

Campus Budget & Planning Forum

Spring 2024

Sonoma State University

March 14th, 2024

**SONOMA
STATE**
UNIVERSITY

UNIVERSITY BUDGET
& RESOURCE PLANNING

A wide-angle photograph of a university campus. In the foreground, there is a large green lawn with a paved path curving through it. Several trees are scattered across the lawn, some with bare branches and others with green foliage. In the background, a large, modern building with a flat roof and large windows is visible. Beyond the building, there are rolling hills and mountains under a blue sky with white clouds.

Welcome

**SONOMA
STATE**
UNIVERSITY

UNIVERSITY BUDGET
& RESOURCE PLANNING

Spring Budget Briefing

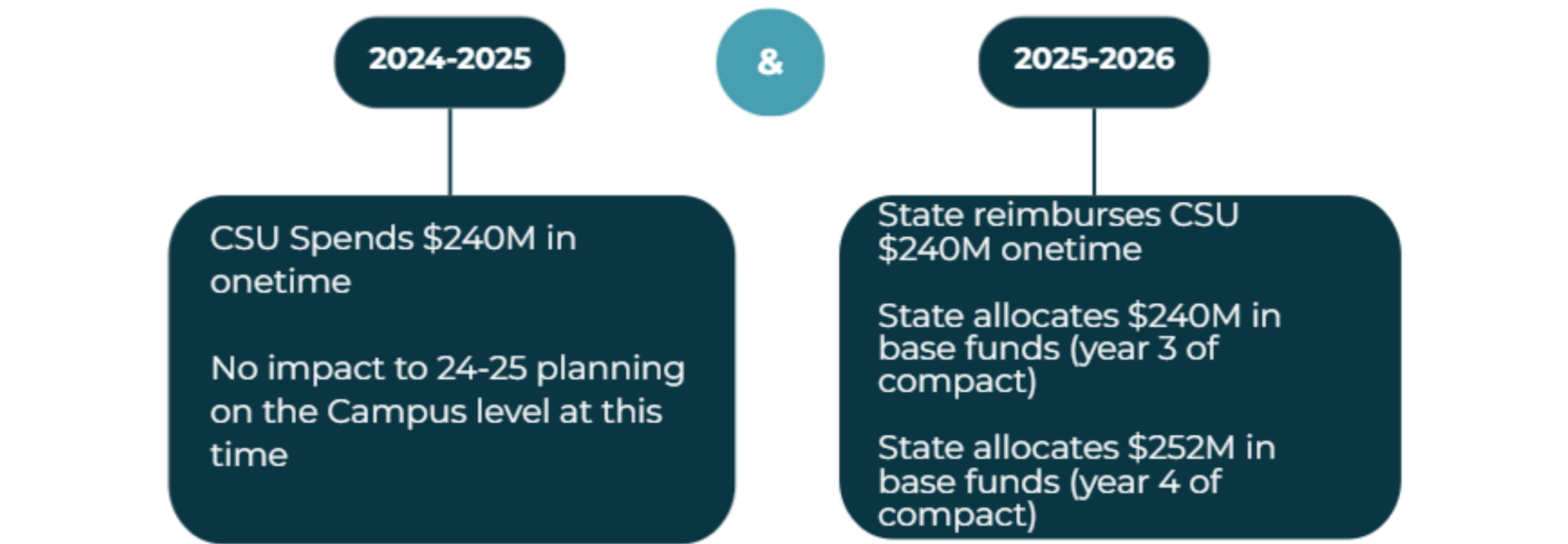
Laura Lupei

AVP University Budget and Resource Planning

**SONOMA
STATE**
UNIVERSITY

UNIVERSITY BUDGET
& RESOURCE PLANNING

The state budget is facing a multi year budget shortfall, and one budget strategy includes deferring the 2024-2025 CSU compact funding of \$240M to 2025-2026.

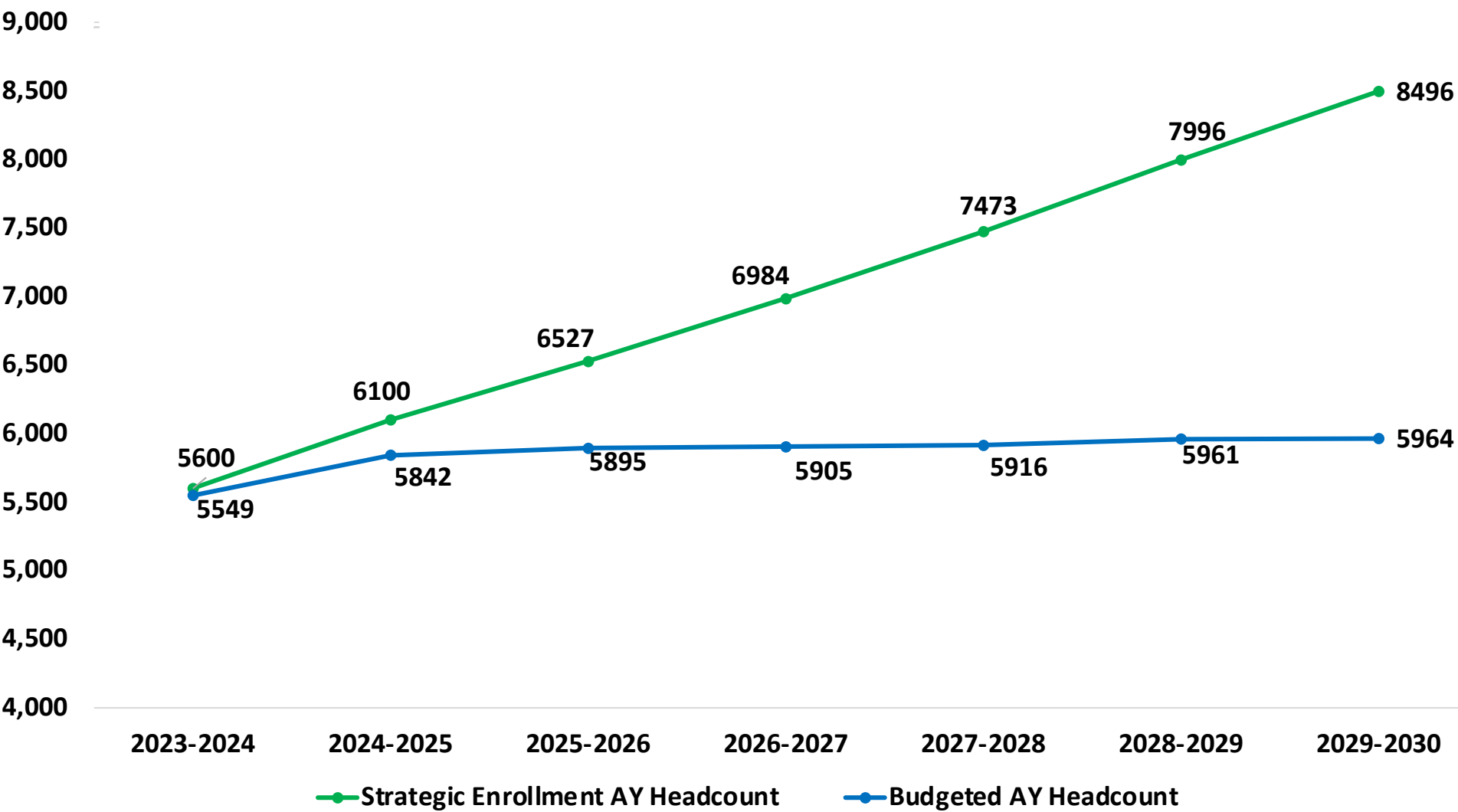


Funding in the January Governor’s Budget does not fully cover CSU funding needs as outlined in the Board of Trustees (BOT) request.

Board Of Trustees Request		January's Governor Budget
\$57.5M	Financial Aid: State University Grant (SUG)	\$57.5M
\$55M	Student Access and Enrollment	\$55M
\$37M	Graduation Initiative 2025 & Basic Needs	\$3M
\$20.1M	Compliance Programs	\$10.1M
\$63.7M	Required Operational Costs	\$35.2M
\$25M	Academic Facilities and Infrastructure (Debt Service)	\$10M
\$220.7M	Faculty and Staff Compensation Pool	\$163.7M
\$78.3M	Health Premiums	\$78.3M
\$557.4M	TOTAL	\$412.9M

2024-2025 Campus Budget Planning

2023-2024 was the lowest enrollment year for SSU and now SEM is working to increase enrollment above past trends.



The campus will need to make plans to eliminate the remaining base deficit of **\$6.3M** that the President was charged with balancing by the 2024-2025 year.

	2024-2025
2023-2024 Base Deficit	\$ (9,261,453)
Increase in Tuition Revenue	\$ 1,754,500
Adjustments to Cost Allocation Revenue	\$ 1,939,050
Total Base Changes in Revenue	\$ (5,567,903)
Unfunded Mandatory Cost	\$ (500,000)
New Unfunded Positions (Title IX, SEM)	\$ (245,000)
Total Base Changes in Cost	\$ (745,000)
Subtotal, Projected Base Deficit	\$ (6,312,903)

There have been subsequent actions taken that have affected our budget, bringing our total deficit for 2024-2025 to **\$12.9M**.

Subtotal, Projected Base Deficit	\$ (6,312,903)
Additional Adjustments	
6% Tuition Increase	\$ 1,930,000
Unfunded Compensation - (23/24 & 24/25)	\$ (6,250,000)
3% Enrollment Reallocation	\$ (2,252,000)
Total, Additional Adjustments	\$ (6,572,000)
Total Projected 2024-2025 Base Deficit	\$ (12,884,903)

The University will need to explore ways to address the \$12.9M budget deficit.



It is still early in the spring planning timeline and many of these planning assumptions may still shift before the state budget is finalized in June.



2023-2024 Campus Budget Plan available on **OpenBook**

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

Questions? Please email budget@sonoma.edu

Strategic Enrollment Updates & Next Steps 2024-2029

Dr. Ed Mills

Vice President for Strategic Enrollment

SONOMA STATE
UNIVERSITY

Quick Enrollment Update

Spring 2024 Headcount

Current Headcount = 5,539

Fall Headcount at Census = 5,867

Estimated Annualized Headcount
= 5,700

2023-24 Annualized Headcount
Budgeted = 5,549

Outcome = +151

Fall 2024 Apps and Admits

Total Applications 14,008 (+6%)

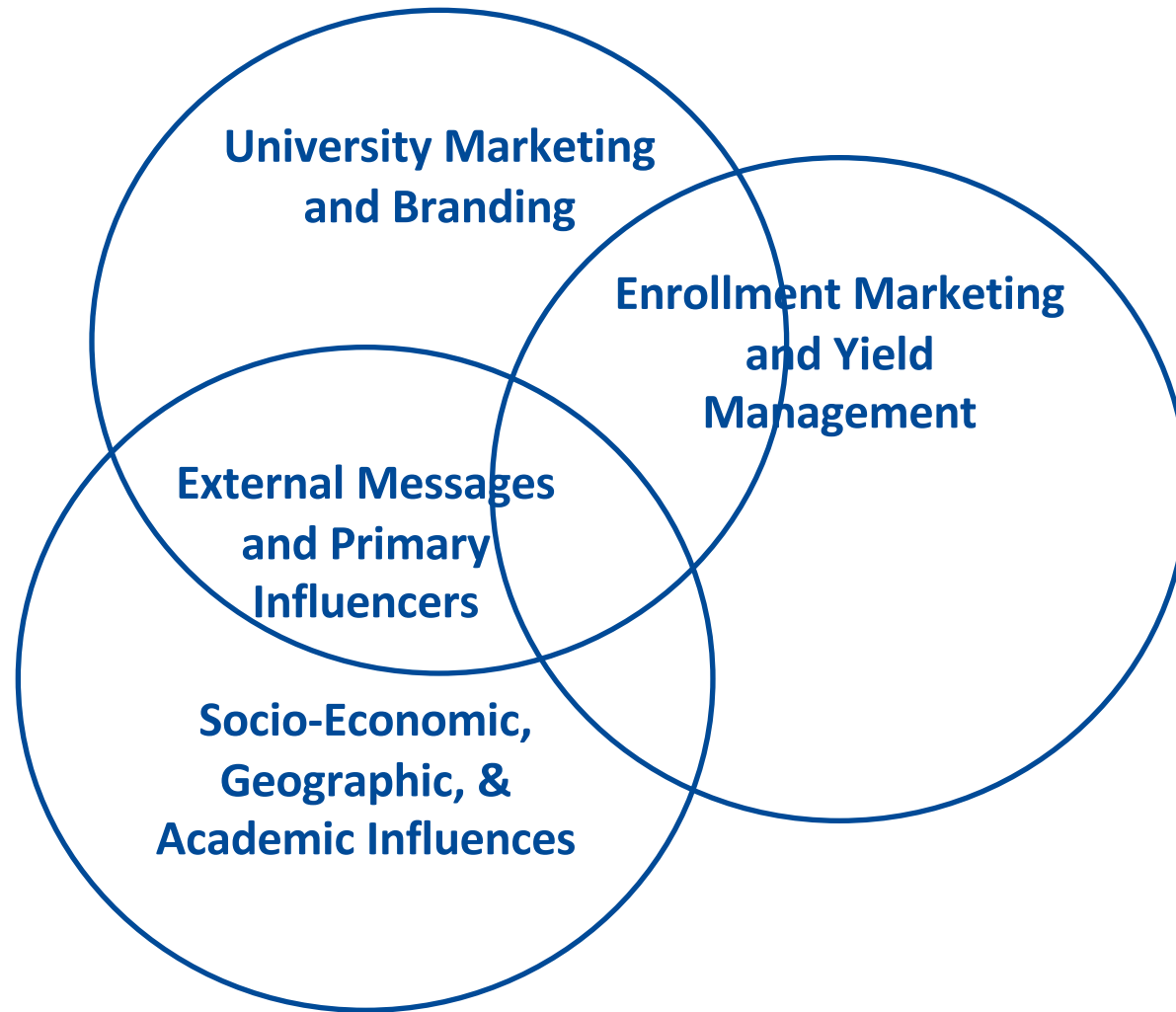
Undergraduate Admits

- First Time Students 9,004 (+6.8%)
- New Transfer 2,417 (+13.2%)

Moved to “Rolling Admissions” &
Extended Acceptance Deadline June 1

Admitted Student Receptions March 17 -
24

Marketing Venn Diagram



Broad Goals:

**University Marketing and Branding
(StratComm)**

**Brand Creation, Marketing, &
Compliance
University Profile, Positioning, & News
Academic Master Plan – Marketing
Development and Communication
Support Student Recruitment**

**Enrollment Marketing & Yield Mgmt (SEM
& Dept.s)**

**Prospect, Lead, & App Generation
Conversion Events, Program
Promotion, Partnership Programs
Academic Departments Profiles &
Events
Yield Management, Down Funnel
Conversion, Drive Enrollment**

Mini-Campaigns & Conversion (Yield) Activities



Directed Communications by Area of Interest:

**Social Media
E-Mail and Messaging
Direct Mail
Marketing Collateral
Special Events**

**Developed by Academic
Department, Center of Excellence,
Campus Life, Support Service, etc.**

**Faculty / Student Interaction
Students in Action
Facilities / Amenities
Events and Activities**

FAFSA Delays



Annualized Enrollment Goals 2023-2029 (Headcount)

	23-24	24-25	25-26	26-27	27-28	28-29
Budgeted	5549	5842	5895	5905	5961	5964
+7% / Year	HC Goal 5,600	HC Goal 6,100	HC Goal 6,527	HC Goal 6,984	HC Goal 7,473	HC Goal 7,996
	Actual: 5,700					

1. Annual Strategies

- 2024-2026 = Focus on Increasing First Year Students
- 2025-2027 = Focus on Increasing Transfer Students
- 2026 – 2028 = Focus on Graduate and Credential
- 2024 – 2029 = Build International (domestic transfer, out of country)
- 2025 – 2029 = Build Dual Enrollment



THANK YOU!

Campus Updates

President Mike Lee
Sonoma State University

**SONOMA
STATE**
UNIVERSITY

UNIVERSITY BUDGET
& RESOURCE PLANNING

Townhall Question and Answer Session