



CALIFORNIA STATE UNIVERSITY

LONG BEACH

Enrollment Services

ANNUAL REPORT

Academic Year: 2022-2023



ADMISSIONS • FINANCIAL AID & SCHOLARSHIPS • STUDENT RECORDS • STUDENT SERVICES • STUDENT SYSTEMS

2022- 2023



**Helping students
graduate
every day.**

Message from the AVP

During the 2022-2023 academic year, universities across the nation encountered new enrollment challenges while facing a post-pandemic educational landscape. Here at the Beach, classes continued to be offered in virtual, in-person, and hybrid formats as students demanded alternative ways to engage with the college experience.

California State University, Long Beach found itself poised to take on these challenges and embrace unique opportunities to remove potential barriers to student success. For Enrollment Services, this involved enhancing student system interfaces, removing administrative roadblocks, creating automated processes for faster service, engaging in strong campus partnerships, bringing on new staff, and communicating with students across multiple channels that helped connect them to our community.

In the Fall of 2022, CSULB welcomed 5,400 first-time, first-year students; 4,000 transfer students; 2,400 graduate students; and over 27,000 continuing students to campus. In Spring 2023, we welcomed nearly 2,000 new students and maintained healthy enrollment numbers. This achievement is a true testament of this team's stewardship of the CSULB community, supporting each unique student with their academic goals.

This year, Enrollment Services welcomed a new Director of Financial Aid & Scholarships, moved our teams into 1 new office spaces in Brotman Hall, supported EO1110 through Guided Registration for select first-time, first-year students, implemented outreach efforts to stopped-out students through a new "Welcome Back" campaign, participated in Beach 2030 campus strategy developments, and, in partnership with University Outreach & Student Relations and Colleges, hosted the first-ever Day at The Beach event for newly-admitted students.

I am extremely proud of the accomplishments of the Enrollment Services team. As our units continue to evolve and grow, we look forward to continuing to meet students where they are and supporting their academic goals along the pathway to graduation.

Go Beach!

Donna Green
Associate Vice Provost, Enrollment Services

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About Enrollment Services

Enrollment Services is a multi-unit department that houses approximately 150 staff members on the first and second floors of Brotman Hall. Admissions, Student Records, Financial Aid & Scholarships, Student Services, and Student Systems collaborate seamlessly under the direction of Associate Vice Provost for Enrollment Services, Donna Green, to provide students with the academic support they need to remain on the path to graduation.

Admissions



Admissions is responsible for stewarding students from the point of application submission through enrollment—whether the student is a first-time, first-year or transfer applicant. The team reviews applications, follows up with those who need support, monitors decisions, and provides counseling to prospective students.

Financial Aid & Scholarships



Financial Aid & Scholarships supports students interested in funds to fuel their educational goals. Funding opportunities for students include federal/state aid awards, loans, work-study opportunities, scholarships, grants, and more. Financial Aid Technicians answer general questions while Financial Aid Counselors meet with students who need more specific guidance.

Student Records



Student Records is comprised of various sub-units, including Records & Registration; Graduation, E-Advising Support, Transfer Credit Evaluation, Academic Scheduling, and Athletics. These teams ensure that students meet important academic milestones each year they attend CSULB and successfully graduate in a timely manner.

Student Services



Student Services Specialists provide in-person, web, and phone support directly to students who have enrollment questions. Beach Central provides multiple pathways for students to seek help via online ticket tools, virtual counseling, and even 24/7 chatbot availability. The Student Services team also provides support for students seeking policy and appeals resources.

Student Systems



MyCSULB Student Center. PeopleSoft. OnBase. CS Link. ASTRA. These are just a few of the digital tools that the Student Systems team oversees. Systems staff ensure that all university enrollment management tools for students, faculty, and campus partners run smoothly while also supporting upgrades and providing expert guidance for new digital processes.



Fostering academic success for all students.



In-Person Services

Students may seek support on-campus by visiting the front windows on the first floor of Brotman Hall or by scheduling an appointment with an ES counselor in Beach Central, BH-201.



Web and Chatbot Support

Enrollment Services continues to focus on providing timely service and resources to students, no matter what time they have a question. Students may visit the website to use the Ask Elbee chatbot general help questions or submit a help ticket 24/7.

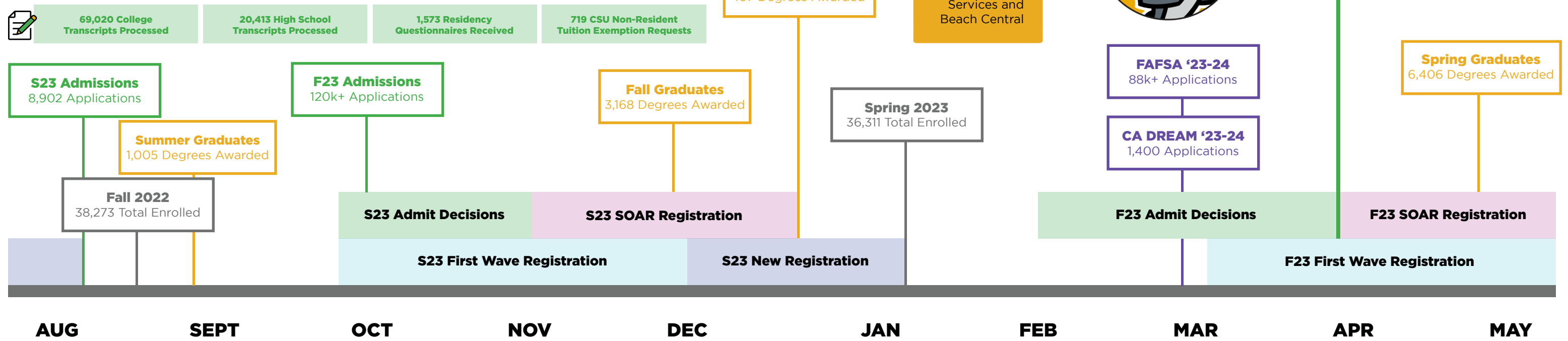


Call-In Support and Guidance

Beach Central is a busy hub for student service, averaging over 5,000 calls a month, which are managed by a team of both Student Services Specialists and Financial Aid Technicians. Students may call Beach Central for general questions and Enrollment Services support.

Academic Year in Review

The 2022-2023 Academic Year provided lots of opportunities to create new enrollment experiences for continuing and newly-admitted students, from Day at The Beach to First Wave Registration.



FALL 2022

WINTER 2023

SPRING 2023

NO BARRIERS

Eliminating Registration Roadblocks

Enrollment Services partnered with Student Financial Services, Student Health Services and Academic Advising to remove low-risk registration holds for students. This opened up registration opportunities for more than 2,000 continuing students.

csulb.edu/enrollment-services

BEACH

FIRST WAVE REGISTRATION



The First Wave Registration campaign was introduced for Fall 2022 to encourage continuing students to register for classes on time. It is now a cyclical campaign that provides targeted enrollment support for continuing students each semester.

csulb.edu/firstwave

WELCOME BACK

Returning Student Outreach

A targeted postcard and email campaign was introduced in Fall 2022 aimed at inviting stopped-out students to return to CSULB without having to re-apply through Cal State Apply. This process yielded approximately 200 applications in Spring 2023 and over 400 in Fall 2023.

csulb.edu/welcomeback

DAY AT THE BEACH

OPEN HOUSE

In partnership with all colleges and the University Outreach & School Relations team, we welcomed over 11,500 newly-admitted students, friends, and families to campus for the inaugural Day at The Beach open house experience.

csulb.edu/dayatthebeach

BEACH 2030

Transforming Services

The Ask Elbee chatbot; virtual workshops and counseling appointments; PeopleSoft interface upgrades; and more all aim to bring efficient digital services to our students. Enrollment Services is proud to support CSULB's Beach 2030 goals.

csulb.edu/beachcentral

PREPARING FOR 2023-2024

In June and July new students are attending SOAR and registering for their fall classes.

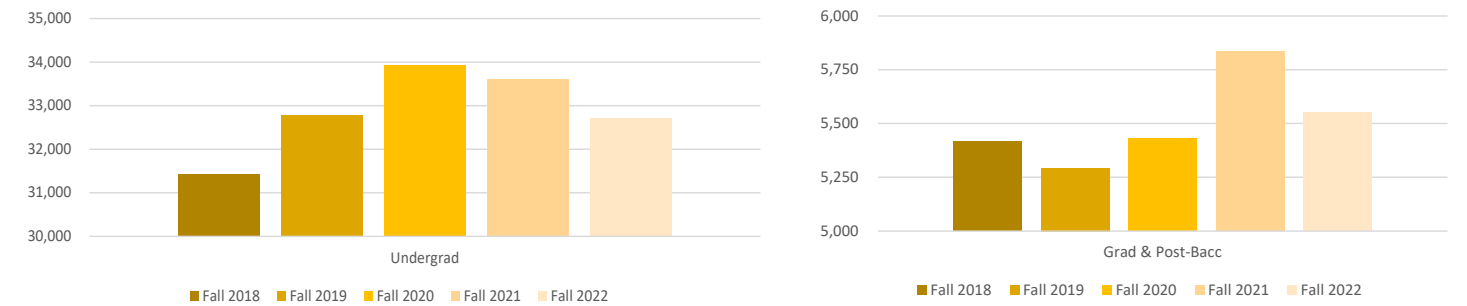
Ahead of Fall 2023, Enrollment Services enhanced Guided Registration processes for students by incorporating Beach XP learning communities.



Trends and Highlights

General Enrollment Trends for the Last Five Years (Fall 2018 - Fall 2022)

Source: [CSULB Institutional Research and Analytics](#)



In Spring 2023 college ratings released by *Money*, CSULB is recognized as one of the “Best Colleges in America,” earning 4.5 out of 5 stars in the online publication’s reimagined college rating system. [Read more.](#)

2022 - 2023

Student Records Activities and Achievements

- 9,536** Changed Major Programs
- 8,429** Transfer Credit Evaluations
- 7,387** Degree Plan Changes (Substitutions & Waivers)
- 3,219** Participants in First-Time, First-Year Guided Registration
- 2,973** Applications for Educational Leave
- 996** Athlete Certifications Processed
- 121** Programs with Curriculum Changes

Student Services Activities and Achievements

- 131.2k** Ask Elbee Chatbot Interactions
- 65.5k** Phone Calls Answered
- 9,648** Student Visitors to the Beach Central Front Windows
- 7,601** Appointments with Admissions, Financial Aid, and Student Records Counselors
- 7,174** Help Desk Tickets Processed
- 806** Applications for Academic Appeals Received

Student Systems Achievements

- PeopleTools 8.59 Upgrade
- OnBase Upgrade
- Microsoft Office 2021 Upgrade for Staff
- Re-engineered Graduate Admissions
- REST API Checklist for Automations
- TechTrak Revamp (on-going)

Coming Soon:

- More FLUID Integrations in PeopleSoft
- Chatbot Integration with Student Data



Admissions Trends and Snapshots



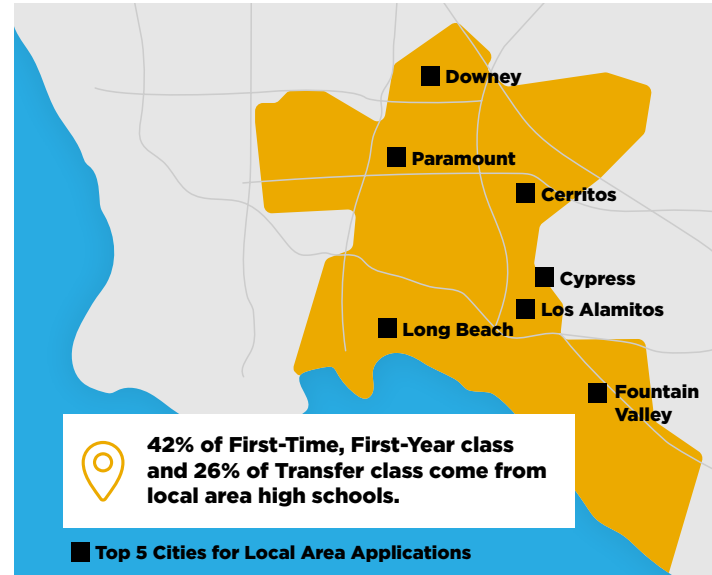
In Fall 2022, CSULB received over 115,235 applications for admission and has seen 120,319 for Fall 2023, which is a **4.4% increase!** The Beach continues to be the top CSU campus in applications.

9,400 new students enrolled for Fall 2022.

- **5,400** First-Time, First Year Students
- **4,000** Transfer Students*

***33%** of incoming transfer students have their Associate Transfer Degree (ADT)

Grad student applications continue to climb, with over 11,000 applications received for Fall 2022.



As of July 2023, CSULB is trending towards admitting 10,400 new undergraduate students for Fall 2023--**the largest admitted class ever!**

Financial Aid & Scholarships Trends

Financial Aid & Scholarships aims to provide resources that help students worry less about how they are going to fund their education. In the 2022-2023 academic year, more students were eligible for the Middle Class Scholarship (MCS) while Federal Loans continue to see growth following the pandemic.

Federal Pell Grant

Funding generally increases each year.

Cal Grant

Eligibility criteria set by the state.

Middle Class Scholarship (MCS)

More students qualified in AY 22-23.

State University Grant (SUG)

Surplus funding no longer rolling forward.

Federal Loans

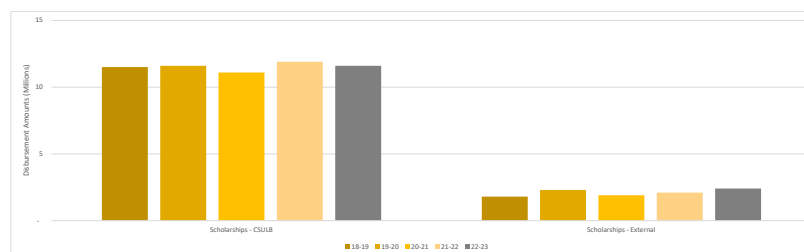
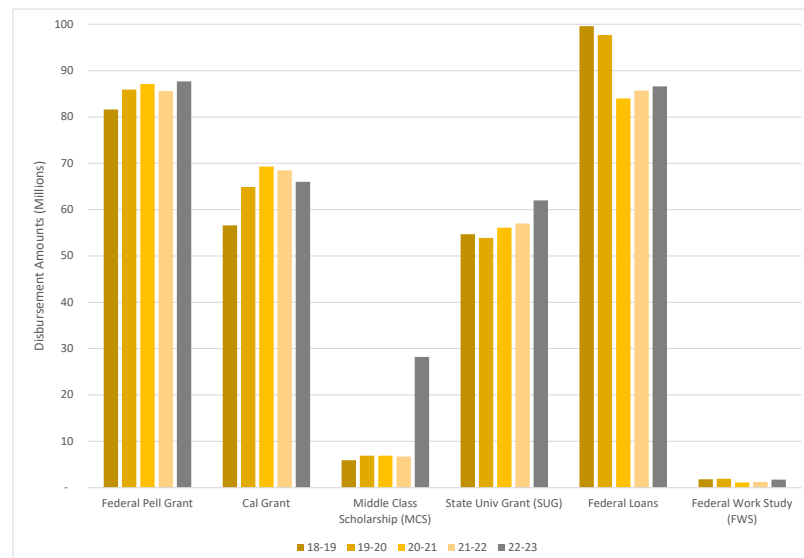
Borrowing trends down following pandemic.

Federal Work Study (FWS)

Students now back on campus seeking employment with upward trend of funding recovery post-pandemic.

Scholarships (CSULB and External)

Introduced new scholarships website.



DAY AT THE BEACH OPEN HOUSE

On Saturday, April 15, 2023, we **welcomed over 11,500 newly-admitted students, friends, and families** for CSULB's inaugural open house experience. Over 100 campus volunteers were active across campus assisting guests to their favorite experiences, answering questions, taking pictures, leading college showcases & tours, hosting information booths, sharing advice, supporting logistics, and so much more. Students had the chance to visit their future colleges and connect with campus support services through the resource fair. That day, **3,210 students declared they were Beach Bound** by accepting admission!



Connecting Newly-Admitted to Campus

The goal of Day at The Beach is to successfully connect with newly-admitted first-time, first year and transfer students in new ways and guide them through an important milestone in their academic journey--becoming a member of The Beach community!



View the photo gallery and learn more via csulb.edu/dayatthebeach.



Looking Ahead

With each new incoming class of students--whether first-time, first-years or transfer students--each group brings with them unique needs and circumstances that shape their academic experience. Enrollment Services is dedicated to evolving service delivery so that every student is successful in achieving their goals. In the 2023-2024 academic year, we look forward to supporting the introduction of student learning communities (Beach XP program in partnership with Academic Affairs); bridging gaps for newly-admitted transfer students (in partnership with University Outreach); and transforming our web site and digital tools so that students and families can connect to the resources they need most to stay on track.



BEACH XP

Learning Communities



Transfer Student Pathways



Web & Digital Enhancements



Supporting a growth strategy at The Beach.



BEACH 2030

Enrollment Services is proud to support all campus partners as CSULB charts a new path in higher education, one that will focus the efforts of the students, faculty, staff, administration, and community partners on a shared vision. The team looks forward to working with campus partners to execute CSULB's longterm goals and be a student-ready university.

Team Accolades



Welcome Nicholas Novello, Director of Financial Aid & Scholarships

After more than 20 years of working in Financial Aid, Nicholas now joins the Enrollment Services leadership team at CSULB! He brings with him a diverse history of experience with student service improvement, data informed decision making, staff development, and process efficiency.

Best of the Beach Recipients 2022-2023

Alexandra Senkevich
Belen Vargas
Candy Nguyen
David Owen
David Thomas
Jacqueline Huerta

Jennifer Dizon
Karen Kocis
Krista Groce
Oliver Mamangun
Shae Mitchell

CSULB Staff Service Awards 2022-2023

40 Years
Darlene Williams
Admissions

25 Years
Debra Covey
Admissions

20 Years
Isabel Alvarado
Student Records

Byron Burnaugh
Financial Aid & Scholarships

Dominic Costello
Admissions

15 Years
Lisa Fascia
Student Records

David Thomas
Student Records

Belen Vargas
Student Systems

Donna Green
Associate Vice Provost

10 Years
Jorge Reyes
Student Records

Resources and Support

Most Popular for Students

Enrollment Services and Beach Central
csulb.edu/enrollment-services | csulb.edu/beachcentral

Admissions
csulb.edu/admissions

Forms and Appeals
csulb.edu/es-forms

Registration Support
csulb.edu/registration

Financial Aid
csulb.edu/financial-aid

Scholarships
csulb.edu/scholarships

Key Dates & Deadlines
csulb.edu/es-deadlines

Campaigns and Additional Resources

Faculty and Staff Resources Hub
csulb.edu/enrollment-services/faculty-and-staff-resources

First Wave Registration
csulb.edu/firstwave

Guided Registration
csulb.edu/guidedregistration

Ask Elbee Chatbot
csulb.edu/ask-elbee

Readmission
csulb.edu/readmission

Day at The Beach
csulb.edu/dayatthebeach

FERPA for Students
csulb.edu/ferpa-students





CALIFORNIA STATE UNIVERSITY
LONG BEACH

Enrollment Services

csulb.edu/enrollment-services

Donna Green

Associate Vice Provost

Jenny Wohlgezogen

Student Systems, Director

Andrew Wright

Admissions, Director

Nicholas Novello

Financial Aid & Scholarships, Director

Augusta Pickens

Student Services, Director

Meghan Griffith

University Registrar

CSULB Equity and Diversity Statement:

In addition to meeting fully its obligations of nondiscrimination under federal and state law, CSULB is committed to creating a community in which a diverse population can live, learn, and work in an atmosphere of tolerance, civility, and respect for the rights and sensibilities of each individual, without regard to economic status, ethnic background, veteran status, political views, sexual orientation or other personal characteristics or beliefs. An EEO/AA/Title IX Employer.

This annual report was created by CSULB Enrollment Services, Communications (2023).