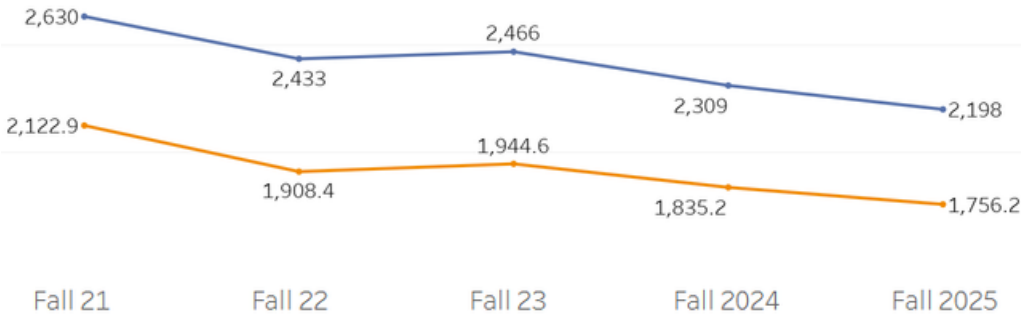


WHAT IS HAPPENING TO DEMAND?

■ Headcount
■ Term FTES

5-Yr. Undergrad Enrollment Trend



Current Enrollment

2,198 Students	1,907.6 FTES	
470 First Time Frosh	1,703 Transfers	25 2 nd Bachelors

Fall '25 Entrants

589 New Students		
17% First Time Frosh	82% Transfer	1% 2 nd Bachelors

WHO ARE YOUR STUDENTS?

27.8 Avg. Age CSUEB: 26	32% Pell Eligible CSUEB: 48%	62% First Gen CSUEB: 61%	20% Asian CSUEB: 20%	8% Black CSUEB: 10%	40% Latinx CSUEB: 41%	18% White CSUEB: 15%	14% Other CSUEB: 14%
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HOW ARE YOUR STUDENTS PROGRESSING?

77% Fall-to-Fall Retention CSUEB Avg: 78%	622 Degrees Awarded AY '24-'25	5.4 Years Frosh Time to Degree CSUEB Avg: 5.1 Years	2.8 Years Transfer Time to Degree CSUEB Avg: 3.0 Years
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WHERE ARE THE OPPORTUNITIES?

Course Modality (AY '25-'26)

3% In-Person	25% Hybrid	72% Online
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Dept. Course Fill (AY '25-'26)

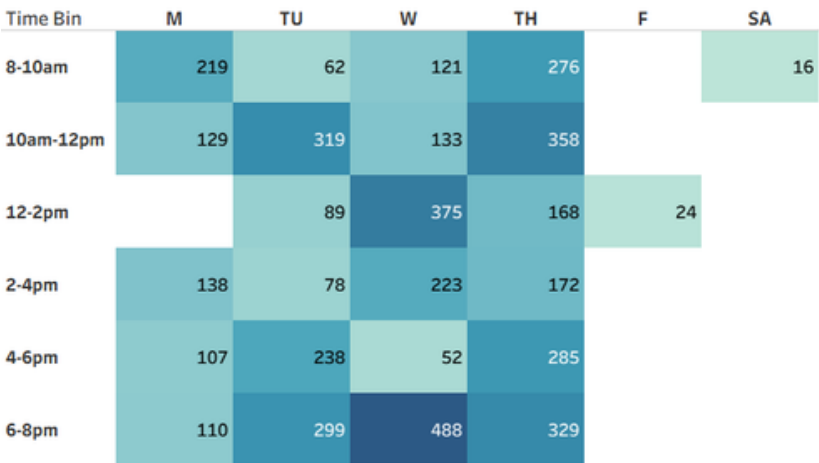
338 Total Courses Offered	36% Courses with ≥85% Fill
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of Courses with D/F/WU/NC >15% (AY '25-'26)

23
15% nonpassing = twice the
CSUEB Rate

Course Scheduling (AY '25-'26)

Totals include head counts from all in-person, hybrid, and online sections in the department's courses for the specified academic year. Asynchronous courses with no meeting time do not appear on the heatmap, but are reflected in the enrollment total.



11,688

Total Course Enrollment

Dept. Total from Accounting & Finance, Marketing, and Management

Fewer Students

More Students

WSCUC Median Post-Grad Earnings*

\$106,854
CSUEB

\$93,104
WSCUC Colleges

\$72,271
Nationally

\$36,700
CA HS Grad

*Based on federal financial aid recipients for undergraduate programs