Campus Budget & Planning Forum

Fall 2024
Sonoma State University
Thursday, November 14th, 2024

SONOMA STATE UNIVERSITY | **UNIVERSITY BUDGET & RESOURCE PLANNING**
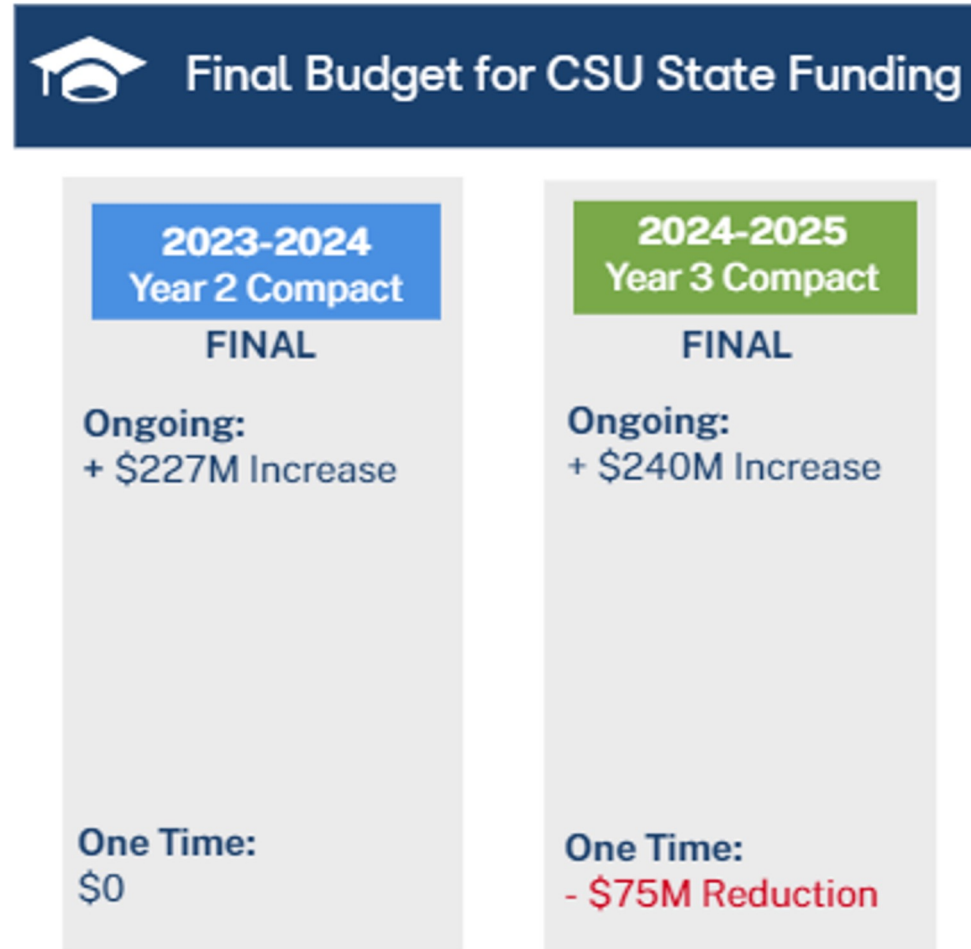
Fall Budget Briefing

Laura Lupei
AVP, University Budget & Resource Planning

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The Final State Budget for 2024-2025 has been approved and provides increased base funding for the CSU.

Final Budget for CSU State Funding

2023-2024 Year 2 Compact
FINAL

Ongoing:
+ $227M Increase

One Time:
$0

2024-2025 Year 3 Compact
FINAL

Ongoing:
+ $240M Increase

One Time:
- $75M Reduction

# Total increases and decreases to the campus revenue budget total to an increase of $9.7M.

Prior Year Campus Operating Budget	**$137,696,642**
2023-2024 and 2024-2025 Compensation Pool and Benefits	$7,258,000
GI 2025 and Student Support	$472,000
Operational Costs and Compliance Programs	$1,123,000
Campus Adjustments to Revenue	$3,455,981
Enrollment Reallocation	($2,199,000)
SUG Reallocation	($395,000)
Total, Changes to Campus Allocation and Revenue Sources	**$9,714,981**
2024-2025 Adjusted Base Revenue Budget	**$147,411,623**

The Campus Budget is composed of three primary funding sources: State Allocation, Student Fees and Tuition, and Cost Recovery

State Allocation 64.69% **+** Tuition & Fees 23.70% **+** Cost Recovery 11.61% **=** Campus Budget $147.4M
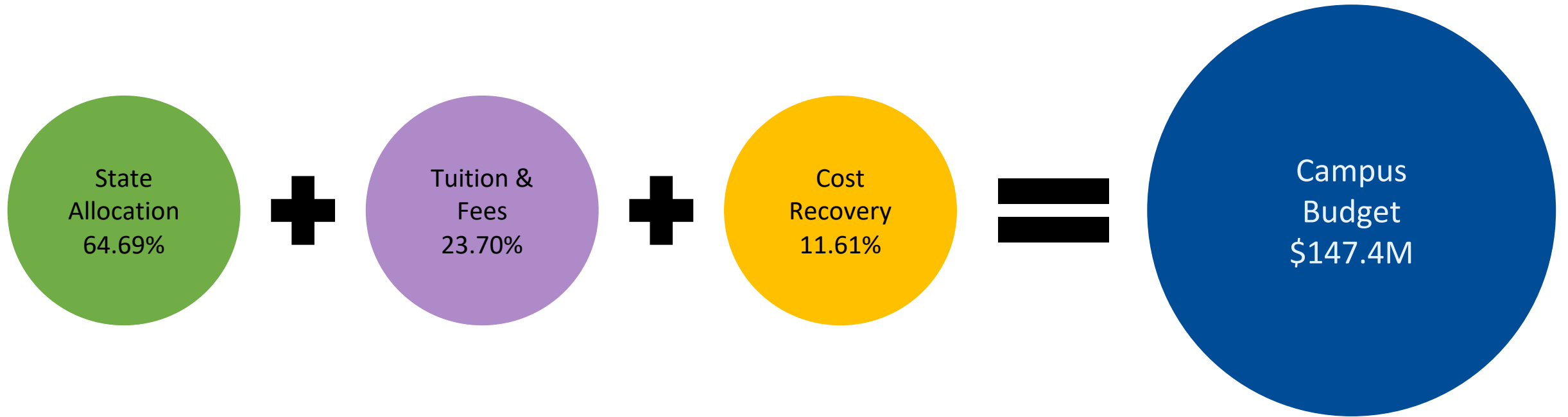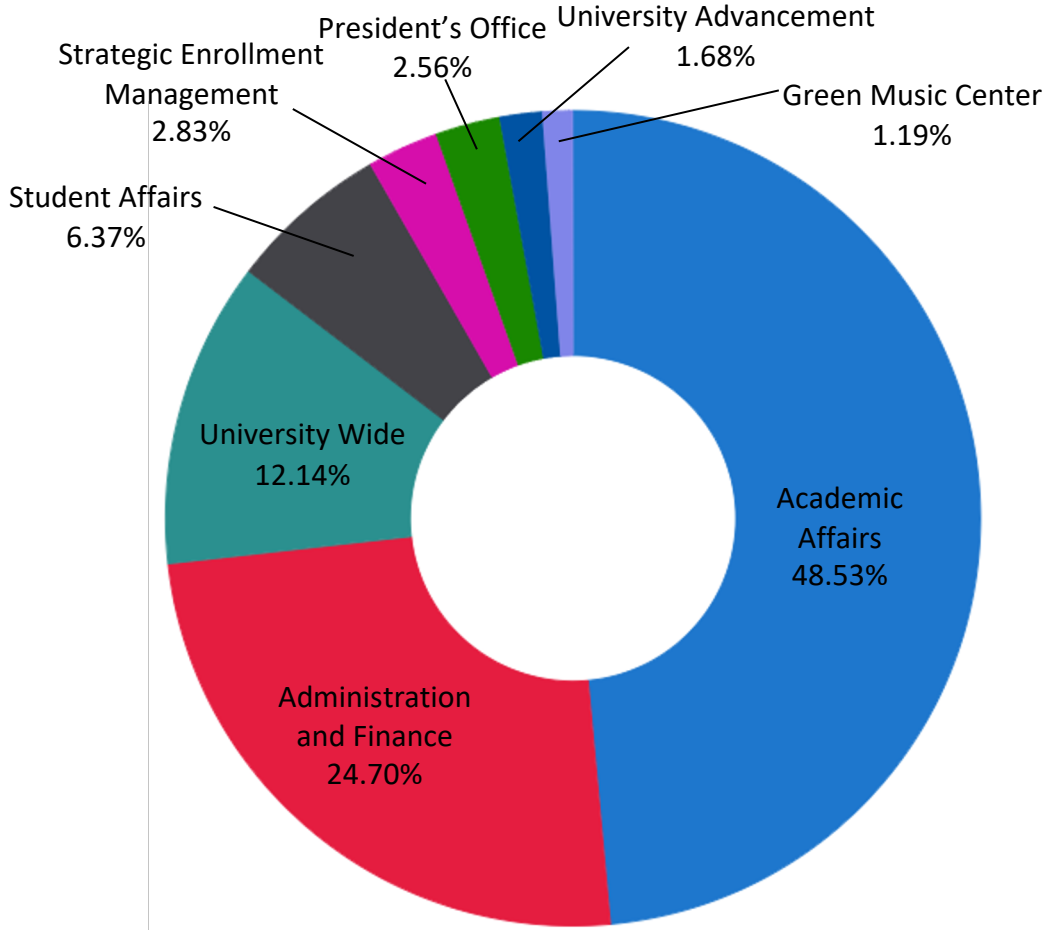
Total 24/25 Campus Revenue Budget: $147,411,623

The majority of the Campus Budget is spent on salaries and benefits.
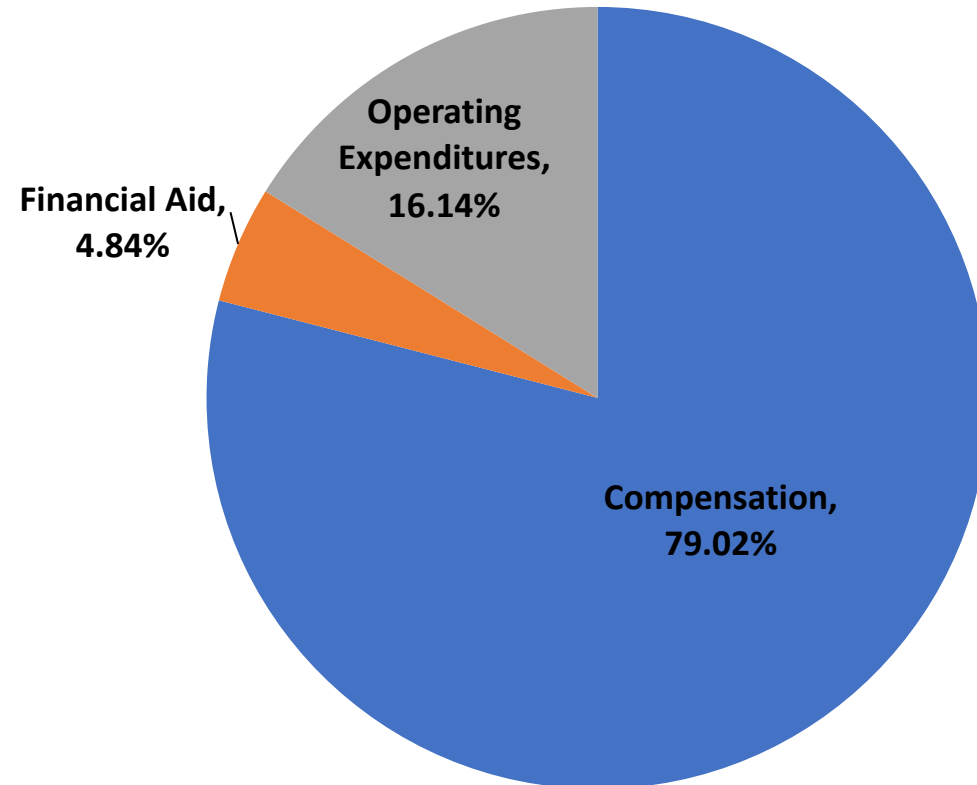
Total 24/25 Campus Expenditure Budget:
**$154,826,436**

The Campus Budget can be split out by Division with Academic Affairs being the largest Division on campus.

Total 2024-2025 Campus Expenditure Budget: $ 154,826,436

Chart segments:
- President's Office 2.56%
- University Advancement 1.68%
- Strategic Enrollment Management 2.83%
- Green Music Center 1.19%
- Student Affairs 6.37%
- University Wide 12.14%
- Academic Affairs 48.53%
- Administration and Finance 24.70%

Benefits are distributed to Divisions
State University Grants are not included
The Compensation Pool was fully distributed at the time the budget was finalized

The University has other funding sources in addition to the Campus Budget. These funding sources include student fees, self support program revenue and grants.
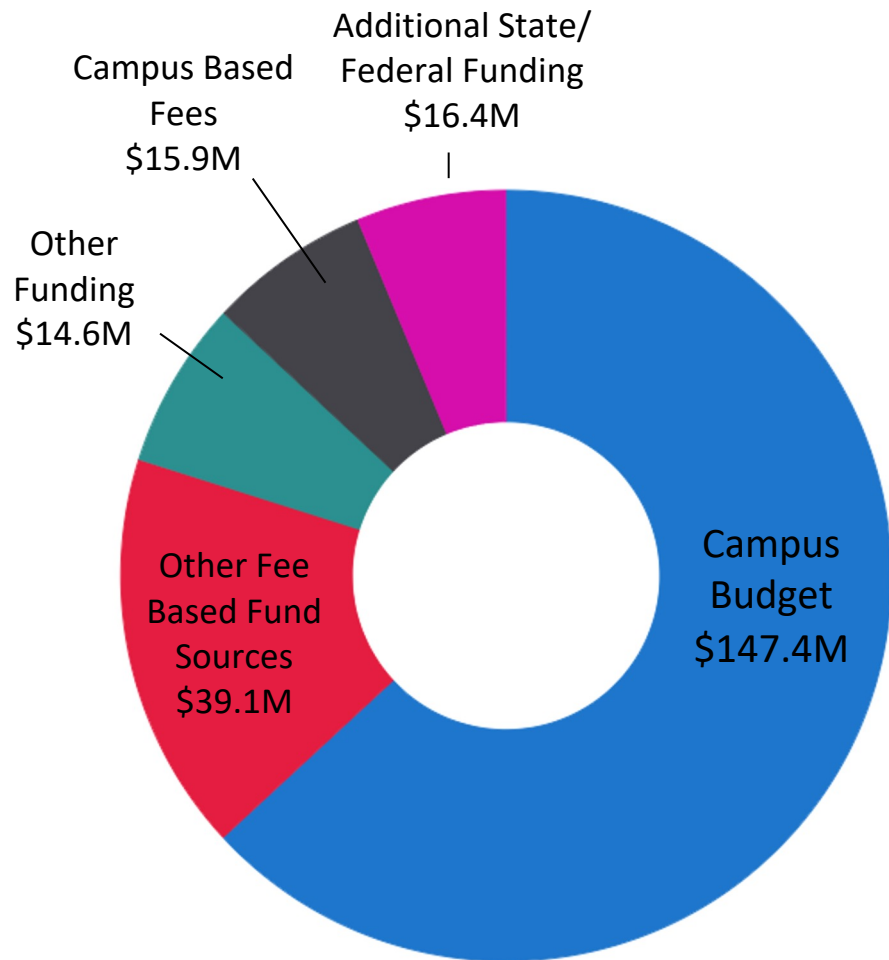
Source	Total	
Campus Budget	**$147,411,623**	**63.14%**
Additional State/Federal Funding		
Lottery	$1,077,000	
Office of Research and Sponsored Programs	$15,356,427	
	$16,433,427	**7.04%**
Campus-Based Fees		
Associated Students	$2,556,015	
Campus Union	$6,321,162	
Center for Performing Arts IRA Funding	$543,151	
Counseling and Psychological Services	$847,268	
Instructionally Related Activities	$677,759	
Intercollegiate Athletics IRA Funding	$2,125,149	
Library IRA Funding	$213,710	
Children's School IRA Funding	$72,033	
Student Health Center	$2,523,018	
	$15,879,265	**6.80%**
Other Fee Based Fund Sources		
Residential Education and Campus Housing	$33,041,732	
Extended Education	$3,968,222	
Transportation and Parking Services	$2,093,738	
	$39,103,692	**16.75%**
Other Funding		
Green Music Center	$3,075,707	
Sonoma State Enterprises	$9,112,431	
Sonoma State University Foundation	$584,075	
Endowment Earnings	$1,864,545	
	$14,636,758	**6.27%**
Total University Resources	**$233,464,765**	**100.00%**

2024-2025 Campus Deficit Planning

Campus expenses exceed revenues by $7.4M.

2024-2025 Campus Budgeted Revenue	$	147,411,623
2024-2025 Campus Budgeted Expense	$	154,826,436
2024-2025 Base Deficit	**$**	**(7,414,813)**

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With changes to revenue and cost, the total deficit for the 2024-2025 year was $12.4M.

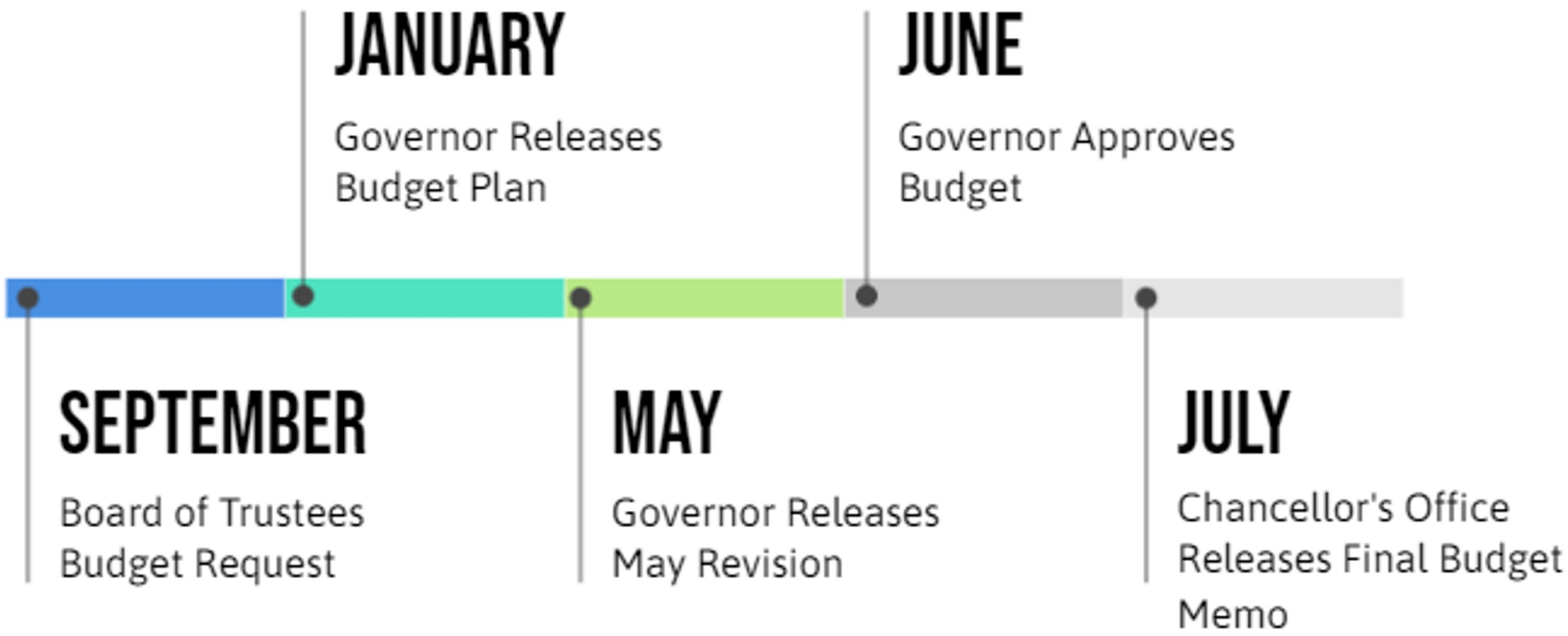|	2024-2025
2023-2024 Base Deficit	$ (9,261,453)
Increase in Tuition Revenue	$ 1,911,500
Adjustments to Cost Allocation Revenue	$ 1,832,280
Adjustments to Other Campus Revenue	$ 40,000
6% Tuition Increase (Net)	$ 38,000
3% Enrollment Reallocation	$ (2,199,000)
Total Base Changes in Revenue	**$ (7,638,673)**
Unfunded Mandatory Cost	$ (1,066,233)
New Unfunded Positions (Facilities, SEM)	$ (277,584)
Unfunded Compensation (23/24 & 24/25)	$ (3,432,323)
Total Base Changes in Cost	**$ (4,776,140)**
Total, Base Deficit	**$ (12,414,813)**

Base reduction strategies to align expenses with current enrollment and available revenues were necessary to reduce the deficit.

Total 2024-2025 Base Deficit	**$ (12,414,813)**
Base Strategies	
Realign Instructional Budget	$ 4,000,000
Academic Affairs Reorganization Reductions	$ 1,000,000
Total, Base Strategies	**$ 5,000,000**
Net Deficit Remaining	**$ (7,414,813)**
Plus Share of System-Wide One-Time $75M Reduction	$ (1,043,000)
Total Funds Needed	**$ (8,457,813)**

To close the remaining budget gap for 2024-2025 we need to identify one-time resources.

Net Deficit Remaining	**$ (8,457,813)**
University Wide - One Time Strategies	
Deficit Strategies Rollforward from PY	$ 1,150,000
Summer 2024 Revenue	$ 1,548,425
Use of Campus Reserves - Operating	$ 1,000,000
Use of Campus Reserves - Capital	$ 1,639,388
IDC Reserve	$ 1,720,000
24/25 Salary Savings Sweep (Estimate)	$ 600,000
24/25 Unallocated Funds Held Centrally (Estimate)	$ 800,000
Total, University Wide One Time Strategies	**$ 8,457,813**
Net Deficit Remaining	**$ -**
Base Deficit to Roll Forward to 25/26	**$ (7,414,813)**

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Now that the 2024-2025 budget is finalized, the 2025-2026 budget planning cycle begins.

JANUARY
Governor Releases Budget Plan

JUNE
Governor Approves Budget

SEPTEMBER
Board of Trustees Budget Request

MAY
Governor Releases May Revision

JULY
Chancellor's Office Releases Final Budget Memo

2024-2025 Campus Budget Plan available on
OpenBook

Accessed through the Budget Office website: budget.sonoma.edu

Questions? Please email budget@sonoma.edu

Recruitment Videos by Area

Spring 2025 Apps, Admits & Deposits as of 11/13/24

Applicants
910
748 Prior Year

⬆ 21.7% vs. PY

Ed, Couns, & | Hum, Soc Sci | Sci, Tech, & | University-
Ethn Stud | & Arts | Bus | wide

Admits
648
601 Prior Year

⬆ 7.8% vs. PY

Ed, Couns, & | Hum, Soc Sci | Sci, Tech, & | University-
Ethn Stud | & Arts | Bus | wide

Deposits
362
332 Prior Year

⬆ 9.0% vs. PY

Ed, Couns, & | Hum, Soc Sci | Sci, Tech, & | University-
Ethn Stud | & Arts | Bus | wide
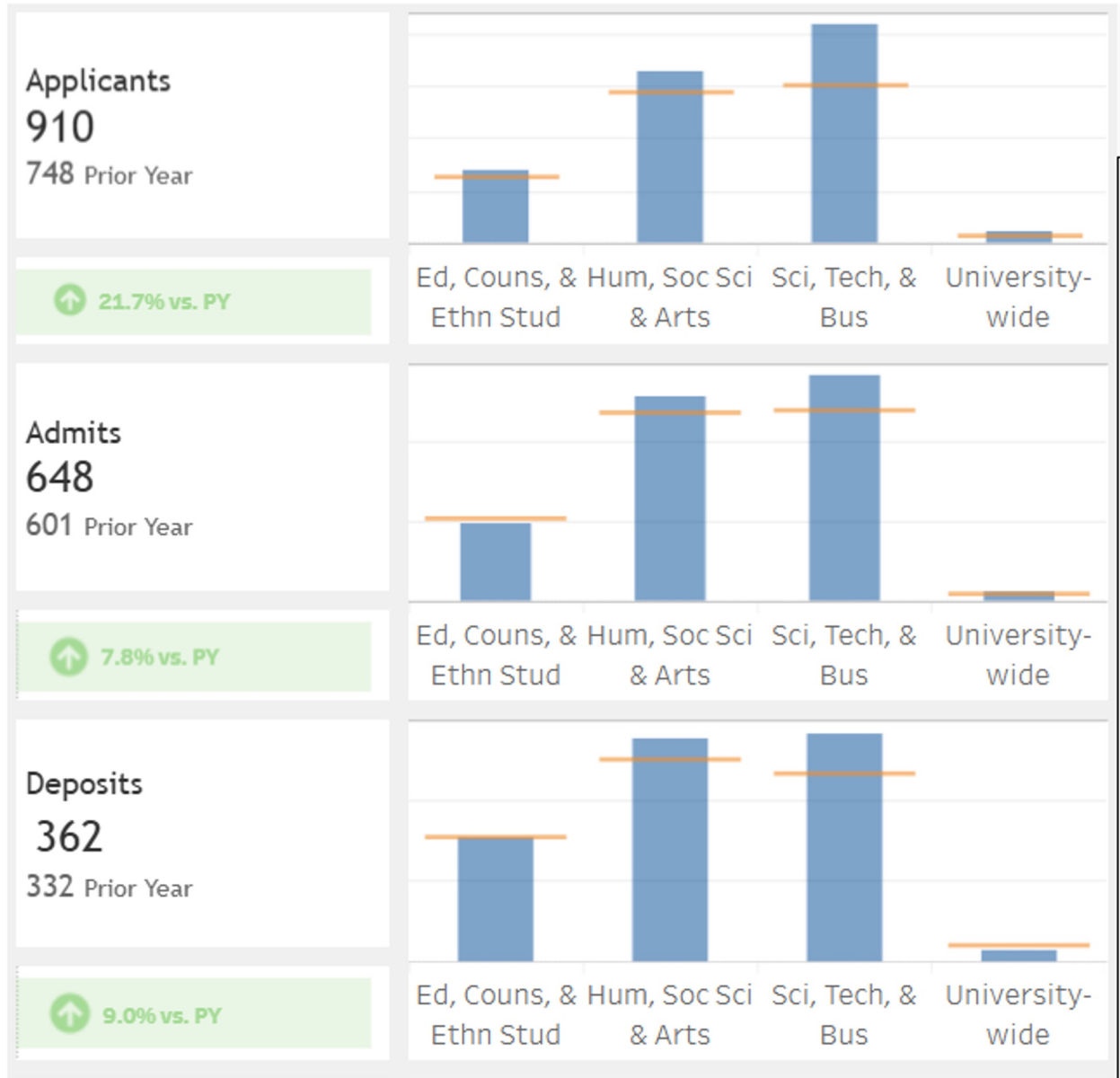
What do we need for Spring 2025?

Target Spring 2025 Enrollment = 5,450 to 5,550

• New Student Target = 400 to 500
   (Spring 2024 New Students = 235)

• Fall to Spring Continuation Rate at or above 91%
- Anticipated Fall 2024 Graduates ~ 450

Note: Spring 2024 Total Enrollment was 5,533

Spring 2025 New Student Opportunities

- Spring 2025 Application Deadline is 12/1/24
  (Students can deposit for spring through Jan 3)

- Students who do not initially qualify can request reconsideration
  or appeal into mid-December

- Spring 2025 Undergraduate Orientation is Friday November 15th
  (Ongoing spring orientation continues online)

- New Transfer Students who attend Friday's Orientation will
  have the opportunity to register with Juniors the following week

Building Focus on Community College Transfer

Sonoma State's 2-year Partners: 2022 - 2024

Community College	Apps	Admits	Enrolled	Yield: Apps to Enroll
Santa Rosa Junior College	2202	1950	1139	51.7%
College of Marin	411	351	122	29.6%
Napa Valley College	402	356	156	38.8%
Mendocino College	221	204	99	44.7%

Note: Totals include 2022/23, 2023/24, and Fall 2024 - 5 semester totals

Building Focus on Community College Transfer

Expanding Sonoma State's Reach

Community College	Apps	Admits	Enrolled	Yield: Apps to Enroll 2022-24
Diablo Valley College	610	510	92	15.1%
Solano Community College	359	296	78	21.7%
Los Rios District Sac City, American River, Cosumnes River, Folsom Lake	489	388	70	14.3%
Sierra College	306	246	44	14.4%

Next up: South Bay, San Diego County, Los Angeles County CC System

Fall 2024 New Community College Transfer Student Geographic Origin
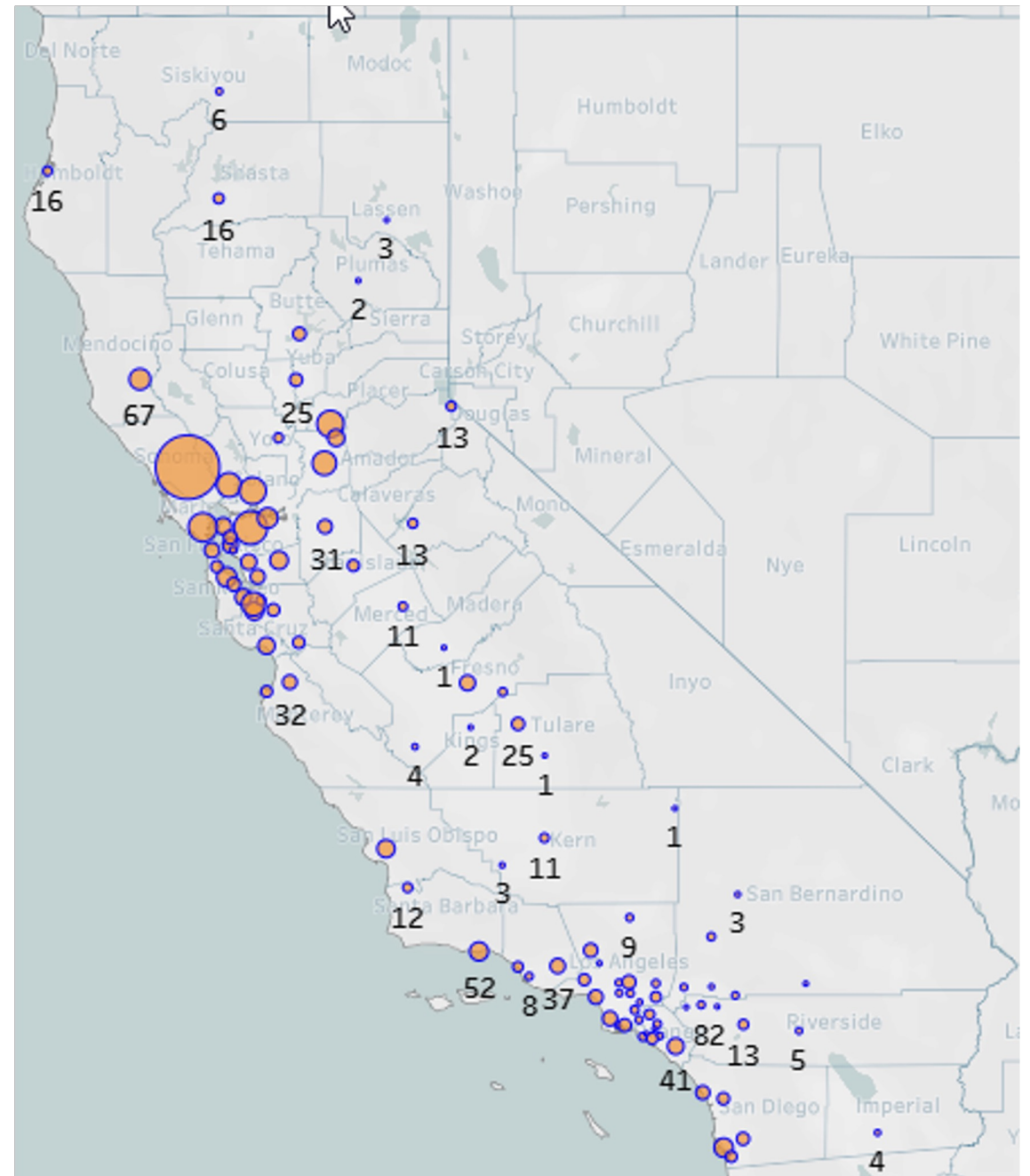
Moving from an Outreach to a Recruitment Model

Priority Applications Deadline = December 2nd

- Fall 2025 Apps = 3,421
  (About 300 Apps behind last year on this date)

- Fall 2025 Admits = 2,289

- Fall 2025 Deposits = 46
  (136 Students offered Early Admission at Preview Day)

Note: Fall 2025 Applications will be open through April/May

In a recruitment model, conversion and yield are the most critical elements of the enrollment process.

Are you doing some outreach or want to help with recruitment?

Register Visits, Class Trips, and Tours

On the SSU Website Go To:

Admissions > Experience SSU > Campus Tours

Sign Up to be a Faculty/Staff Ambassador

Email Kelley Kaslar at kaslar@sonoma.edu

Active Referral

Send Prospective Students or Colleagues in K-12 and Community Colleges to us at outreach@sonoma.edu

Or, just call or email Ed Mills at millsed@sonoma.edu

Question & Answer Session

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