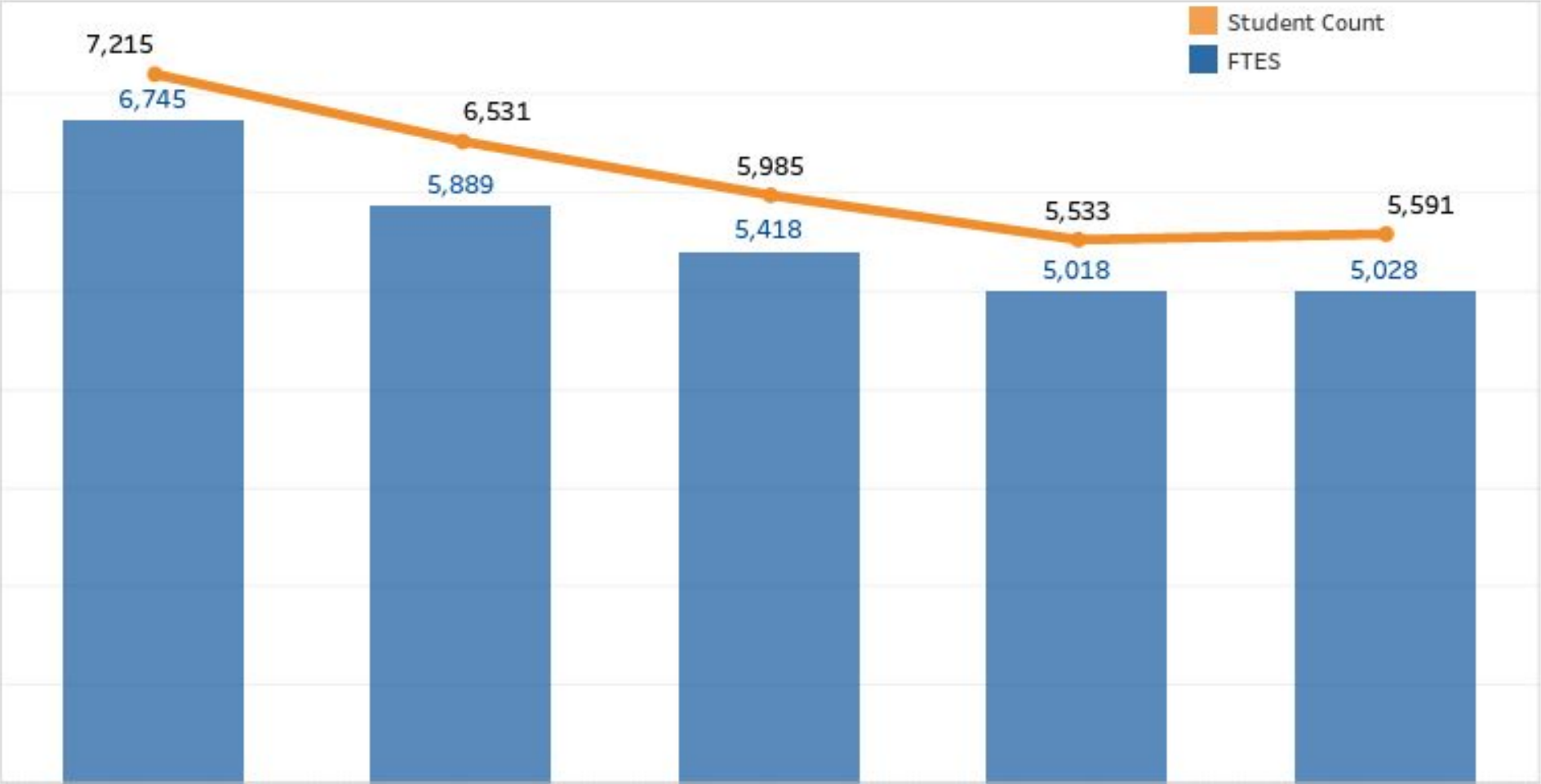
Total University Headcount and FTES:

- Current Total Headcount = 5,591
- Current Total FTES = 5,025 (AUL = 13.3)
- Fall Headcount Goal 5,500

Outcome = 5,591 vs. 5,533 SP24 +58 (+1.04%)

This is the first semester in many years where our headcount is higher than the same semester from the previous year.

FTES and Headcount Trends



Term Type

○ Fall

● Spring

○ Summer

Funding Type

State-funded

Resident Tuition Status

All

Academic Level

All

College

All

Total New Students for Spring 2025 are up 28.2%

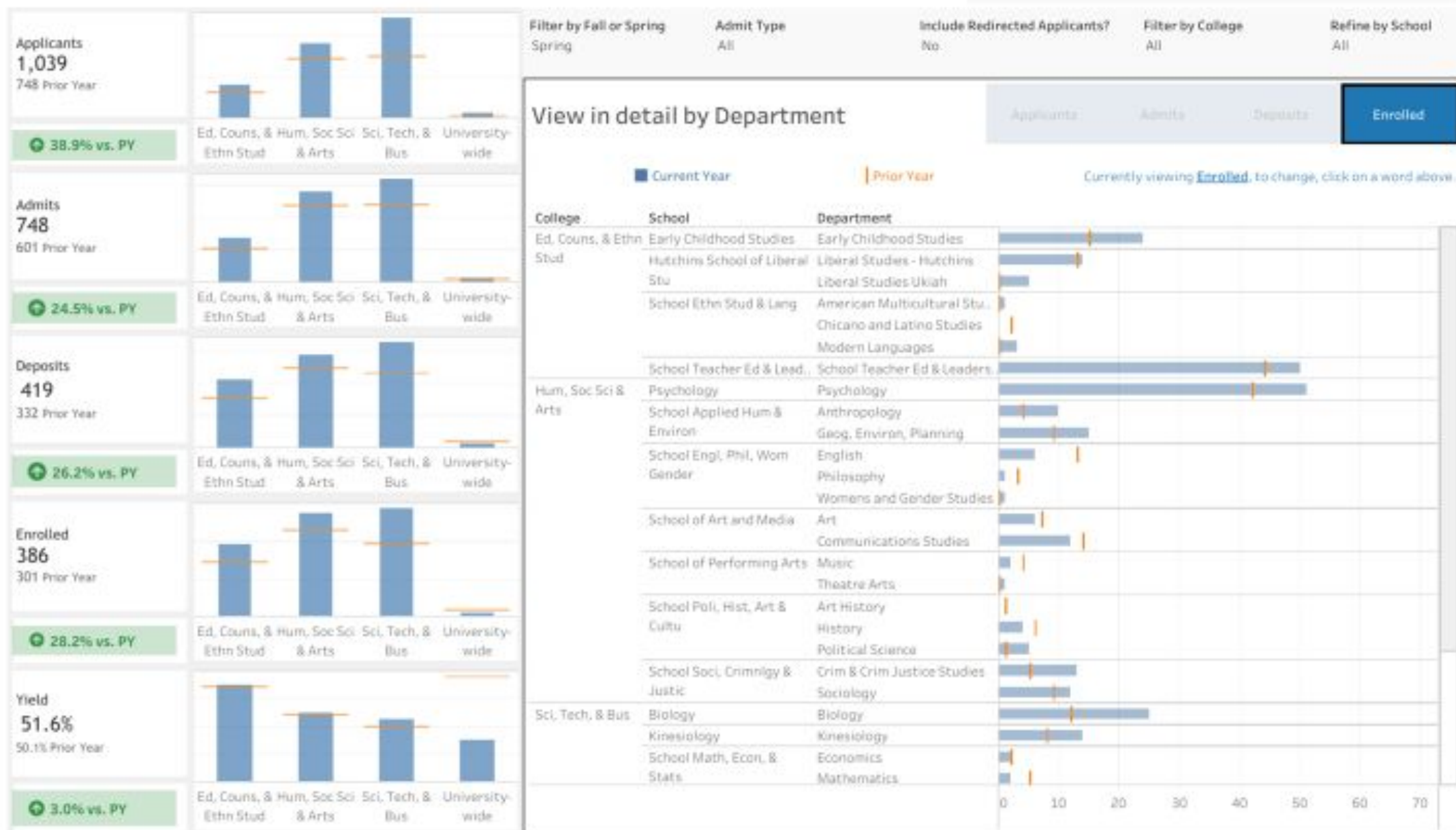
- New First Year First Time = 26
(vs. 10 SP24; an Increase of 16 students)
- New UG Transfer Students = 295
(vs. 225 SP24; an increase of 70 students)
- New Graduate and Credential = 65
(vs. 66 Sp24; a decrease of 1 student)
- **Total New = 386**
(vs. 301 SP24; a net increase of 85 students
+28.2%)



Applicants to Enrolled Students, Year over Year

Choose Current Year

2025



Retention and Continuing Students



Preliminary Data

Fall 2024 FTFY fall-to-spring reenrollment 93.3%
(Up 1.3% from 92.0% for Fall 2023 FTFY)

Fall 2024 FTT fall-to-spring reenrollment 93.7%
(Down 1% from 94.7% for Fall 2023 FTT)

Fall-to-spring undergraduate reenrollment 93.2%
(Down 2% from 95.2% for Fall 2023-to-Spring 2024)

Reenrollment Efforts

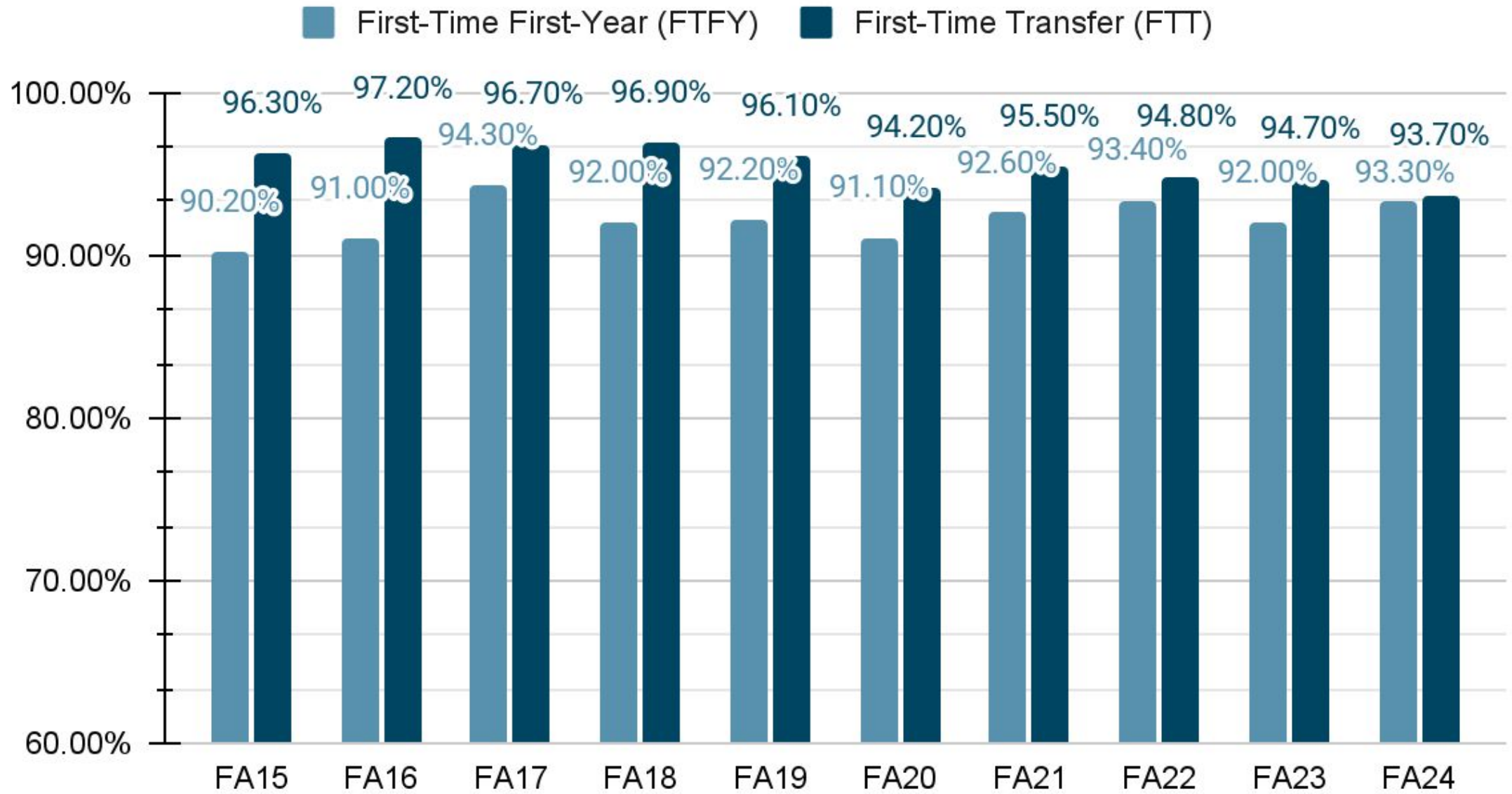
Customized messaging and reenrollment reminders via LoboConnect

Phone calls to non-registered students

Text poll to determine intent to register

Outreach lists shared with colleges/schools

FTFY and FTT 1st Semester Retention



Retention Fall 2025

FTFY 24: 80.2% one-year retention (Previous: 79.2%)

FTT 24: 88.8% one-year retention (Previous: 87.8%)

FTFY 23: 64.5% second-year retention (Previous: 63.5%)

FTT 23: 84.6% second-year retention (Previous: 83.6%)

Key student Groups:

Student Athletes

Cohort 24 FTFY: 49 | FTT: 31

Cohort 23 FTFY: 24 | FTT: 9

Students in Discontinued Majors

Cohort 24 FTFY: 32 | FTT: 28

Cohort 23 FTFY: 26 | FTT: 3

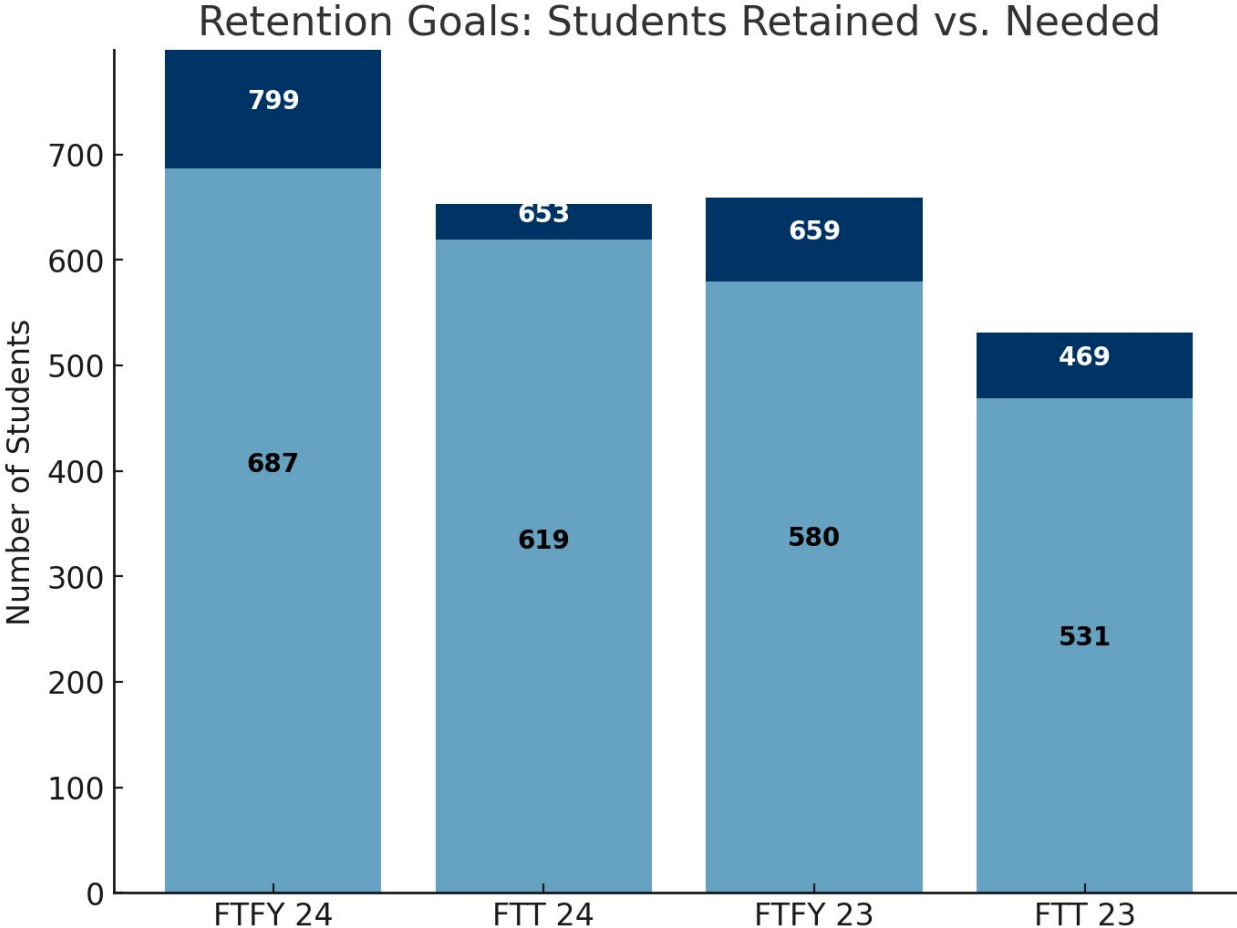
Students on Probation

Cohort 24 FTFY: 111 | FTT: 32

Cohort 23 FTFY: 33 | FTT: 9

Students Eligible to Enroll Fall 2025

All Cohort 24 & 23: 233



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Q&A

