Enrollment Management
2019-20 Update

Carolyn Shaw
Associate Vice President
for Strategic Enrollment Management
**Goal 1** – Develop activities that foster a *culture of enrollment growth* among faculty, staff and students.

**Goal 2** – Increase *enrollment* of degree seeking underserved student populations.

**Goal 3** – Increase *retention* rates of degree seeking underserved student populations.

**Goal 4** – Increase enrollment along the *I-35 corridor*. 
SEM Goals

- **Goal 5** – Increase *non-degree* for credit enrollment.
- **Goal 6** – Identify new and *emerging academic programming* that leads to enrollment growth.
- **Goal 7** – Increase enrollment of new fall student in *online* programs.
- **Goal 8** – Increase enrollment of new *transfer* students.
SEM Goals

- **Goal 9** – Increase undergraduate *international* enrollment.
- **Goal 10** – Increase enrollment & retention among *returning adult* students.
- **Goal 11** – Increase *graduate* admission & enrollment activities, retention programming, program growth, & diversified program delivery models.

Overall Enrollment 2019-20

Year of Fall Census (20th day)

2008: 14,612
2009: 14,823
2010: 14,806
2011: 15,100
2012: 14,898
2013: 14,550
2014: 15,003
2015: 14,495
2016: 14,474
2017: 15,081
2018: 15,784
2019: 16,058

SEM starts:
+4.1%
+4.6%
+1.7%

2/10/20
Recruitment–Admissions 2018-19

- Sent over **1.5 million emails** to prospective students
- Recruited in **345 unique cities** across the country
- Made **589 high school visits** and attended **377 college fairs**, reaching more than **28,000** students, parents, and high school counselors.
- Spent **more than 2,100 hours** at fairs and visits
- Mailed over **350,000** pieces of mail, including **4,595** handwritten postcards
- Answered **2,808** electronic inquiries for more information (more than doubling last year’s total)
Departmental Efforts

- Meeting with prospective students (over 1050 dept visits since January 2019)
- Responding to email queries from prospective majors
- Participating in recruitment events on campus
- Maintaining attractive, informative webpage
Trends in Applications to Enrollment for First-Time-in-College (FTIC*) Fall Class

* FTIC First-Time-in-College are matriculating High School seniors who have no post-secondary earned hours post High School graduation; some FTIC students may have enough college credits to start as sophomores or juniors in their first enrolled term.
Future Demographics

Population of 18-Year-Olds Will Contract Dramatically Starting in 2025

- Modest Decrease...

2017-2021

-1% Decrease of 18-yr olds (2017-2021)

- Followed by Growth Spike...

2022-2025

2025 Population
4.51 Million 18-Year-olds

8% Growth of 18-yr olds (2021-2025)

- Met with A Sharp Decline

2026-2029

2029 Population
3.86 Million 18-Year-olds

-14% Decrease of 18-yr olds (2025-2029)
Future Demographics

Projected Change in High School Graduates, 2017-2019

West’s Growth is from Least Likely to Attend College

4-Year College Attendance Rates 2017

52% National
29% LatinX

All Other Regions Declining—Can’t “Grow Next Door”

HS Graduate Growth Rates of 46 Metro and Exurb Locations

© 2019 EAB
Recruitment

SHOCKER CITY PARTNERSHIP

WICHITA STATE
Wichita, KS
Recruitment

I35 Corridor (Missouri, Oklahoma, Texas)

Year of Fall Census (20th day)

FTIC  TR/RA

12.0%

2.7%

Recruitment

Origins of Residence FTIC*, Transfers (TR) and Returning Adults (RA) Fall 2019

- KS Sedgwick
- KS MSA wo Sedgwick
- KS (southeast exc MSA & Segd)
- KS (northeast)
- KS (northwest)
- KS (southwest)
- Nebraska
- Colorado
- Missouri
- Oklahoma
- Texas
- non surrounding states

FTIC
TR/RA
Demographics

FTIC Enrolled at Fall Census (20th day)

*Underrepresented minorities include American Indian/Alaskan Native, Black non-Hispanic, Hawaiian and Hispanic; low income are families whose total family income is 125% or less of poverty controlling for family size.
## Demographics

For new degree-seeking students for 2019

<table>
<thead>
<tr>
<th></th>
<th>Transfers</th>
<th>Returning Adults</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age in years (median)</td>
<td>20</td>
<td>32</td>
</tr>
<tr>
<td>% female</td>
<td>58%</td>
<td>60%</td>
</tr>
<tr>
<td>Underrepresented minorities</td>
<td>25%</td>
<td>25%</td>
</tr>
<tr>
<td>First Generation</td>
<td>51%</td>
<td>70%</td>
</tr>
<tr>
<td>Low Income</td>
<td>22%</td>
<td>37%</td>
</tr>
<tr>
<td>Underserved</td>
<td>61%</td>
<td>83%</td>
</tr>
<tr>
<td>Military related</td>
<td>7%</td>
<td>17%</td>
</tr>
</tbody>
</table>
Communication Strategies

- Share / Re-tweet social media content from other university offices
- Reach out and share dept info with Admissions office
- Request to receive information about transfer students who are thinking about coming to WSU in your program > connect with them.
- Develop recruitment materials for target audiences (beyond traditional freshmen) that may be particularly attracted to your program (i.e. returning adults, veterans, etc.)
Recruitment Shout Outs

- College of Applied Studies – Twitter
- Office of Diversity and Inclusion – Instagram and Twitter.
- Student Success – Twitter as a resource for new students.
- Admissions – video series: “Shock Docs” tells student stories based in applied learning and other real world/work force settings - Facebook, Instagram, and Twitter.
Personal Connection Strategies

- Encourage faculty and alumni to *recruit* students on trips to other locations or to their *home countries*
- Invite transfer students to help with recruitment from their *community colleges*
- Engage with high performing students/parents through the *DSI competition* each November.
- Encourage student organizations to engage with prospective students (*Peer recruitment*).
- *Invite* summer TRIO, Upward Bound, or GearUp students to *tour* your labs, or attend a performance.
- *Host a high school conference or camp* (ex: Science Olympiad, Debate camp).
Recruitment Shout Outs

- Moriah Beck – Lab Crawl and Expanding Your Horizons STEM camp
- Jill Fisher – Science Olympiad
- Amy DeVault - High School Journalism competition
- Dotty Harpool - Early Business program
- Jeff Bryant – Accounting Day
- Alex Middlewood- Model UN conference
- Bobby Berry – The Fuse engagement events
- Greg Novacek – STEM Summer Camp
- Polly Wenzl – Computing Career Day

2/10/20
Recruitment Shout Outs

- Perlekar Tamtam – Shocker Mindstorms
- Erin Shields – Vex Robotics event
- College of Fine Arts - Performing Arts Day, Audition Days and Portfolio Days, Band, Orchestra and Choir Days
- Honors College – Honors in Action events
- Athletics – high school camps for many sports
- Career Development Center – Major Exploration Day
- Disability Services – Access College Day
- Hispanic American Leadership Organization – Si Se Puede event
51% of Gen Z think they can do ok without a college degree.

71% of businesses are open to or are already hiring employees with non-degree credentials.

42% of businesses say they will need to retrain employees for current roles, 34% will significantly invest in training for new roles, over next 10 years.
Retention

Three Year Rolling Average Cohort-based* Retention Rates for Full-Time First-Time-In-College (FTIC*) Students 1982 to 2018

% retained into 2nd year:
- 1982-84: 72.4%
- 1983-85: 63.0%

% retained into 3rd year:

Goal for 2020: 80% retention for 1st to 2nd year

Percent of Cohort
3 Year Rolling Fall Census
Retention Strategies

- Regular use of SEAS Early Alert System lets students know they are underperforming.
- Reach out to students who have dropped a class to express concern and interest in their success. Know where to refer them for help.
- Promote professional development training related to understanding different populations.
- Examine courses with high D/F rates to consider redesign or additional student support resources such as tutors or SI’s.
- Invite Counseling Center to speak to department about student mental health.

2/10/20
Retention Strategies

- Share *Provost’s weekly tips* on Bb/email with all classes.
- Create *peer mentoring partnerships* within your major.
- Send Weekly/Bi-weekly *newsletters to majors* (ex: Tuesday News Flash in Engineering).
- Provide *flexibility in course scheduling* to meet student needs.
- Promote *High Impact Practices* in your program.
- Provide *opportunities for substantive student input* and feedback by creating Dept/College student councils.
- Support departmental Honors societies and create special opportunities for *high performing students*.
- Host *career exploration* events for majors/prospective majors.

2/10/20
Enrollment

Enrolled Hours and Percent Full-time
Fall 2019 Census (20th day)

*FTIC first-time-in-college; TR transfer students; RA returning adult students.
Data based on 3 year average of yearly cohorts of First-Time-in-College (FTIC).

Goal for 2020: 50% graduation rate for FTIC.

Goal Met at 50.2% for most recent cohort.
Looking Ahead: SEM 2025

- **Fall 2019 enrollment = 16,058**
  - Degree bound students: 14,039 (2.6% growth over last 4 years)
  - Non-degree bound students: 2,019 (154% growth over last 4 years)

- **2025 Stretch Goal = 17,000 Students**
  - Degree bound students > 14,604 (4%)
  - Non-degree bound students > 2,419 (20%)

- **Retention 72% > 75%**
Questions / Comments

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- Thanks to David Wright, Chief Data Officer, for assistance with data and definitions

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