

**WSU Strategic Enrollment Management (SEM) Fall Enrollment Goals\*** (excludes programmatic goals 1 and 6).

Goals do not sum to aggregate counts due to overlap in goal populations.

Dimensions:	Year of Fall Census										
	2012	2013	2014	2015	2016	2017	16-17 diff	2018	17-18 inc	2019	2020
Overall Headcount:	Actuals							Projected			
College Headcounts (projected based on 6.1% yearly gain)											
All students	14,898	14,550	15,003	14,495	14,474	15,081	607	16,001	920	16,977	18,013
business	2,061	2,113	2,196	2,256	2,326	2,271	-55	2,410	139	2,557	2,712
education	1,831	1,821	1,883	1,789	1,732	1,894	162	2,010	116	2,132	2,262
engineering	2,263	2,658	3,014	2,889	2,826	2,849	23	3,023	174	3,207	3,403
fine arts	735	703	656	661	646	658	12	698	40	741	786
health professions	2,021	1,961	2,076	2,060	2,088	2,077	-11	2,204	127	2,338	2,481
liberal arts & sciences	5,976	5,284	5,041	4,827	4,844	5,307	463	5,631	324	5,974	6,339
other colleges (HN IC)	11	10	137	13	12	25	13	27	2	28	30
College Goals with Goal 5 Adjustment in 2015 forward:											
All students	14,898	14,550	15,003	14,495	14,474	15,081	607	16,001	920	16,977	18,013
business	2,061	2,113	2,196	2,256	2,326	2,375	49	2,520	145	2,674	2,837
education	1,831	1,821	1,883	1,821	1,774	1,932	158	2,050	118	2,175	2,308
engineering	2,263	2,658	3,014	2,889	2,885	2,953	68	3,133	180	3,324	3,527
fine arts	735	703	656	676	681	668	-13	709	41	752	798
health professions	2,021	1,961	2,076	2,061	2,101	2,286	185	2,425	139	2,573	2,730
liberal arts & sciences	5,976	5,284	5,041	4,779	4,695	4,842	147	5,137	295	5,451	5,783
other colleges (HN IC)	11	10	137	13	12	25	13	27	2	28	30

**Goal 2: Increase Enrollment of Underserved\* Degree Seeking (6% yearly increase):**

Dimensions:	Year of Fall Census										
	2012	2013	2014	2015	2016	2017	16-17 diff	2018	17-18 inc	2019	2020
All students	7,148	6,899	7,098	6,993	6,896	7,033	137	7,455	422	7,902	8,376
business	1,030	979	1,076	1,103	1,153	1,180	27	1,280	100	1,389	1,507
education	900	875	900	851	822	956	134	1,037	81	1,125	1,221
engineering	768	855	971	996	984	1,038	54	1,126	88	1,222	1,326
fine arts	372	356	337	342	329	330	1	358	28	388	422
health professions	1,184	1,108	1,229	1,235	1,235	1,240	5	1,345	105	1,460	1,584
liberal arts & sciences	2,893	2,726	2,568	2,463	2,370	2,285	-85	2,479	194	2,690	2,919

**Goal 3: Increase Retention Rates (2.3% yearly increase):**

Dimensions:	Year of Fall Cohort										
	2011	2012	2013	2014	2015	2016	16-17 diff	2018	17-18 diff	2018	2019
<b>IPEDS-based Freshmen*</b>											
cohort base	1190	1,219	1,218	1,384	1,247	1,420	173	1,436	1,263	tbd	tbd
retained 2nd year	835	908	909	996	903	1,036	133	1,081	948	tbd	tbd
2nd year retention rate	70.2%	74.5%	74.6%	72.0%	72.4%	73.0%		75.3%		tbd	tbd
<b>Underserved IPEDS-based Freshmen*</b>											
cohort base	587	662	605	736	710	734	24	771	747	tbd	tbd
retained 2nd year	385	442	418	491	475	554	79	600	521	tbd	tbd
2nd year retention rate	65.6%	66.8%	69.1%	66.7%	66.9%	75.5%		77.8%		tbd	tbd

**WSU Strategic Enrollment Management (SEM) Fall Enrollment Goals\*** (excludes programmatic goals 1 and 6).

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**Goal 4 Increase I35 Corridor (Missouri, Oklahoma, Texas) Enrollment (18% yearly increase):**

Dimensions:	Year of Fall Census										
	2012	2013	2014	2015	2016	2017	16-17 diff	2018	17-18 inc	2019	2020
	Actuals							Projected			
All I35 students	230	247	260	312	444	592	148	699	107	824	973
business	18	25	29	38	52	66	14	78	12	92	108
education	51	56	58	56	67	100	33	118	18	139	164
engineering	25	37	42	61	76	119	43	140	21	166	196
fine arts	19	16	20	20	32	34	2	40	6	47	56
health professions	40	34	33	43	67	74	7	87	13	103	122
liberal arts & sciences	77	79	78	94	150	199	49	235	36	277	327

**Goal 5 Increase Non-Degree Seeking Enrollment (14% yearly increase):**

Dimensions:	Year of Fall Census										2020
	2012	2013	2014	2015	2016	2017	16-17 diff	2018	17-18 inc	2019	
All Non-degree Seeking Students	1042	579	680	631	786	1,428	642	1,628	200	1,856	2,116
Other Non-degree*	237	202	333	330	404	674	270	768	94	876	999
Intensive English	223	209	178	127	125	52	-73	59	7	68	77
High School guest	487	92	57	122	203	450	247	513	63	585	667
College guest	95	76	112	52	54	252	198	287	35	327	373

**Goal 7 Increase enrollment of new online program major students (20% yearly increase):**

Dimensions:	Year of Fall Census										2020
	2012	2013	2014	2015	2016	2017	16-17 diff	2018	17-18 inc	2019	
New Online Majors	2	26	37	87	197	224	27	269	45	323	387
business	0	0	0	11	88	74	-14	93	19	116	145
education	0	0	0	7	6	57	51	71	14	89	111
engineering	0	0	0	0	0	2	2	3	1	3	4
fine arts	0	0	0	0	0	0	0	0	0	0	0
health professions	2	26	37	51	61	43	-18	54	11	67	84
liberal arts & sciences	0	0	0	18	42	48	6	60	12	75	94

**Goal 8 Increase enrollment of new fall transfer students (11% yearly increase):**

Dimensions:	Year of Fall Census										
	2012	2013	2014	2015	2016	2017	16-17 diff	2018	17-18 inc	2019	2020
New Fall Transfers*	1,317	1,244	1,315	1,193	1,199	1,164	-35	1,292	128	1,434	1,592
business	231	207	255	221	243	213	-30	236	23	262	291
education	162	137	139	137	116	166	50	184	18	205	227
engineering	171	162	181	158	168	191	23	212	21	235	261
fine arts	56	41	64	45	51	42	-9	47	5	52	57
health professions	196	191	241	216	208	191	-17	212	21	235	261
liberal arts & sciences	501	506	435	416	413	361	-52	401	40	445	494

\* **underserved** are students who are first generation or under-represented minorities (American Indian/Alaskan Native, Black non-Hispanic, Hawaiian, Hispanic) or low income (family income at or below 125% of poverty); **IPEDS-based Freshmen** are students who have no post-secondary hours after their High School graduation date, excludes the IPEDS new summer students inclusion and may carry enough AP credit to start as sophomores or juniors; **other non-degree** includes education recertification, open admission and undergraduates who continue enrollment post their undergraduate degree and have not been admitted into a new academic program. **Transfer** students are new undergraduate degree bound students who start at WSU with earned transfer hours (excludes matriculating high school graduates).