

Enrollment & Retention Management Update - August 2026

8/2/2026

Dear Campus Community,

Below is the Enrollment & Retention Management Update for **August 2026**. In addition to reporting enrollment targets, we are also providing a list of important dates and recruitment activities. Feel free to reach out if you have any questions or need more information.

Enrollment & Retention Leadership Changes:

Wenddy Zepeda, Director of Admissions and Strategic Enrollment – will lead strategic recruitment and enrollment initiatives and goals supporting the mission of the college.

Anthony Davis, Director of the Welcome Center - has transitioned to the Welcome Center where he will continue to support prospective students and our current student population.

Natalie Walker, Manager of the Testing Center - will concentrate efforts towards the Testing Center as York expands and builds this function in service to the external community.

Nicholas Jones, Associate Director of Admissions - will oversee the processing unit as Associate Director.

Tiffany Ford, Welcome Center Specialist - will transition her advising skills to supporting our prospective and current students at the Welcome Center

Enrollment:

This chart below reflects our **Fall 2026** numbers as of **August 2, 2026**.

In addition, I've attached the CUNY Dashboard Report, also dated **8-2-26**.

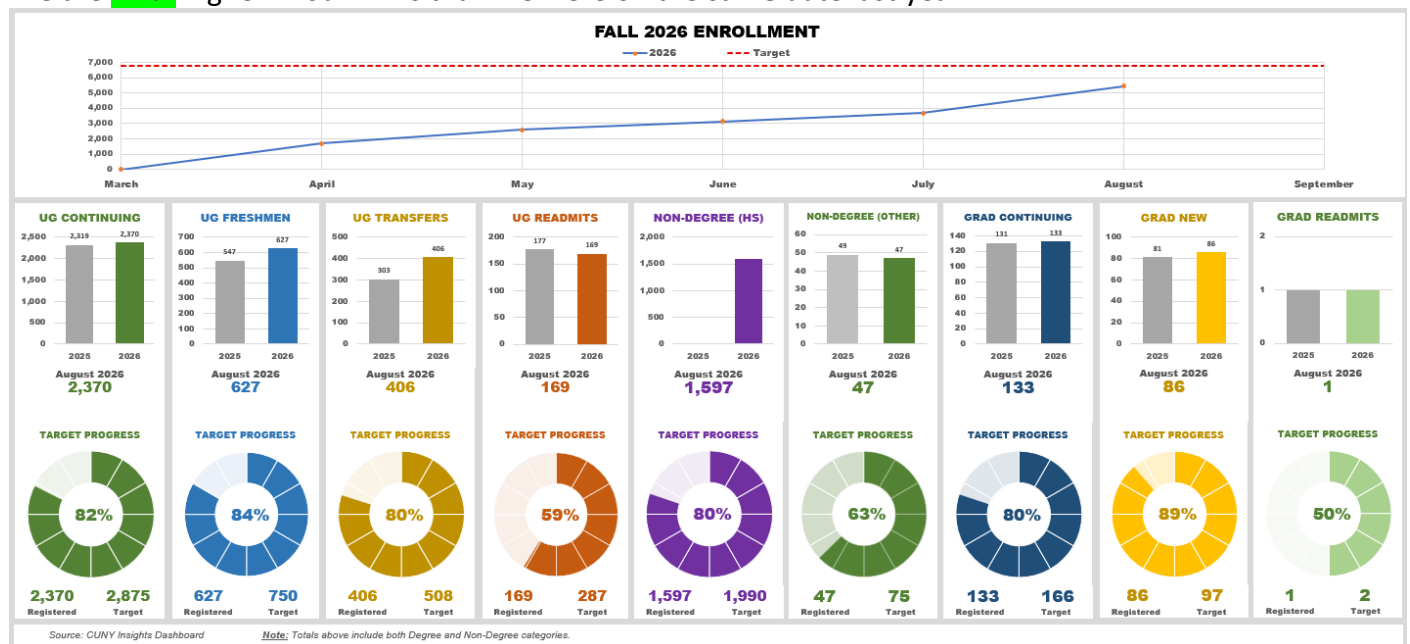
This report compares our enrollment with the other CUNY colleges.

Date to Date Comparison:

Enrollment Target: 6750 August 2, 2026 = 3,832 vs August 2, 2025 = 3,602

We are **6.4%** higher in our enrollment than we were on the **same** date last year.

We are **7.2%** higher in our FTE's than we were on the **same** date last year.



Special Programs:

Although not tracked as their own entity on the chart above, I did want to include our special programs. Unfortunately, the CUNY Dashboard does not have comparison data by category, but we are able to compare TOTAL enrollment.

	SEEK			ASAP	
CATEGORY	8/2/2026	8/2/2025		8/2/2026	8/2/2025
Freshmen	165			43	
Transfers	2			3	
Readmits	8			0	
Continuing	288			313	
TOTAL	463	400		359	210
%	Increase of 13.8%			Increase of 71.0%	

What we STILL NEED

Category	TARGET	REGISTERED	STILL NEED
		as of 8-2-26	
Continuing	2875	2370	505
Freshmen	750	627	121
Transfers	508	406	102
Readmits	287	169	118
Non Degree	75	47	28
Grad Continuing	166	133	33
Grad New	97	86	11
Grad Readmit	2	1	1
	4760	3836	921
SPECIAL PROGRAMS			
ACE	405	359	46
SEEK	500	464	36

26 days left until the first day of classes. We need an average of 36 students a day to register.

Enrollment and Retention:

V-READY - VREADY is available on Mondays 9:30-4pm and Wednesdays 9:30-2pm.

As we approach the Last-Minute Registration and Late Registration cycle, please note that we have added several days:

V-READY will be available DAILY starting on Friday August 21st through Thursday September 3rd (except Sundays). *This includes two Saturdays- August 22nd and 29th.*

Readmission Fee - the fee is being waived for Summer & Fall 2026. The deadline to apply for Fall readmission is Monday, August 17th.

Retention Rate: As of July 26, 2026, we are 7.8 percentage points higher than Fall 2024 and 13.8 percentage points higher than Fall 2023.

Full-Time First Time Freshmen	Cohort Size	Date	# Retained	% Retained
Fall 2025	684	7/20/2026	414	60.5%
Fall 2024	735	7/16/2025	387	52.7%
Fall 2023	666	7/18/2026	311	46.7%

Admissions Funnel:

The admissions funnel indicates the number of student applications vs admitted vs committed to the college as compared to last year.

Admissions staff work on contacting students to help them move through the funnel.

8/2/2026	F26 Apps	F25 Apps	% change	F26 Admits	F25 Admits	% change	F26 Commits	F25 Commits	% change
FTF	16,255	15,723	3.4%	10,077	9,310	8.2%	1,095	1,119	-2.1%
Transfer	3,661	3,551	3.1%	2,009	1,961	2.4%	778	659	18.1%
Total	19,916	19,274	3.3%	12,086	11,271	7.2%	1,873	1,778	5.3%

Class Sections by Modalities - Comparison:

Compares the number of class sections by modalities: In person, Hybrid and Online.

Term	In Person	Hybrid	Online	Combined Sections with Mixed Modalities	TOTAL
Fall 2025	671	301	369	0	1341
Fall 2026	766	248	334	3	1351

Financial Aid Filing Sessions:

Overview: Financial Aid staff will be available to assist students with filing the Financial Aid application and answer any questions.

When: Every Tuesday and Thursday 12-2pm

Where: In the Financial Aid Office

Scholarships Information Sessions:

Scholarship 101

Overview: - Unlock your funding potential at Scholarship 101, where you'll explore the different types of scholarships, learn how to navigate scholarship search tools effectively and discover how to make the most of the resources available to support your application journey.

When: Mondays at 4pm

Where: <https://us02web.zoom.us/j/88498056968?pwd=1bIQwSEyGCfvSC6pYAKzLeTPGEk8DN.1>

[Meeting ID: 884 9805 6968 Passcode: 152460]

Important Dates:

Date	Time	Event
Monday, August 3, 2026	9:30am - 4:00pm	V-READY
Monday, August 3, 2026	4:00pm - 5:00pm	Scholarship 101 Workshop
Tuesday, August 4, 2026	all-day	Final grade submission deadline for 4-Week 2 session
Tuesday, August 4, 2026	10:00am - 1:00pm	SEEK End of Celebration Summer Slam - Amphitheater
Tuesday, August 4, 2026	12:00pm - 2:00pm	FAFSA and TAP Filing Sessions
Wednesday, August 5, 2026	9:30am - 2:00pm	V-READY

Wednesday, August 5, 2026	11:30am - 1:00pm	Walk It Out Wednesdays
Thursday, August 6, 2026	all-day	Last day of classes for 10-Week
Thursday, August 6, 2026	all-day	Last day to RESCIND a Pass/Fail Option for undergraduate courses for 10-Week
Thursday, August 6, 2026	10:00am - 1:30pm	ASAP ACE Summer Institute
Thursday, August 6, 2026	12:00pm - 2:00pm	FAFSA and TAP Filing Sessions
Monday, August 10, 2026	all-day	Finals for classes in 10-Week
Monday, August 10, 2026	9:30am - 4:00pm	V-READY
Tuesday, August 11, 2026	12:00pm - 2:00pm	FAFSA and TAP Filing Sessions
Wednesday, August 12, 2026	9:30am - 2:00pm	V-READY
Wednesday, August 12, 2026	11:30am - 1:00pm	Walk It Out Wednesdays
Wednesday, August 12, 2026	2:00pm - 4:00pm	ADA Awareness and Sensitivity Training
Thursday, August 13, 2026	all-day	Final grade submission deadline for 10-Week session
Thursday, August 13, 2026	10:00am - 1:00pm	UFT College & Career Fair
Thursday, August 13, 2026	12:00pm - 2:00pm	FAFSA and TAP Filing Sessions
Thursday, August 13, 2026	12:00pm - 1:00pm	Nursing Program Information Session
Monday, August 17, 2026	9:30am - 4:00pm	V-READY
Tuesday, August 18, 2026	12:00pm - 2:00pm	FAFSA and TAP Filing Sessions
Wednesday, August 19, 2026	10:00am - 3:00pm	New Student Orientation
Wednesday, August 19, 2026	11:30am - 1:00pm	Walk It Out Wednesdays
Thursday, August 20, 2026	12:00pm - 2:00pm	FAFSA and TAP Filing Sessions
Friday, August 21, 2026	all-day	Last day to file e-Permit requests for Fall 2026
Friday, August 21, 2026	9:30am - 2:00pm	V-READY
Saturday, August 22, 2026	10:00am - 1:00pm	V-READY
Monday, August 24, 2026	9:30am - 4:00pm	V-READY
Tuesday, August 25, 2026	9:30am - 4:00pm	V-READY
Tuesday, August 25, 2026	12:00pm - 2:00pm	FAFSA and TAP Filing Sessions
Wednesday, August 26, 2026	9:30am - 4:00pm	V-READY
Wednesday, August 26, 2026	9:30am - 11:30am	Department of Social Work Fall 2026 Orientation
Wednesday, August 26, 2026	11:30am - 1:00pm	Walk It Out Wednesdays
Wednesday, August 26, 2026	12:00pm - 1:30pm	BSW Program Follow Up Session
Thursday, August 27, 2026	all-day	Last day to drop a course(s) for 100% tuition refund
Thursday, August 27, 2026	9:30am - 4:00pm	V-READY
Thursday, August 27, 2026	12:00pm - 2:00pm	FAFSA and TAP Filing Sessions
Friday, August 28, 2026	all-day	*Late Registration and Program Changes begin. Late Registration fee \$25 Change of Program fee \$18
Friday, August 28, 2026	all-day	First day of classes
Friday, August 28, 2026	9:30am - 4:00pm	V-READY
Saturday, August 29, 2026	10:00am - 1:00pm	V-READY