

## California State University - San Marcos: 2025 Goals

### OVERVIEW

The Graduation Initiative 2025 organizes system-level work to improve student success, putting clear objectives and metrics to one of the CSU's most fundamental commitments. This document details your new campus goals and provides supporting information for how they were developed.

### FRESHMEN GRADUATION RATE GOALS

	<u>Baseline Rate</u>	<u>Peer Group Benchmark</u>	<u>Additional Improvement</u>	<u>2025 Goal</u>
6-Year Graduation Rate Goal (2019 Cohort)	45%	52%	7%	<b>52%</b>
4-Year Graduation Rate Goal (2021 Cohort)	13%	N/A	8%	<b>21%</b>

### TRANSFER GRADUATION RATE GOALS

4-Year Graduation Rate Goal (2021 Cohort)	68%	N/A	6%	<b>74%</b>
2-Year Graduation Rate Goal (2023 Cohort)	22%	N/A	8%	<b>30%</b>

### FRESHMEN ACHIEVEMENT GAP GOALS

6-Year URM/non-URM Graduation Rate Gap Goal (2019 Cohort)	10%	N/A	50% Improvement	<b>5%</b>
6-Year Pell/non-Pell Graduation Rate Gap Goal (2019 Cohort)	8%	N/A	50% Improvement	<b>4%</b>

### TECHNICAL NOTES

The 2025 6-year freshmen graduation rate goal challenges each CSU institution to increase its 2012 baseline rate (i.e., fall 2006 entering freshmen cohort) by 6 percentage points above the 75th percentile of the 6-year graduation rates for the institution's peer cohort as defined by the Education Trust's College Results Online data tool (peer grouping method is explained on the 3rd page). Each institution's goal is capped at 12 percentage point increase above the 75th percentile, and institutions with graduation rates that currently exceed the 75th percentile for their peer group are expected to increase their baseline graduation rates by 6 percentage points. Successful achievement of this goal will be measured by the 6-year graduation rate of the 2019 entering cohort. The 2025 4-year freshmen graduation rate goal challenges each CSU institution to increase its 2012 baseline rate (i.e., fall 2008 entering freshmen cohort) by 8 percentage points. Successful achievement of this goal will be measured by the 4-year graduation rate of the 2021 cohort).

The 2025 4-year graduation rate goal for transfer students asks each CSU institution to increase its 2013 baseline rate (i.e., 2009 entering transfer cohort) by 6 percentage points. Successful achievement of this goal will be measured by the 4-year graduation rate for the 2021 transfer cohort. Similarly, the 2025 2-year graduation rate goal for transfer students challenges each CSU institution to increase its 2013 baseline rate (i.e., 2011 entering transfer cohort) by 8 percentage points. Successful achievement of this goal will be measured by the 2-year graduation rate for the 2023 transfer cohort. The expectation of a 6 or 8 percentage point increase was derived by examining system-wide data on these metrics over a ten year period.

The 2025 6-year freshmen achievement gap goals challenge all CSU institutions to reduce existing gaps in completion by half for the following groups: 1) Pell grant recipients vs. non-Pell grant recipients, and 2) underrepresented minority students (URM) vs. non-URM students. These goals are based on the 2013 graduation rate data from the Access to Success initiative. Success on these metrics will be measured by the performance of the 2019 entering cohort on the Access to Success metrics.

# CSU San Marcos: Overview

## Overview

### Commitment to Educational Equity

Your graduation rate and achievement gap goals should be carried out in a manner that is consistent with the CSU mission to seek out individuals with collegiate promise who face cultural, geographical, physical, educational, financial, or personal barriers and to assist them in advancing to the highest educational levels they can reach with a quality postsecondary education. We encourage you to leverage these goals as an opportunity to reaffirm your longstanding commitment to the principle of educational opportunity for underrepresented students.

Listed below is a historical look at student characteristic data for your campus.

### Student Characteristics

Variable	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012
Median SAT	990	980	980	980	985	980	970	970	975	965	975
% Pell Freshmen	24%	24%	22%	20%	22%	21%	21%	22%	42%	42%	42%
% URM	20.6%	22.7%	22.7%	24.1%	24.8%	25.7%	26.2%	28.6%	30.3%	32.7%	34.2%
% Black	2.8%	2.7%	2.7%	2.9%	3.3%	3.2%	3.0%	3.0%	2.8%	2.7%	2.7%
% Latino	17.6%	19.1%	19.1%	20.3%	20.7%	21.5%	22.2%	24.5%	26.7%	29.3%	31.0%

# CSU San Marcos: Peer Comparison Group



The Education Trust

	Undergrad FTE*	Median SAT	% Pell	% URM	% Black	% Latino	% Asian	% White	% Part-time
California State University-San Marcos	8,038	975	40.1%	34.2%	2.7%	31.0%	9.5%	41.2%	22.9%
Armstrong Atlantic State University	5,494	1005	44.8%	29.6%	23.6%	5.7%	2.8%	61.4%	29.0%
Augusta State University	4,762	980	45.0%	31.2%	26.3%	4.5%	2.6%	56.0%	30.2%
Buffalo State SUNY	9,211	975	46.4%	23.4%	15.9%	7.0%	1.6%	65.0%	12.0%
California University of Pennsylvania	6,866	960	38.7%	9.1%	6.9%	2.1%	0.3%	80.5%	11.2%
Colorado Mesa University	7,459	970	42.1%	16.3%	2.3%	12.8%	1.3%	74.3%	24.7%
Columbus State University	5,692	970	47.3%	41.7%	36.3%	4.9%	1.8%	52.9%	28.7%
Eastern Washington University	9,788	965	38.9%	15.7%	4.1%	10.2%	3.4%	66.3%	15.3%
Edinboro University of Pennsylvania	6,232	940	45.8%	9.6%	7.1%	2.2%	0.7%	86.3%	9.4%
Jacksonville State University	6,850	1010	47.4%	31.2%	29.5%	1.2%	0.4%	63.1%	24.7%
McNeese State University	6,771	1030	37.3%	20.0%	17.5%	1.8%	1.0%	73.6%	22.4%
Northwestern State University of Louisiana	6,239	1010	40.3%	34.7%	30.3%	3.2%	0.7%	56.0%	34.2%
Saginaw Valley State University	8,362	990	40.7%	13.2%	10.2%	2.6%	0.8%	76.1%	16.1%
Salem State University	6,510	990	32.5%	17.2%	7.7%	9.3%	2.8%	72.6%	23.2%
University of Central Missouri	8,495	1010	37.4%	10.4%	8.0%	2.1%	0.7%	72.8%	15.4%
University of Massachusetts-Boston	9,457	995	37.9%	25.9%	14.7%	10.8%	12.5%	45.5%	30.5%

**Peer Grouping Method:** To identify "similar" institutions, College Results Online (CRO) applies an algorithm comparing the chosen school to all other public and private not-for-profit institutions in the CRO database. Each comparison receives a "similarity score", ranging from 0 (least similar) to 1000 (identical), based on how similar the two schools are in terms of 12 institutional and student characteristics. The 12 selected characteristics are all statistically correlated with overall six-year graduation rates for institutions in the public and private not-for-profit sectors. Once the baseline similarity score is calculated, CRO applies additional "filters" to exclude an institution from possible comparison if it greatly deviates from the chosen institution on any one of a number of factors. For more information, visit: <http://www.collegeresults.org/>

\*Full-Time Equivalent Undergraduates (FTE) Enrollment is estimated as the number of full-time undergraduates plus one-third of the number of part-time undergraduates.

## CSU San Marcos: Peer Comparison Graduation Rates and Gaps (Freshmen Rates)

4-Year Overall Grad Rate (2012)	
California University of Pennsylvania	35.6%
University of Central Missouri	27.6%
Buffalo State SUNY	22.5%
Edinboro University of Pennsylvania	22.5%
Salem State University	20.0%
Eastern Washington University	19.8%
Northwestern State Univ. of Louisiana	18.1%
McNeese State University	15.7%
Columbus State University	13.4%
Colorado Mesa University	13.2%
University of Massachusetts-Boston	12.9%
California State University-San Marcos	12.7%
Jacksonville State University	9.6%
Armstrong Atlantic State University	8.7%
Saginaw Valley State University	8.6%
Augusta State University	6.0%

4-Year URM Grad Rate (2012)	
California University of Pennsylvania	34.0%
Buffalo State SUNY	28.4%
Edinboro University of Pennsylvania	15.2%
Eastern Washington University	13.3%
Northwestern State Univ. of Louisiana	12.7%
McNeese State University	12.6%
Salem State University	12.3%
California State University-San Marcos	11.7%
University of Central Missouri	10.9%
University of Massachusetts-Boston	8.8%
Columbus State University	8.5%
Armstrong Atlantic State University	8.0%
Colorado Mesa University	6.1%
Augusta State University	4.3%
Jacksonville State University	4.2%
Saginaw Valley State University	2.4%

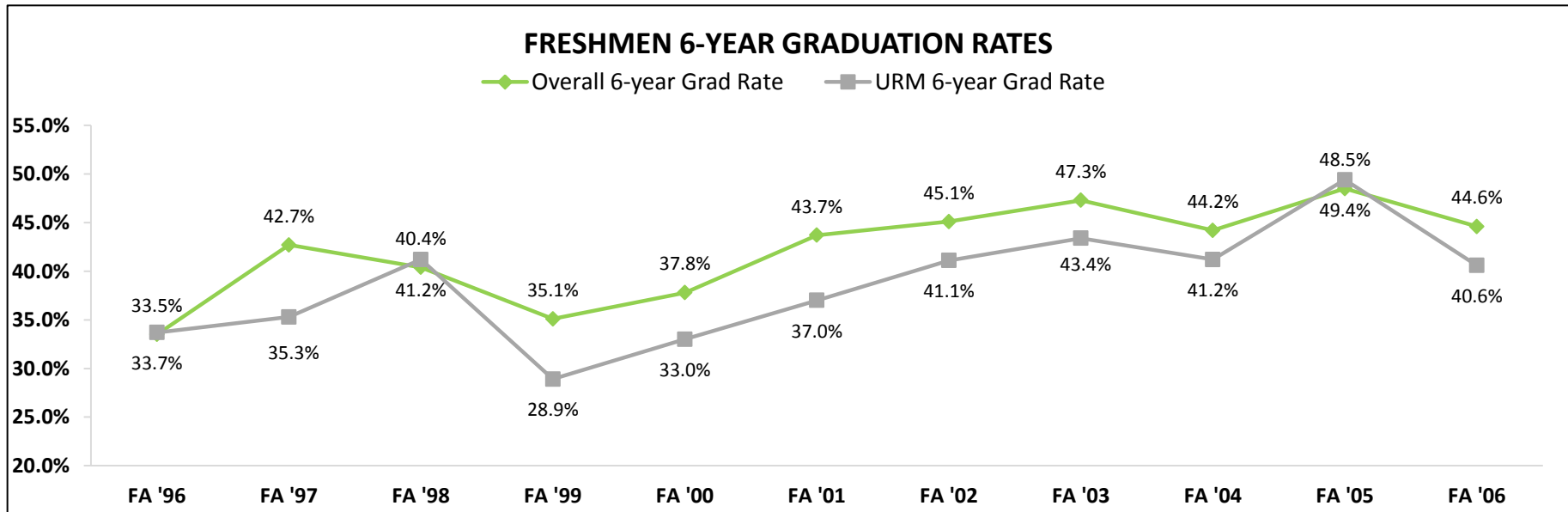
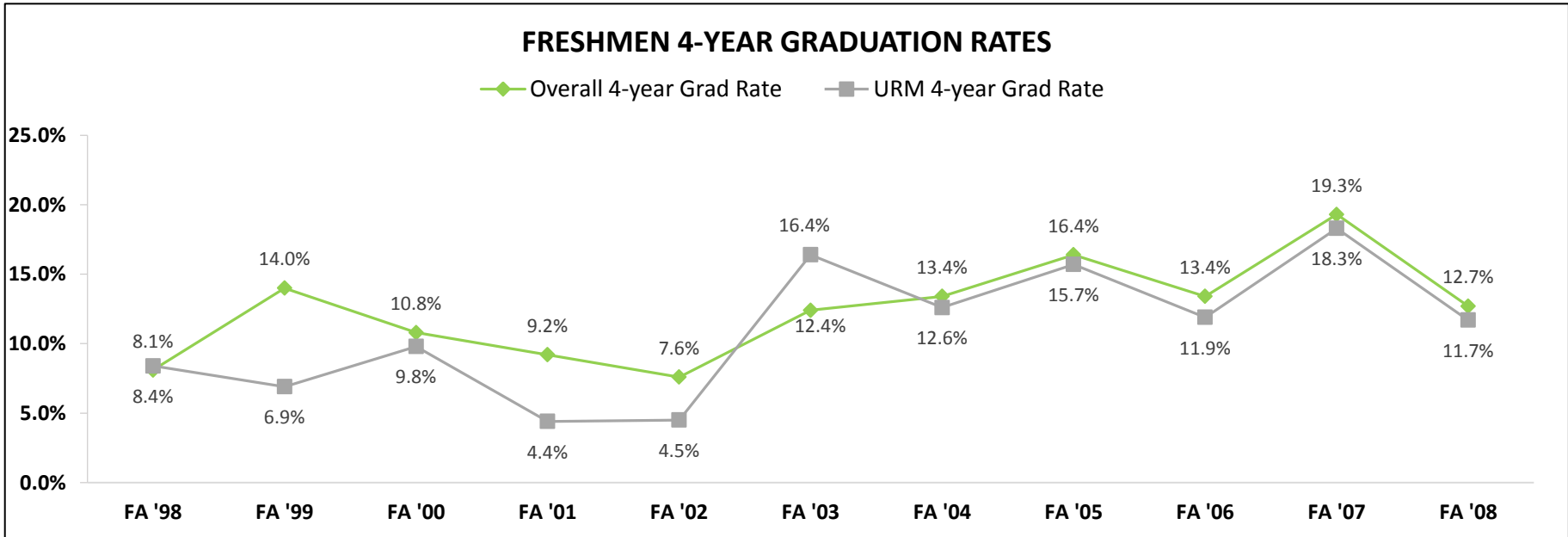
4-Year Grad URM/Non-URM Rate GAP (2012)	
Buffalo State SUNY	NO GAP
Armstrong Atlantic State University	0.9% pts
Augusta State University	1.9% pts
California State University-San Marcos	2.0% pts
McNeese State University	3.4% pts
University of Massachusetts-Boston	3.9% pts
Saginaw Valley State University	7.2% pts
Columbus State University	7.3% pts
Eastern Washington University	7.9% pts
Edinboro University of Pennsylvania	8.1% pts
Northwestern State Univ. of Louisiana	8.3% pts
Colorado Mesa University	8.5% pts
Jacksonville State University	8.6% pts
Salem State University	9.3% pts
California University of Pennsylvania	11.1% pts
University of Central Missouri	20.6% pts

6-Year Overall Grad Rate (2012)	
California University of Pennsylvania	53.9%
University of Central Missouri	48.8%
Buffalo State SUNY	48.1%
Eastern Washington University	46.5%
Salem State University	45.4%
California State University-San Marcos	44.6%
Edinboro University of Pennsylvania	44.5%
Saginaw Valley State University	38.4%
University of Massachusetts-Boston	37.9%
McNeese State University	37.8%
Northwestern State Univ. of Louisiana	36.3%
Columbus State University	34.3%
Armstrong Atlantic State University	31.0%
Colorado Mesa University	28.8%
Jacksonville State University	28.6%
Augusta State University	25.8%

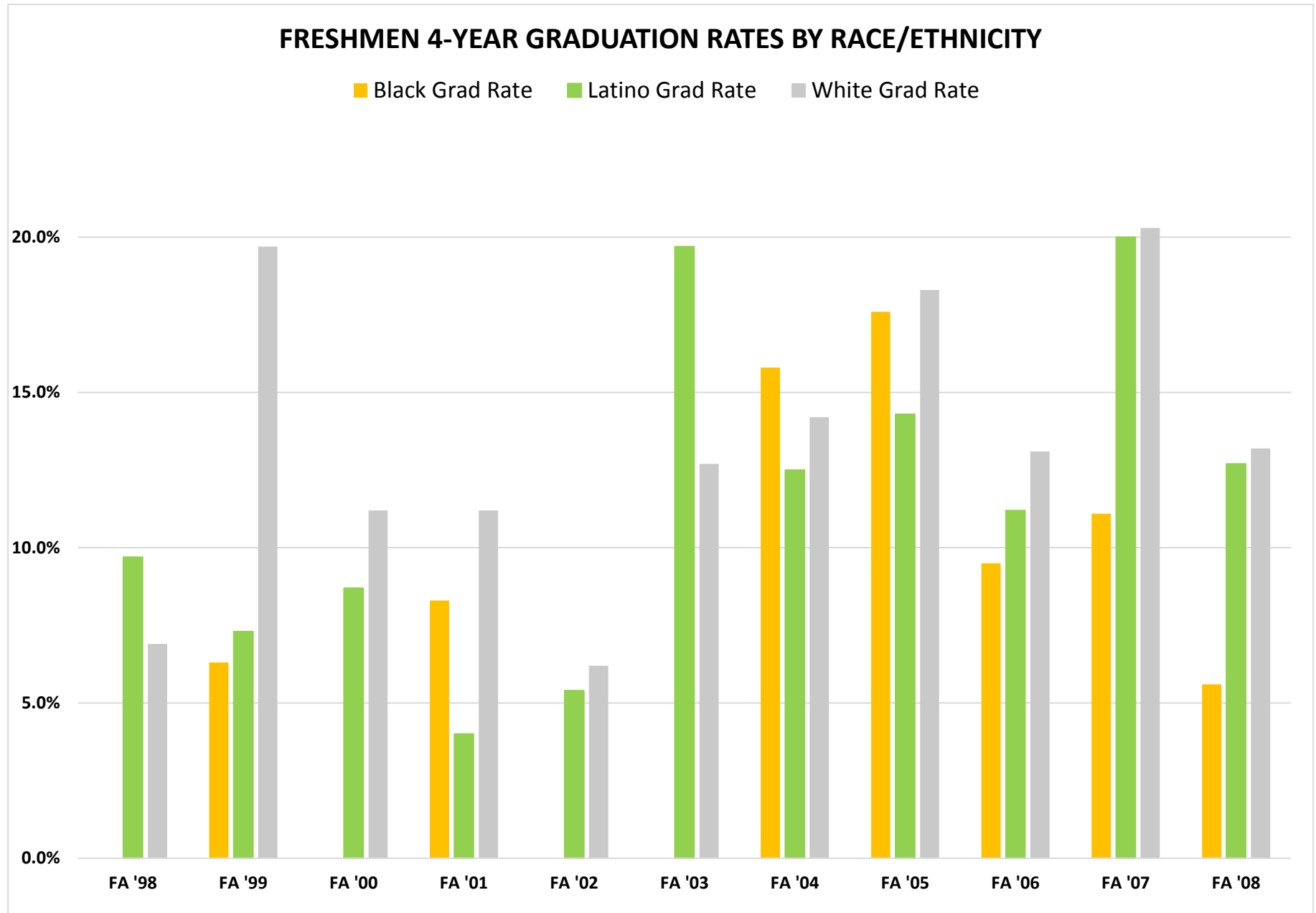
6-Year URM Grad Rate (2012)	
Buffalo State SUNY	50.6%
California University of Pennsylvania	45.3%
California State University-San Marcos	40.6%
Salem State University	37.9%
Eastern Washington University	34.8%
University of Central Missouri	33.6%
University of Massachusetts-Boston	32.9%
Northwestern State Univ. of Louisiana	32.0%
Edinboro University of Pennsylvania	31.3%
Armstrong Atlantic State University	31.3%
McNeese State University	28.4%
Columbus State University	26.4%
Saginaw Valley State University	22.3%
Augusta State University	21.8%
Colorado Mesa University	21.2%
Jacksonville State University	20.6%

6-Year URM/Non-URM Grad Rate GAP (2012)	
Buffalo State SUNY	NO GAP
Armstrong Atlantic State University	0.4% pts
Augusta State University	5.6% pts
California State University-San Marcos	5.8% pts
University of Massachusetts-Boston	6.0% pts
Northwestern State Univ. of Louisiana	6.8% pts
Salem State University	9.1% pts
Colorado Mesa University	9.1% pts
California University of Pennsylvania	9.9% pts
McNeese State University	11.0% pts
Columbus State University	12.4% pts
Jacksonville State University	12.7% pts
Eastern Washington University	14.2% pts
Edinboro University of Pennsylvania	14.8% pts
Saginaw Valley State University	19.6% pts
University of Central Missouri	20.3% pts

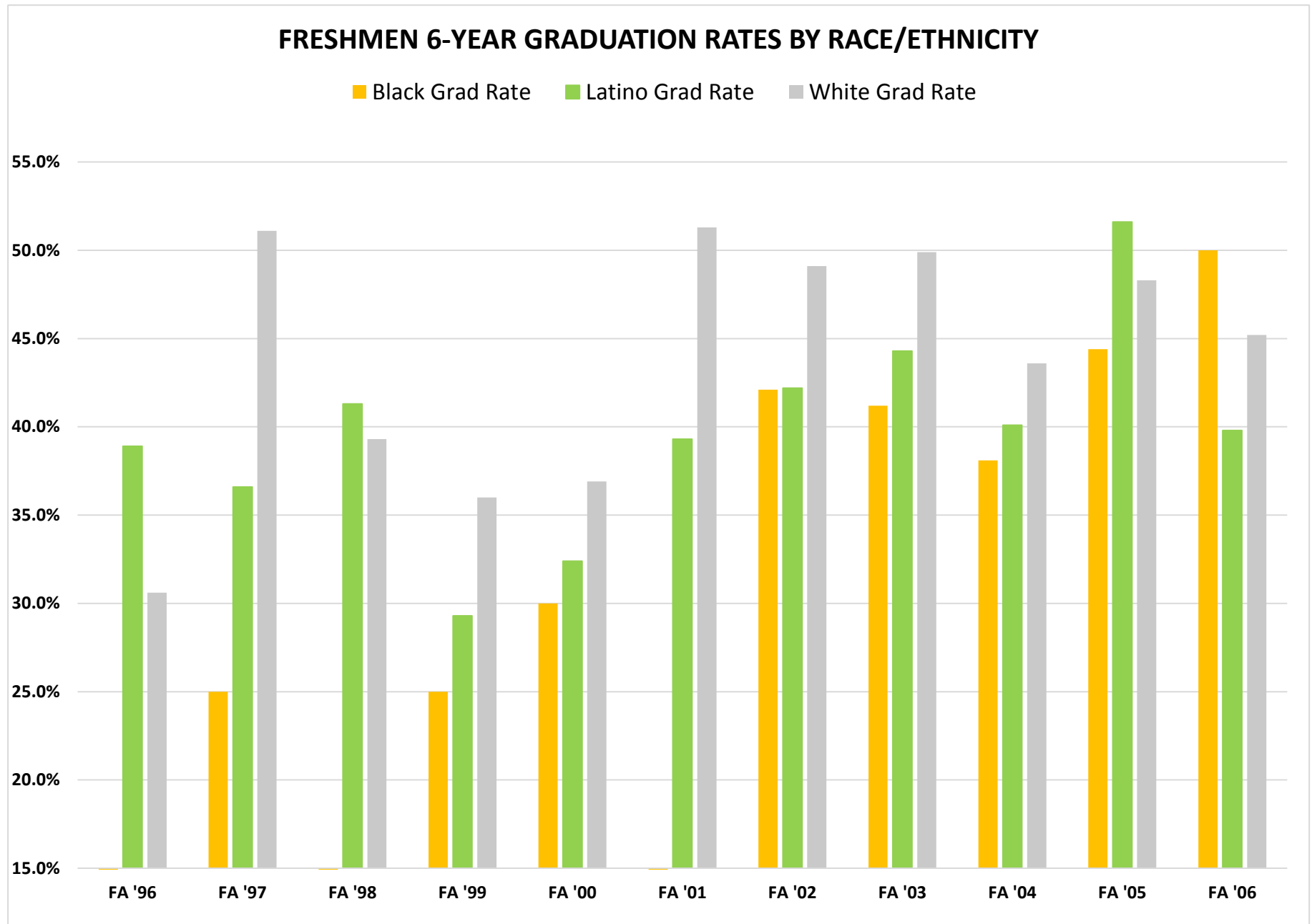
# CSU San Marcos: Freshmen Graduation Rates



# CSU San Marcos: Freshmen 4-year Graduation Rates by Race/Ethnicity



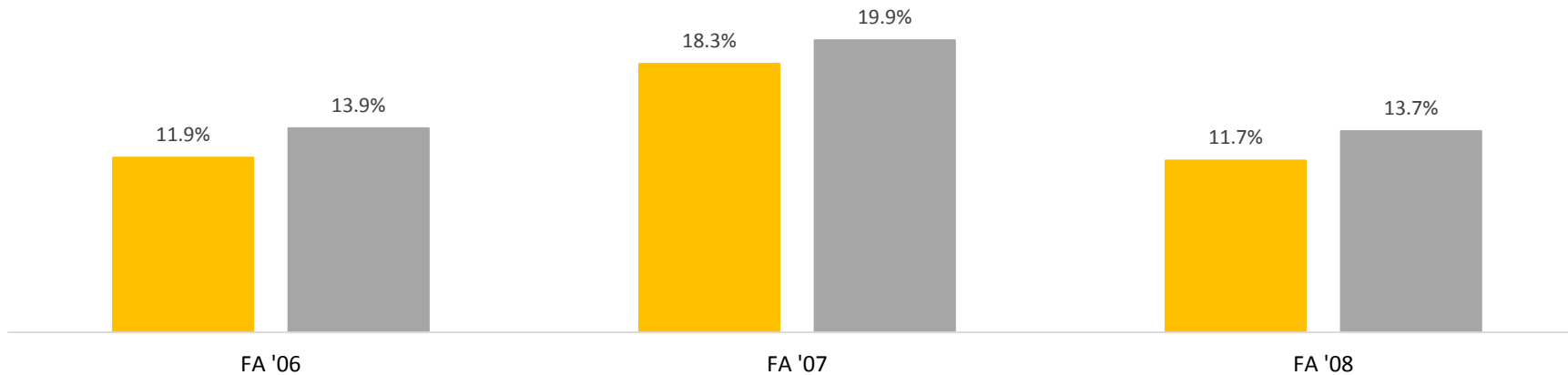
# CSU San Marcos: Freshmen 6-year Graduation Rates by Race/Ethnicity



# CSU San Marcos: Freshmen URM/Non-URM Graduation Gaps

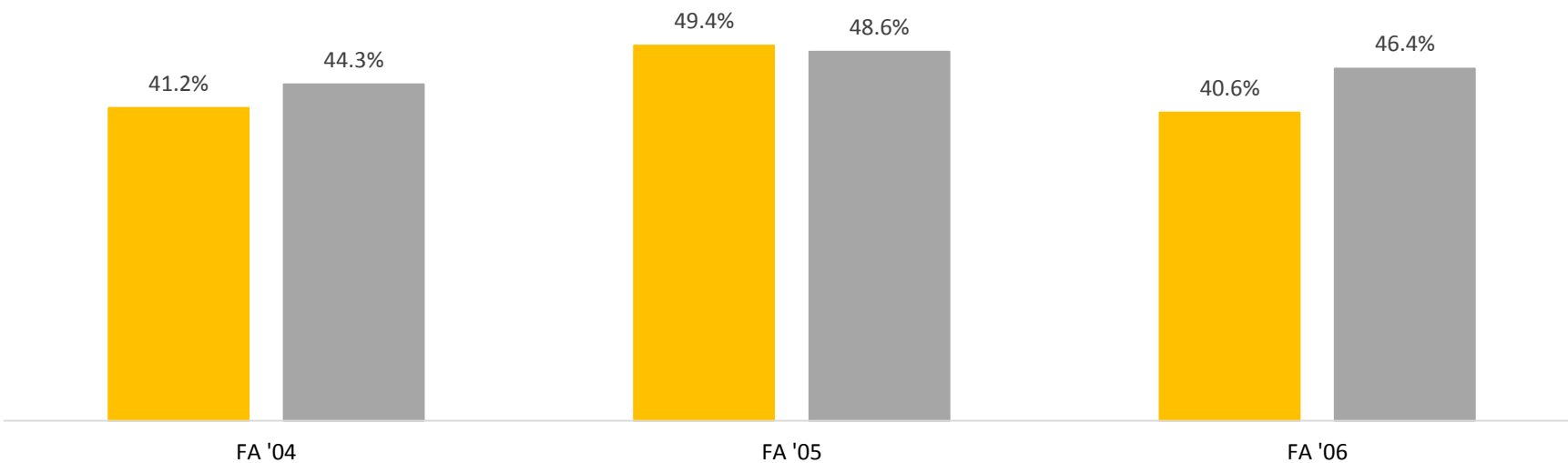
## FRESHMEN 4-YEAR URM/NON-URM GRADUATION RATES

■ 4- Year URM Graduation Rate    ■ 4-Year Non-URM Graduation Rate



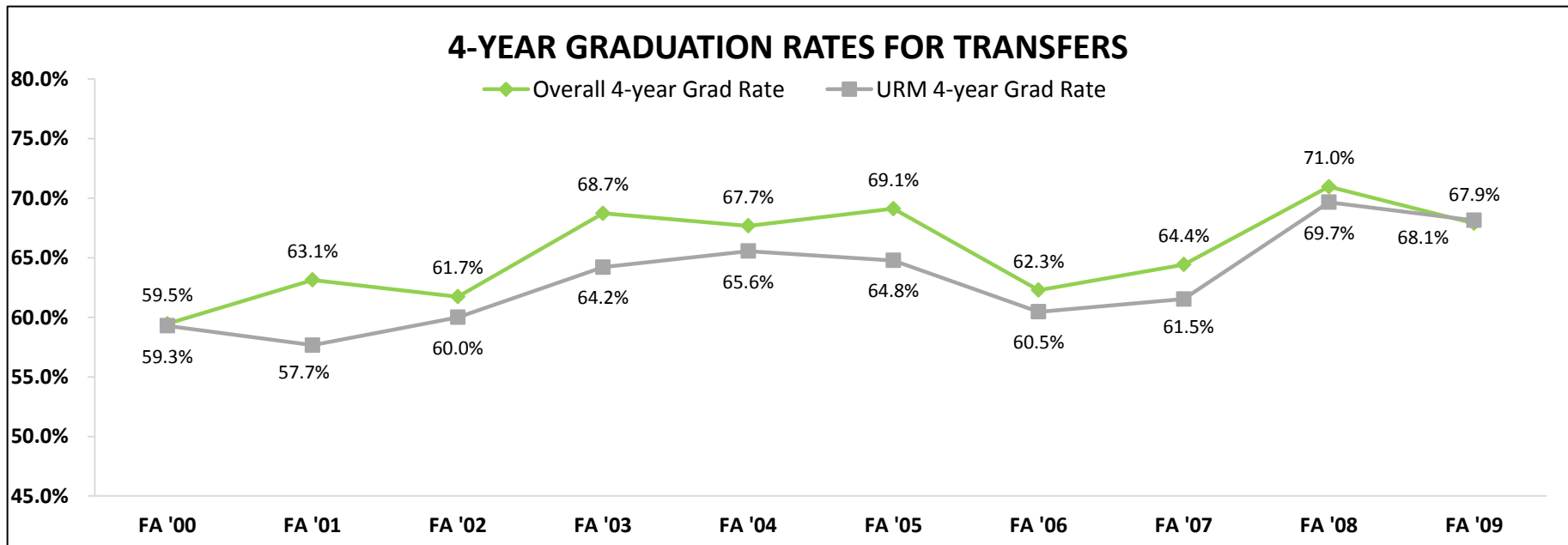
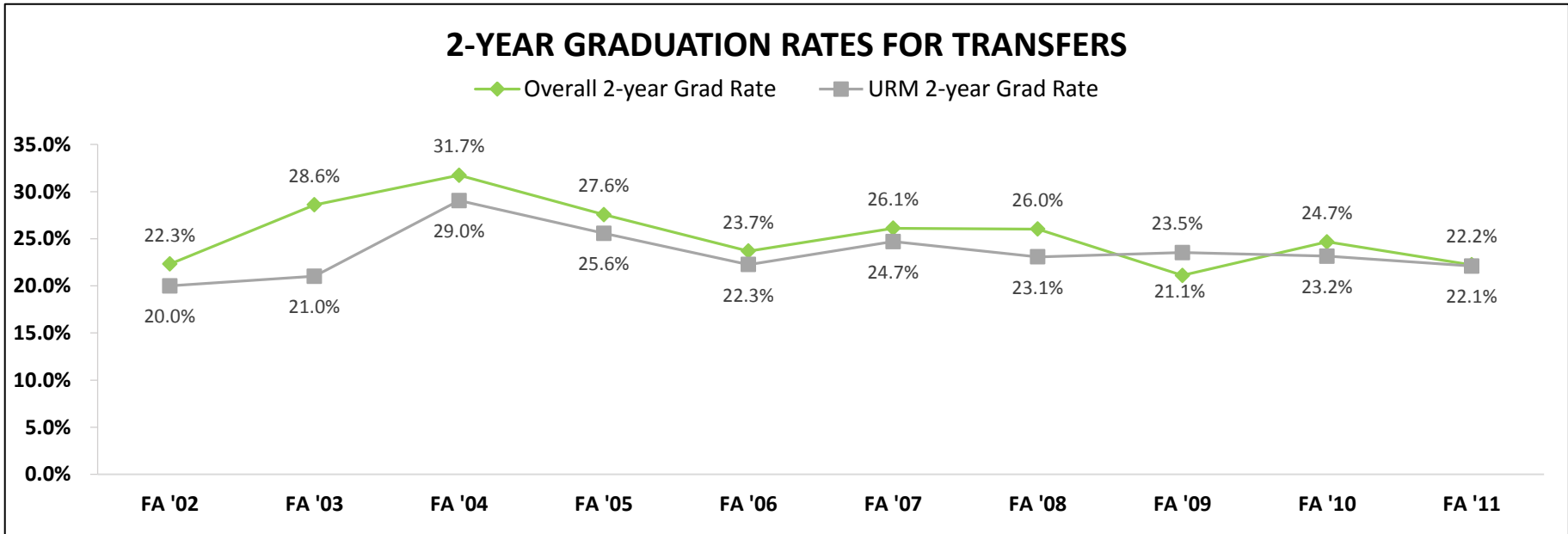
## FRESHMEN 6-YEAR URM/NON-URM GRADUATION RATES

■ 6- Year URM Graduation Rate    ■ 6-Year Non-URM Graduation Rate

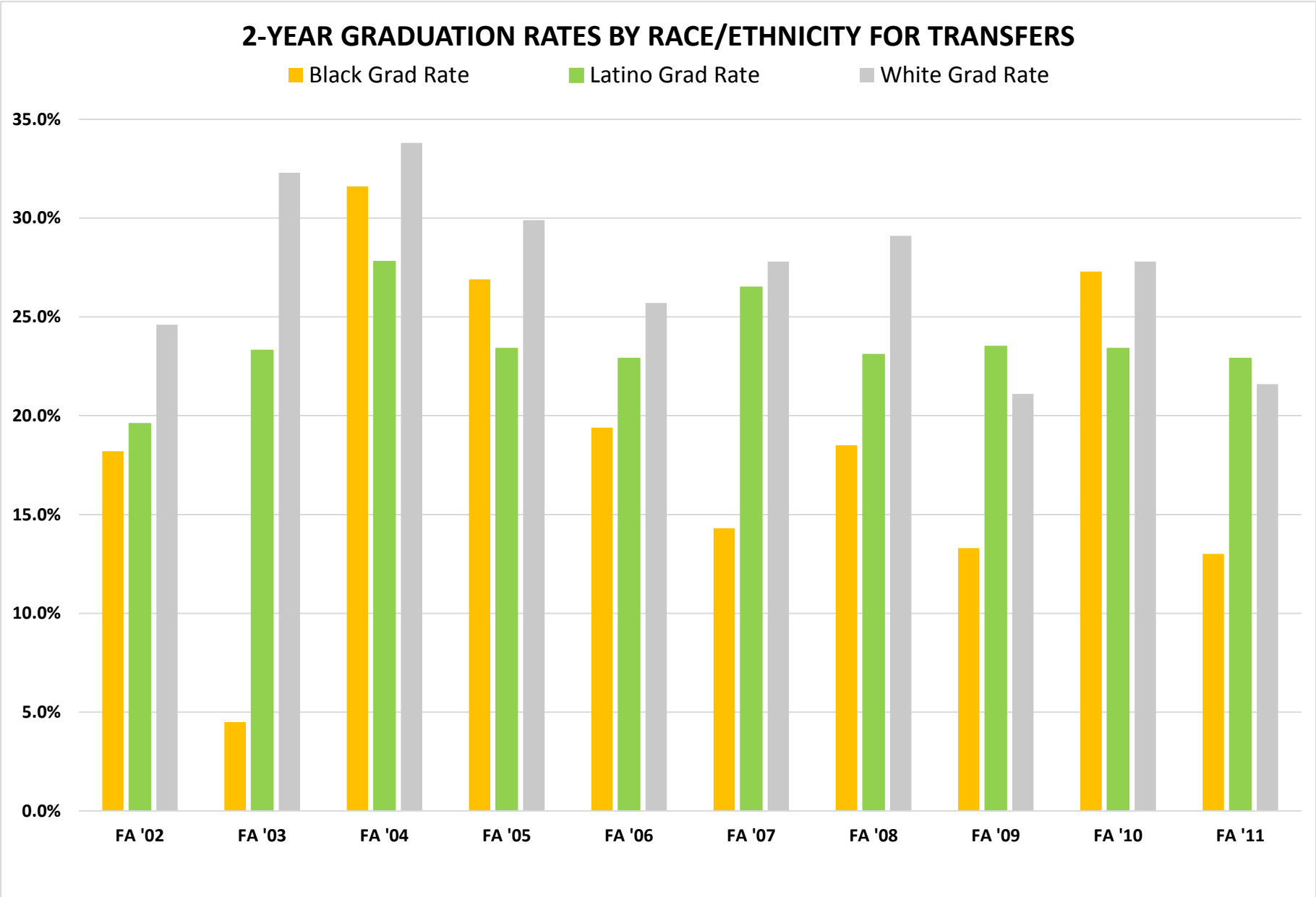




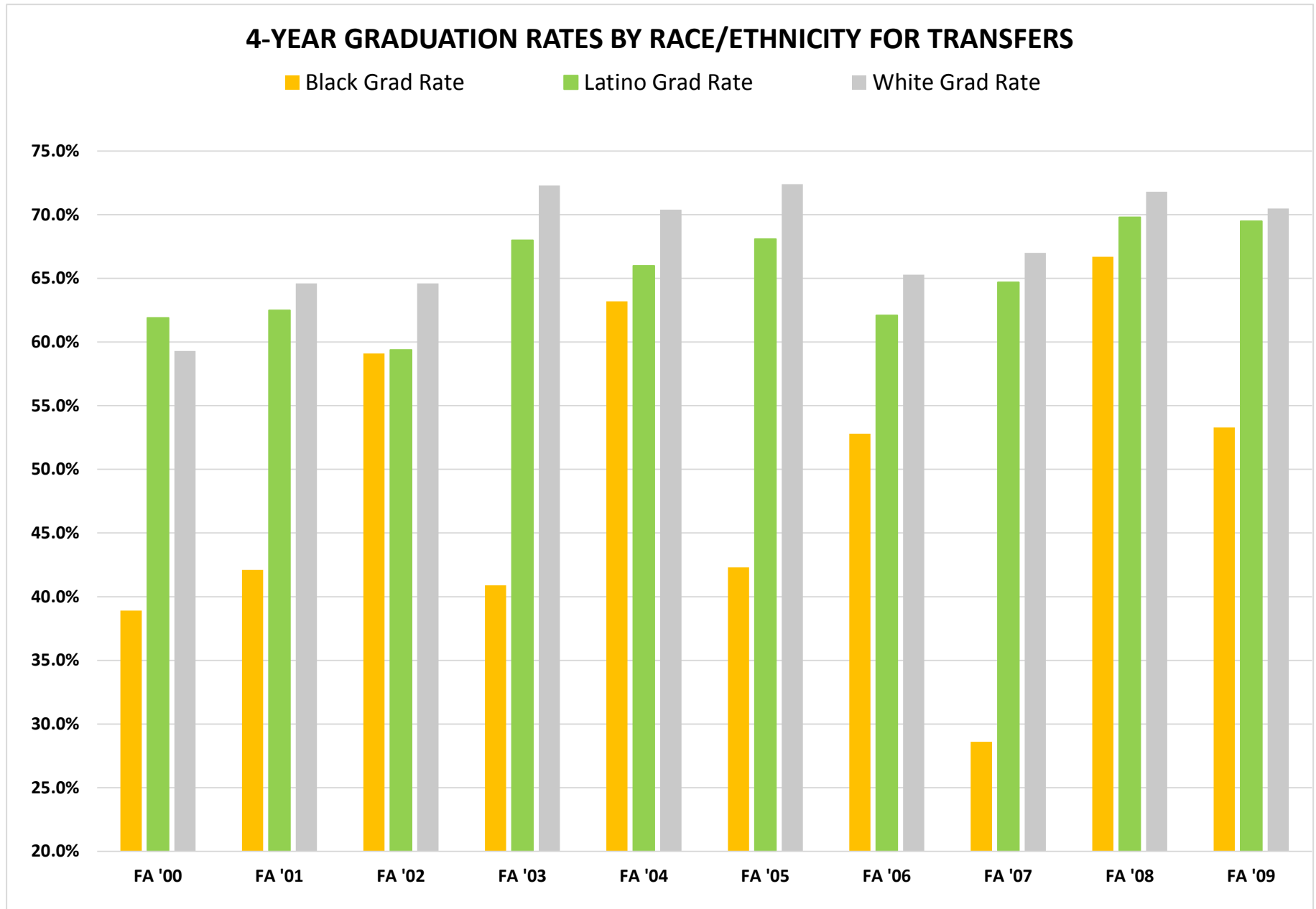
# CSU San Marcos: Transfer Graduation Rates



# CSU San Marcos: Transfer 2-year Graduation Rates by Race/Ethnicity



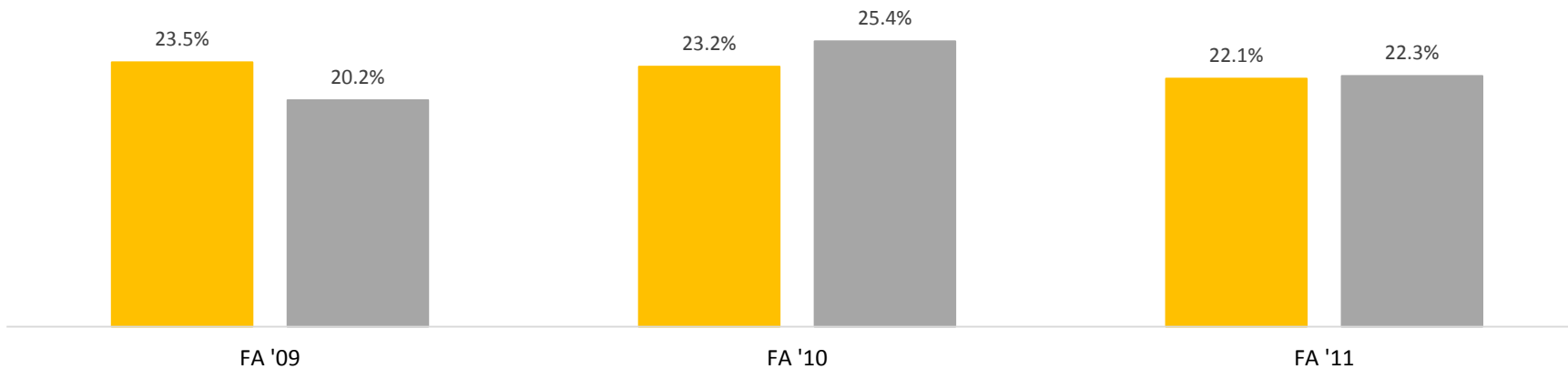
# CSU San Marcos: Transfer 4-year Graduation Rates by Race/Ethnicity



# CSU San Marcos: Transfer URM/Non-URM Graduation Gaps

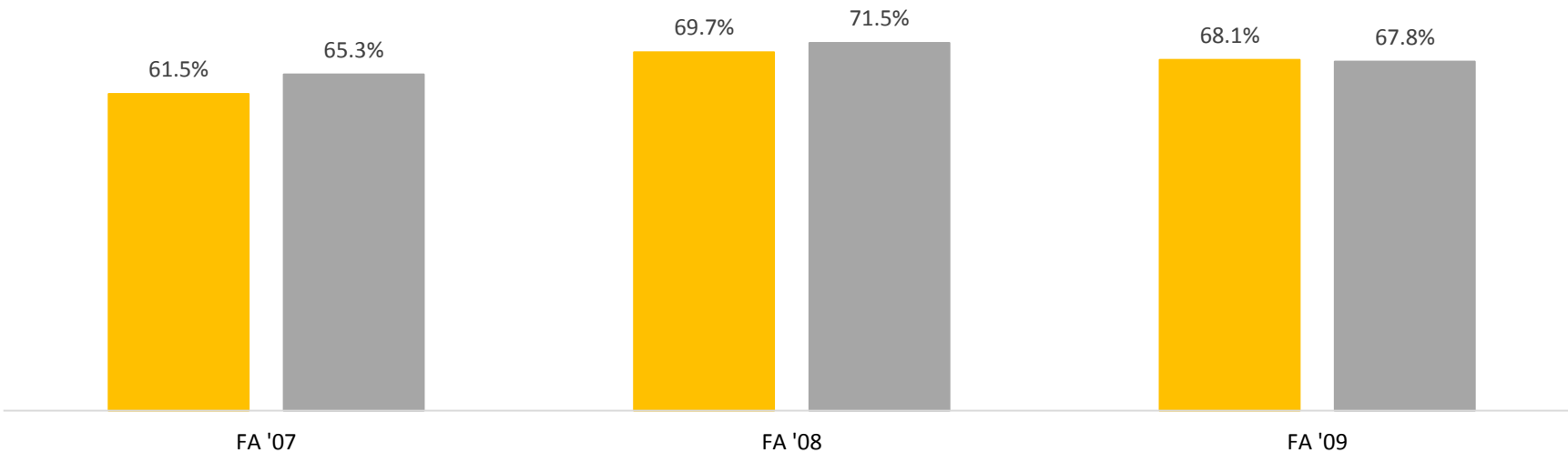
## 2-YEAR URM/NON-URM GRADUATION RATES FOR TRANSFERS

■ 2-Year URM Graduation Rate    ■ 2-Year Non-URM Graduation Rate



## 4-YEAR URM/NON-URM GRADUATION RATES FOR TRANSFERS

■ 4-Year URM Graduation Rate    ■ 4-Year Non-URM Graduation Rate



## Technical Appendix

<b>Average Net Price</b>	Average net price paid by first-time, full-time undergraduates who received grant or scholarship aid from federal, state, or local governments, or the institution. Net price is calculated as the total cost of attendance (for in-state students at public colleges and for in-state <i>and</i> out-of-state students at private colleges) minus the average amount of grant aid (from federal, state/local, and institutional sources).
<b>Average Net Price for Low-Income Students</b>	Average net price paid by first-time, full-time undergraduates who received Title IV aid. Net price is calculated as the total cost of attendance (for in-state students at public colleges and for in-state <i>and</i> out-of-state students at private colleges) minus the average amount of grant aid (from federal, state/local, and institutional sources) for students in the \$0-30,000 income range.
<b>Federal Loan Default Rate</b>	These data represent the official three-year cohort default rates reported by the Department of Education. A cohort default rate is the percentage of borrowers who entered into repayment during the cohort fiscal year and default on their federal loans within three years. (Department of Education)
<b>Freshmen</b>	Full-time, First-time undergraduate students
<b>Full-Time Equivalent Undergraduates (FTE)</b>	Estimated as the number of full-time undergraduates plus one-third of the number of part-time undergraduates.
<b>Integrated Postsecondary Education Data System (IPEDS) Graduation rate</b>	The graduation rates displayed are based on the percentage of first-time, full-time, bachelor's or equivalent degree-seeking freshmen who earn a bachelor's or equivalent degree in 4-years or 6-years from the institution where they originally enrolled. Undergraduates who begin as part-time or were not seeking a bachelor's degree, or who transfer into the institution, are not included. Additional cohort exemptions include Students who: <ul style="list-style-type: none"> <li>--Left school to serve in the armed forces</li> <li>--Left school to serve with a foreign aid services of the federal government</li> <li>--Left school to serve on an official church mission</li> <li>--Died or became permanently disabled</li> </ul>
<b>Median SAT</b>	Higher education institutions do not report median aggregate SAT or ACT data to IPEDS. For the SAT, they report the 25th and 75th percentile score of students submitting scores for the critical reading, mathematics, and writing sections. For the ACT, they report the 25th and 75th percentile scores for the English, math, and composite scores. <ul style="list-style-type: none"> <li>-- The median composite ACT score is estimated by averaging the 25th percentile and 75th percentile composite ACT scores. The median combined SAT score is estimated by adding the average of the 25th and 75th percentile critical reading score to the average of the 25th and 75th percentile math score.</li> <li>For institutions that only accept the ACT, the estimated median ACT score was converted to an SAT equivalent using a concordance table based on a study of students who take both exams. The 25th and 75th percentile composite ACT scores were converted, then averaged.</li> <li>--For institutions accepting both tests, either the SAT or converted ACT score was used, depending on which test made up the majority of all test scores submitted by first-time, first-year, degree-seeking freshmen.</li> </ul>
<b>Non-Underrepresented Minority (Non-URM)</b>	White or Asian undergraduates
<b>Part-time Undergraduates</b>	Students enrolled for less than 12 semester or quarter credits or less than 24 contact hours a week each term.
<b>Percent Pell</b>	Number of undergraduate students who received Pell Grants divided by the <i>financial aid cohort</i> , the number of undergraduate students enrolled at an institution as of October 15 (or the institution's official fall reporting date) for institutions with standard academic terms.
<b>Transfer Student</b>	Students who have completed at least 60 transferable credits at a community college.
<b>Underrepresented Minority Students (URM)</b>	Students who are Black, Latino, or Native American. Although IPEDS adopted new reporting categories (disaggregating data for Asians and Native Hawaiian and Other Pacific Islander, and providing data for students of Two or More Races) for the 2011-12 collection year, 2012 graduation rates are based on the 2006 freshman cohort. Since institutional reporting was not yet mandatory at that previous point in time, institutional reports of graduation rates for Native Hawaiian or Other Pacific Islander and Two or More Races are unreliable. For this reason, the calculations for percent URM and non-URM do not yet include these new categories.

## Overview of 2014 Retention/Graduation rates

**Retention/graduation rates are calculated** for two groups of students: students entering CSUSM as first-time freshmen and those entering as transfer students. All rates are based on cohorts defined by their matriculation term and are calculated by determining each student's status 3 terms (1-year), 5 terms (2-year), 7 terms (3-year), 9 terms (4-year) or 13 terms (6-year) after matriculation. A student is counted as **retained** if they are either still enrolled or have graduated as of the targeted term.

The **graduation rates** in this report only include students who have graduated; some students in the cohort may still be enrolled. Rates are cumulative, i.e. students who graduate 4 years after they first enrolled are included in the calculation of the 6-year rates.

All rates are based on students' status at CSUSM; students who are enrolled or graduate elsewhere are counted as "not retained/not graduated".

### **First-time freshmen**

Our **1-year continuation rates** (percentage of students returning for their third semester) continue to improve after declining for the entering classes of 2006 & 2007 and the gap between URM and non-URM students has essentially closed.

The 4-year graduation rates remain below 20% for all students with non-URM students graduating at higher rates than URM students. The 6-year rates have risen to 47% for all students but the gap remains.

	<b>Gap between URM &amp; Non-URM</b>				
	Fall 2006	Fall 2007	Fall 2008	Fall 2009	Fall 2010
1-year continuation	5.5	5.1	0.2	5.6	0.7
4-year graduation	1.5	6.3	2.5	6.4	2.7
6-year graduation	5.2	7.8	6.5	NA	NA

The gap between the 1-year rates for men and women remains although it has decreased for Fall 2013 entrants. The gap in the 4-year graduation rates by gender is much greater than the 1-year rates.

	<b>Gap between Men &amp; Women</b>				
	Fall 2006	Fall 2007	Fall 2008	Fall 2009	Fall 2010
1-year continuation	3.8	5.4	4.8	3.6	1.5
4-year graduation	7.8	8.3	5.1	9.7	4.9
6-year graduation	4.5	10.9	8.9	NA	NA

6-year graduation rates for all students entering as freshmen rose to 46.8% for the class entering in Fall 2008 from a low of 36.5% for students entering in Fall 2000.

### **Transfer Students**

Recent 1-year retention rates have risen to 85% with URM students returning at a slightly higher rate than non-URM students.

The 2-year graduation rates fell to 21% for the entering class of Fall 2009 but rose to 26% for the Fall 2012 class even though the 1-year rates remained steady for these students. The gap between rates for URM and non-URM closed for the Fall 2011 students and URM students who started in Fall 2012 graduated at a higher rate than non-URM students.

More than half of our transfer students graduate within 3 years and nearly 80% graduate within 6 years, with no difference between URM and non-URM students.

The gap in 1-year retention rates by gender has remained under 2% for the last few years; however, the gap between the 2-year and 3-year graduation rate for men and women remains and only begins to narrow at the 6-year mark.