

# Admissions & Outreach

## Who We Are

The Office of Admissions and Outreach provides prospective students with information about academic programs, admission requirements, and the application process.

## Enrollment

### Admit Type

#### First Time, First Year Student

- For 17/18 academic year, there were 3,558 students
- For 18/19 academic year, there were 3,712 students
- For 19/20 academic year, there were 4,116 students

#### Transfer Students

- For 17/18 academic year, there were 5,578 students
- For 18/19 academic year, there were 5,284 students
- For 19/20 academic year, there were 3,919 students

#### Returning Students

- For 17/18 academic year, there were 60 students
- For 18/19 academic year, there were 82 students
- For 19/20 academic year, there were 48 students

### Total Students

- For 17/18 academic year, there were 9,196 students
- For 18/19 academic year, there were 9,078 students
- For 19/20 academic year, there were 8,083 students

## Events (2019/2020 enrollment cycle)

### Campus Tours

938 tours with 24,090 attendees; this included future students, families, and high school student group tours

## High School Visits

362 events with 18,515 attendees; this included College Nights

## Community College Visits

270 events with 7,987 attendees; this included Transfer Days

## Community Based Organizations

28 events with 6,809 attendees

## Communications/Marketing Campaigns

In an effort to increase awareness for prospective students about upcoming events, admissions guidelines, details, and deadlines, the Office of Admissions and Outreach sent numerous emails and notifications with an open rate of 74% during the 2019/2020 admissions cycle.

## Associate Degree for Transfer (ADT)

- Transfer students who earned an ADT and enroll at Sac State in a major that is deemed similar to their ADT major, are eligible to earn their bachelor's degree in 60-semester units.
- Admissions & Outreach partnered with Academic Advising to hire 10 Transfer Peer Coaches who reach out to transfer students.
- Students who enroll at Sac State with an ADT degree are graduating at a faster rate than all other transfer students.

## Verified ADT's

- In the 2014 calendar year, there were 275 verified ADT's
- In the 2015 calendar year, there were 603 verified ADT's
- In the 2016 calendar year, there were 1,058 verified ADT's
- In the 2017 calendar year, there were 1,267 verified ADT's
- In the 2018 calendar year, there were 1,533 verified ADT's
- In the 2019 calendar year, there were 1,328 verified ADT's

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