Forward Together

Enrollment Management at WSU

Carolyn Shaw
Associate Vice President
 for Strategic Enrollment Management

SEM Goals

- ***Goal 1 -** Develop activities beginning in Fall 2016 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

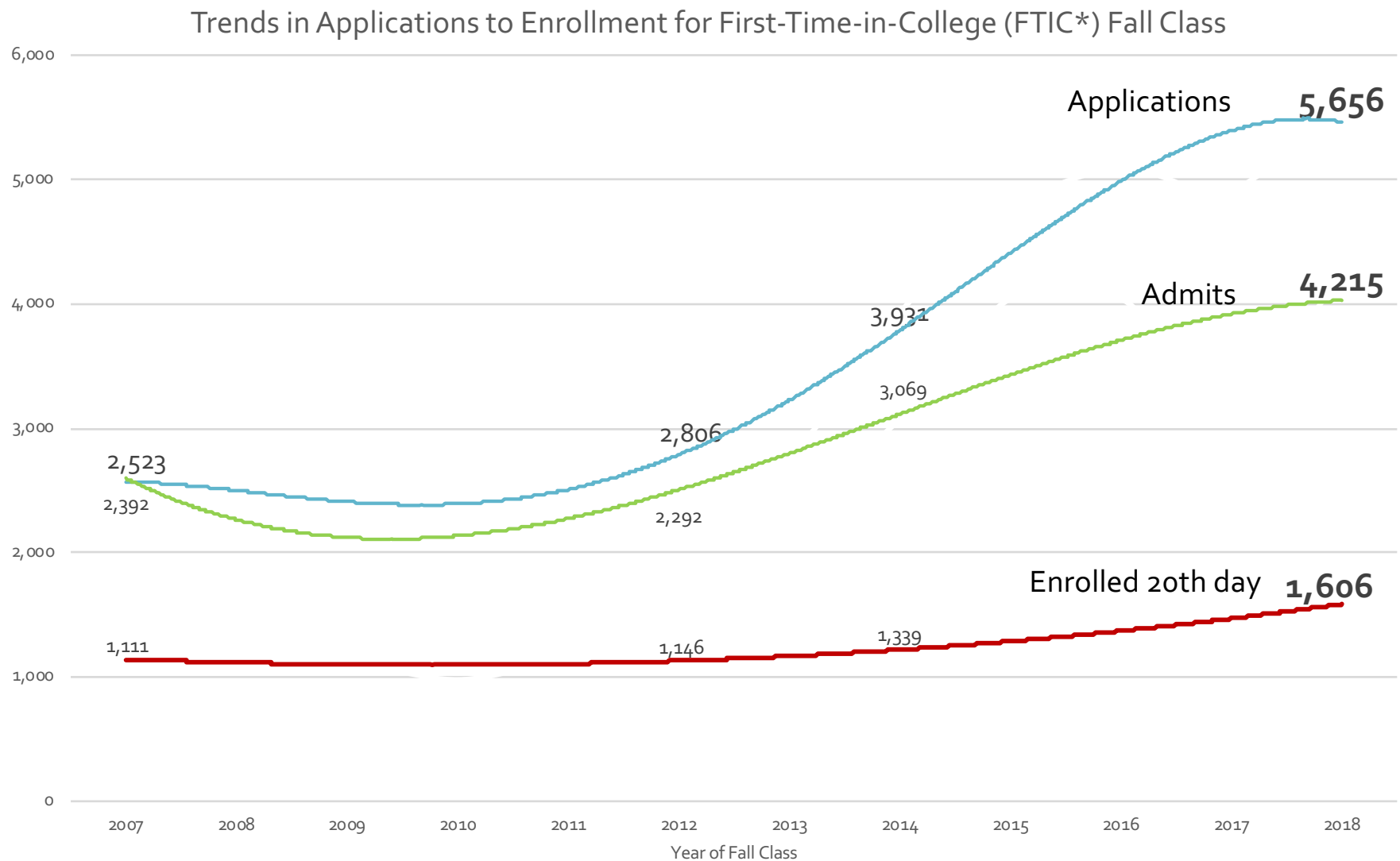- ***Goal 4 -** Increase enrollment along the I-35 corridor

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 students in online programs

- ***Goal 8** - Increase enrollment of new transfer students

Recruitment – Admissions 2017-18

- Over 1.5 million emails sent
- 362,000 pieces of mail
- 31,700 prospective students in the database
- 391 college fairs
- 621 high school visits
- 325 cities visited
- 102,000+ miles traveled
- 1,200 campus tours

Recruitment

Trends in Applications to Enrollment for First-Time-in-College (FTIC*) Fall Class

Applications **5,656**

Admits **4,215**

3,931

3,069

2,806

2,523

2,392

2,292

Enrolled 20th day **1,606**

1,111

1,146

1,339

Year of Fall Class

2007 2008 2009 2010 2011 2012 2013 2014 2015 2016 2017 2018

6,000 — 5,000 — 4,000 — 3,000 — 2,000 — 1,000 — 0

* 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 AP credits to start as sophomores or juniors in their first enrolled term.
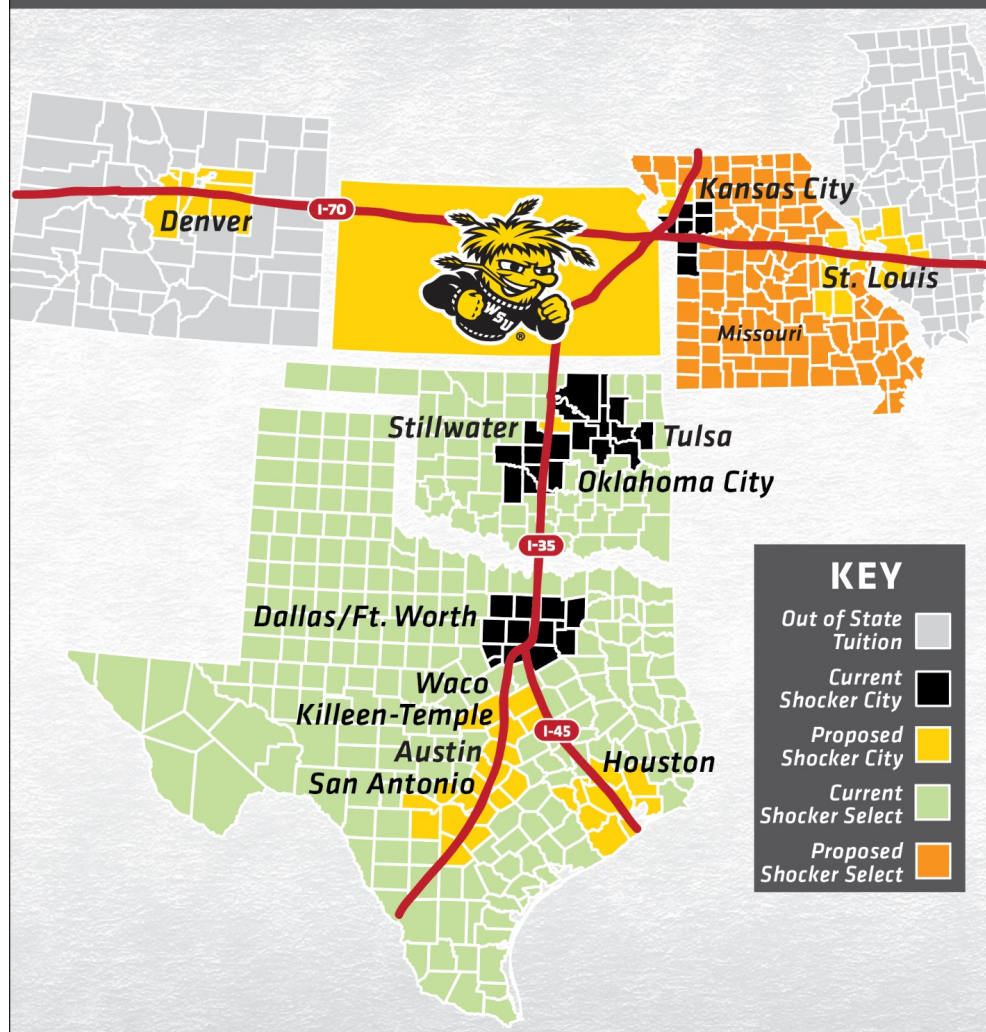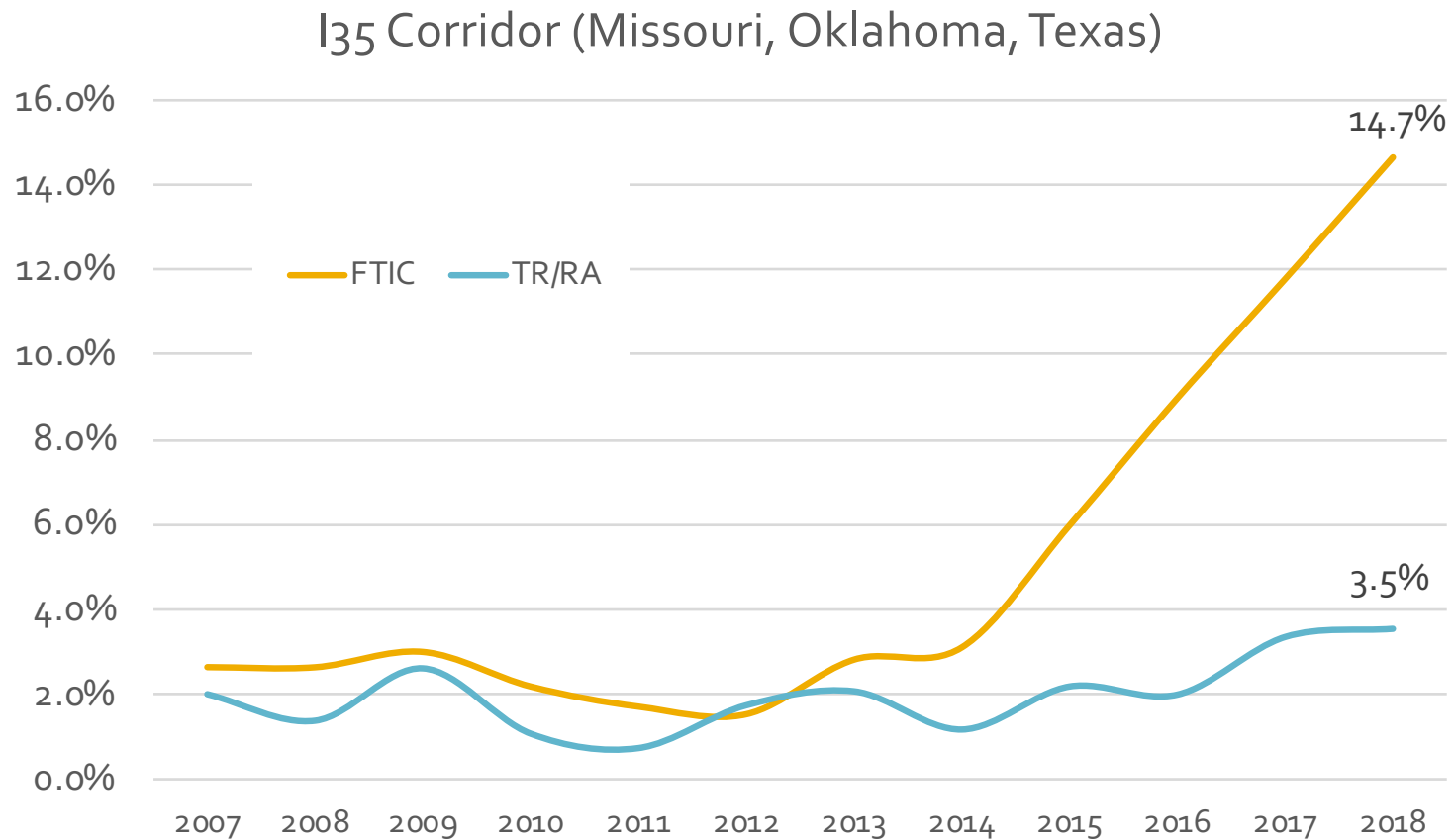
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Recruitment

Recruitment

I35 Corridor (Missouri, Oklahoma, Texas)

Recruitment

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

Demographics

FTIC Enrolled at Fall 20th day
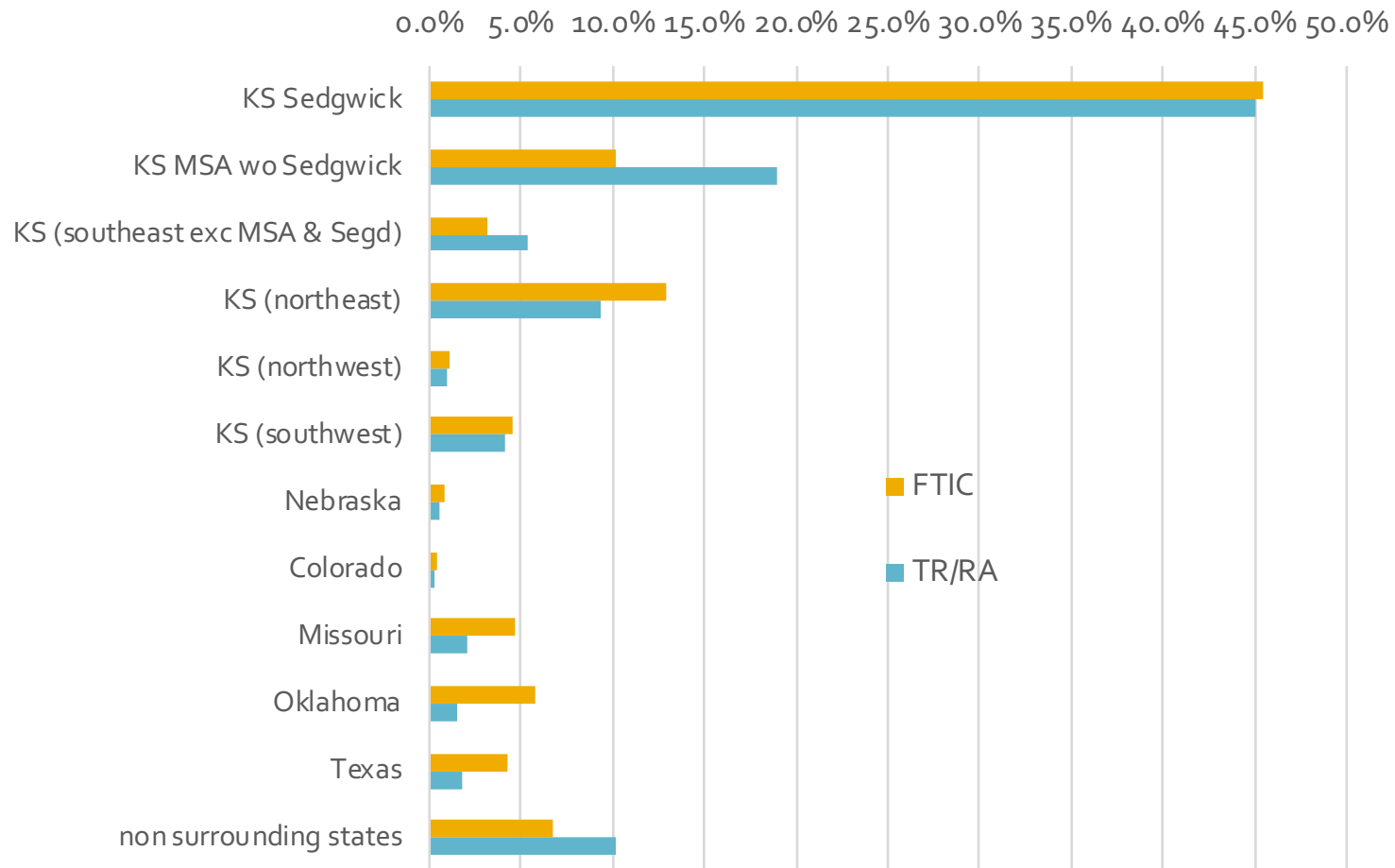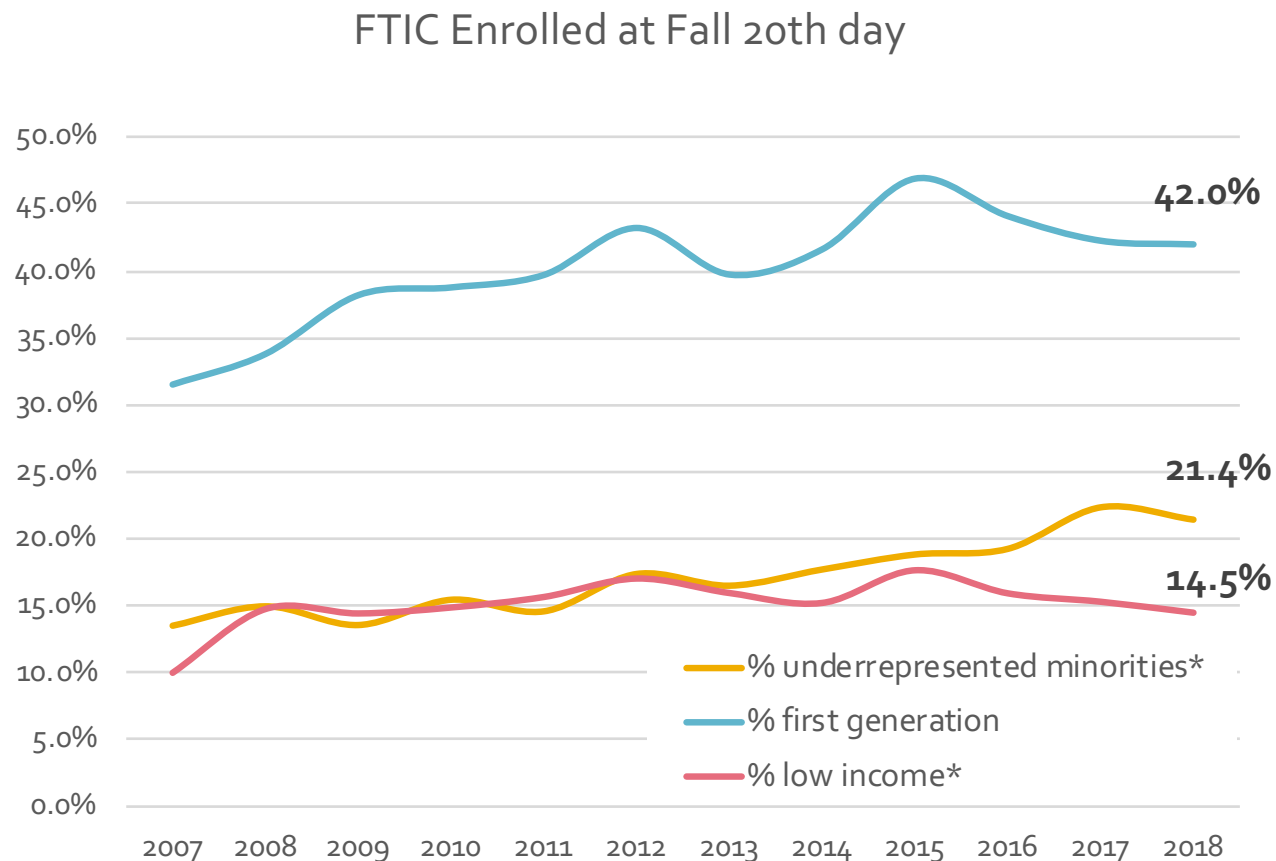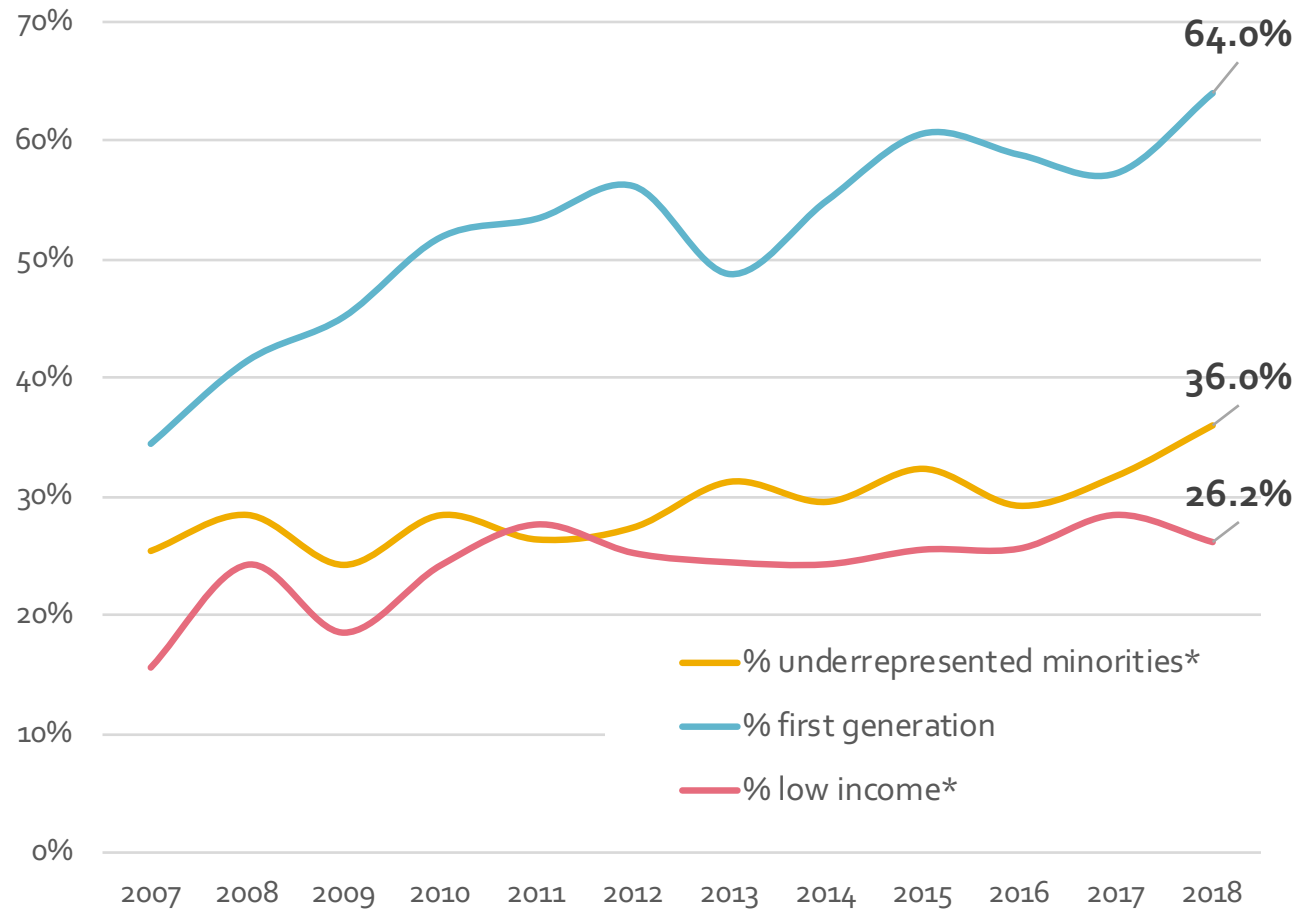

*Underrepresented minorities include American Indian/Alaskan Native, Black non-Hispanic, Hawaiian and Hispanic; low income are families whose total family income is 125% or less of poverty controlling for family size;

Demographics

FTIC USD259 Enrolled at Fall 20th day

Legend:
— % underrepresented minorities*
— % first generation
— % low income*

Values shown: 64.0%, 36.0%, 26.2%

Transfer and Returning Adult Students

Top 15 Transfer Institutions
Fall 2018

| | 0 | 100 | 200 | 300 | 400 | 500 | 600 | 700 | 800 |

- Butler County Comm Col
- Hutchinson Comm Col
- Cowley Co Comm Col
- WSU Tech
- Kansas State U
- Fort Hays
- Johnson County Comm Col
- Barton County Comm Col
- Garden City Comm Col
- Dodge City Comm Col
- Univ of Kansas
- Newman
- Pratt Comm Col
- Emporia
- Allen County Comm Col

■ applications
■ admits
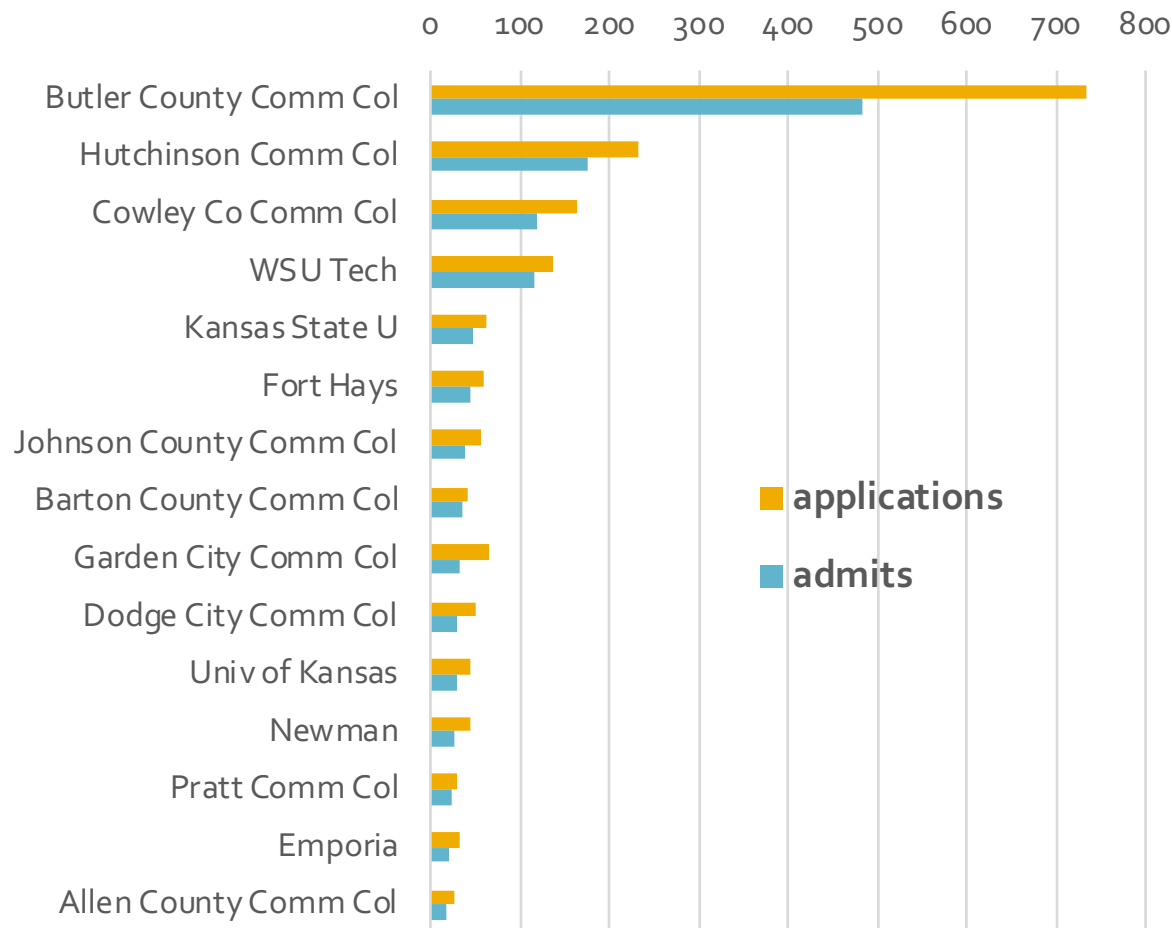
Mean transfer hours:

Transfers 59.1 cr hrs
Returning Adults 87.1 cr hrs

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Demographics

For new degree-seeking students for 2018

	Transfers	Returning Adults
Age in years (median)	20	30
% female	57%	66%
Underrep minorities	24%	20%
First Generation	50%	74%
Low Income	19%	33%
Underserved	62%	84%
Military related	6%	14%

Retention

Three Year Rolling Average Cohort-based* Retention Rates for Full-Time First-Time-In-College (FTIC*) Students 1982 to 2017

% retained into 2nd year:

% retained into 3rd year:

72.8%

62.6%

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

Percent of Cohort

3 Year Rolling Fall Census

1982-84, 1983-85, 1984-86, 1985-87, 1986-88, 1987-89, 1988-90, 1989-91, 1990-92, 1991-93, 1992-94, 1993-95, 1994-96, 1995-97, 1996-98, 1997-99, 1998-00, 1999-01, 2000-02, 2001-03, 2002-04, 2003-05, 2004-06, 2005-07, 2006-08, 2007-09, 2008-10, 2009-11, 2010-12, 2011-13, 2012-14, 2013-15, 2014-16, 2015-17

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Retention Rates at Peer Institutions

| WSU	72%
Wright State University	66%
New Mexico State	72%
University of North Dakota	80%
University of Nevada (Reno)	82%
University of Massachusetts (Lowell)	85%

Why Do Students Leave?

- Low academic performance

- Personal / Family challenges

- Financial challenges

- Where do they go?
  - Only 30% transfer to another institution

Financial Aid

Trends in Educational Funding of FTIC* Students
(values displayed as 2018 dollars)

out of pocket
charges*
credits*

$7,897
$4,458
$3,439

Fall Semester
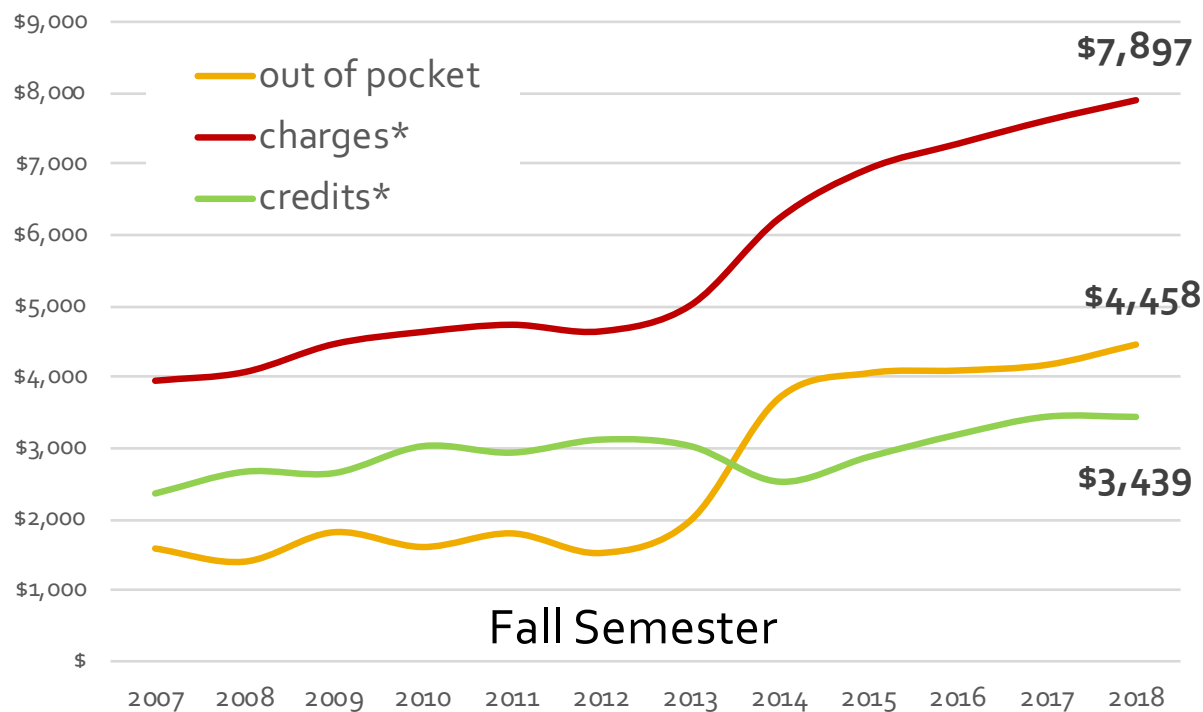
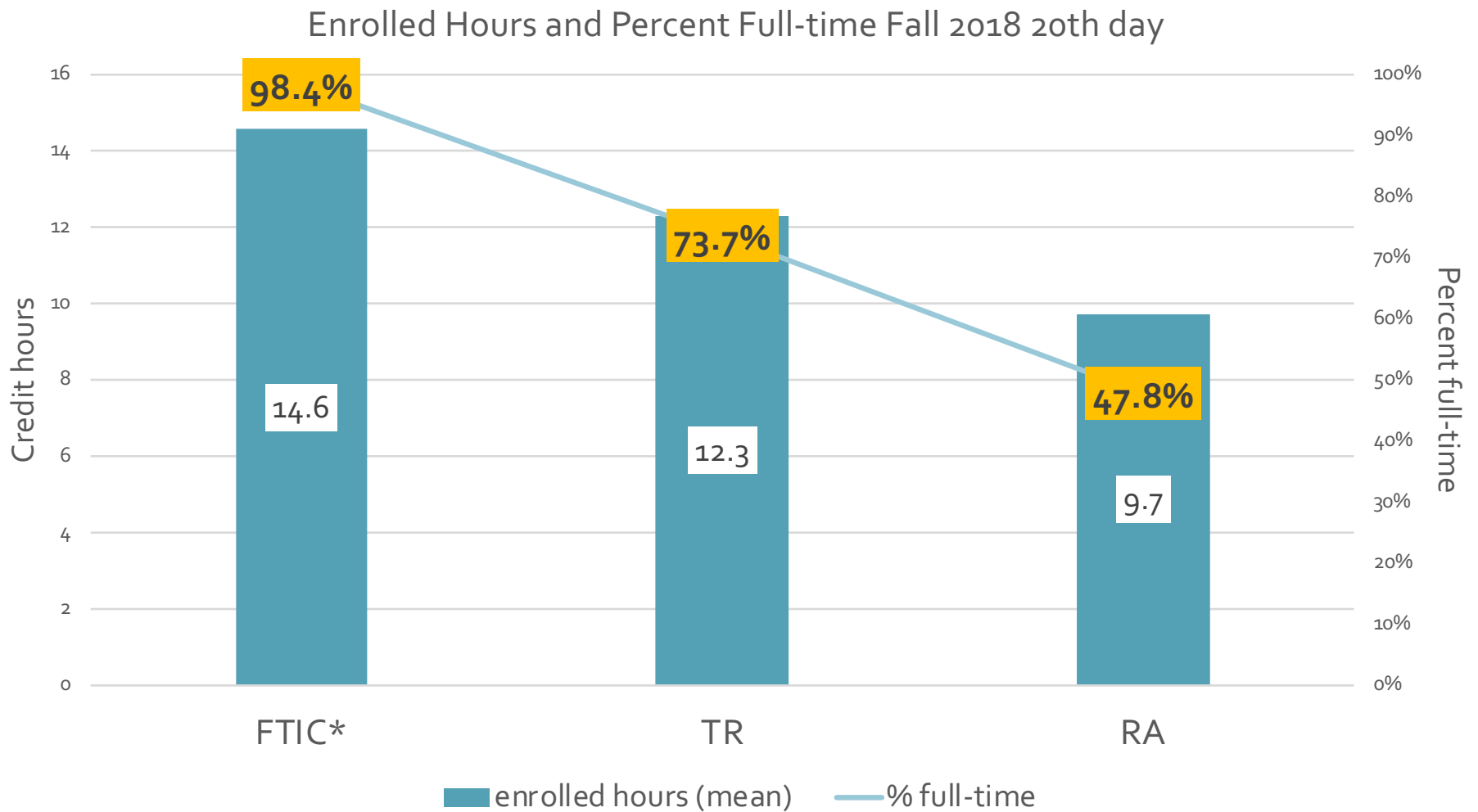## Loan debt at graduation (2018 degrees)

FTIC	$23,519
Transfers	$25,103
Returning Adults	$18,188

* charges include tuition and fees including services (e.g., housing);
*credits include all scholarships, grants, waivers and exemptions;

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Enrollment

Enrolled Hours and Percent Full-time Fall 2018 20th day

Graduation Rates

Three Year Rolling Averages of Cohort-based *Graduation Rates for Full-time First-Time-in-College (FTIC)* Student from 29182 to 2017

Goal for 2020: 50% graduation rate for FTIC

46.7%

21.5%
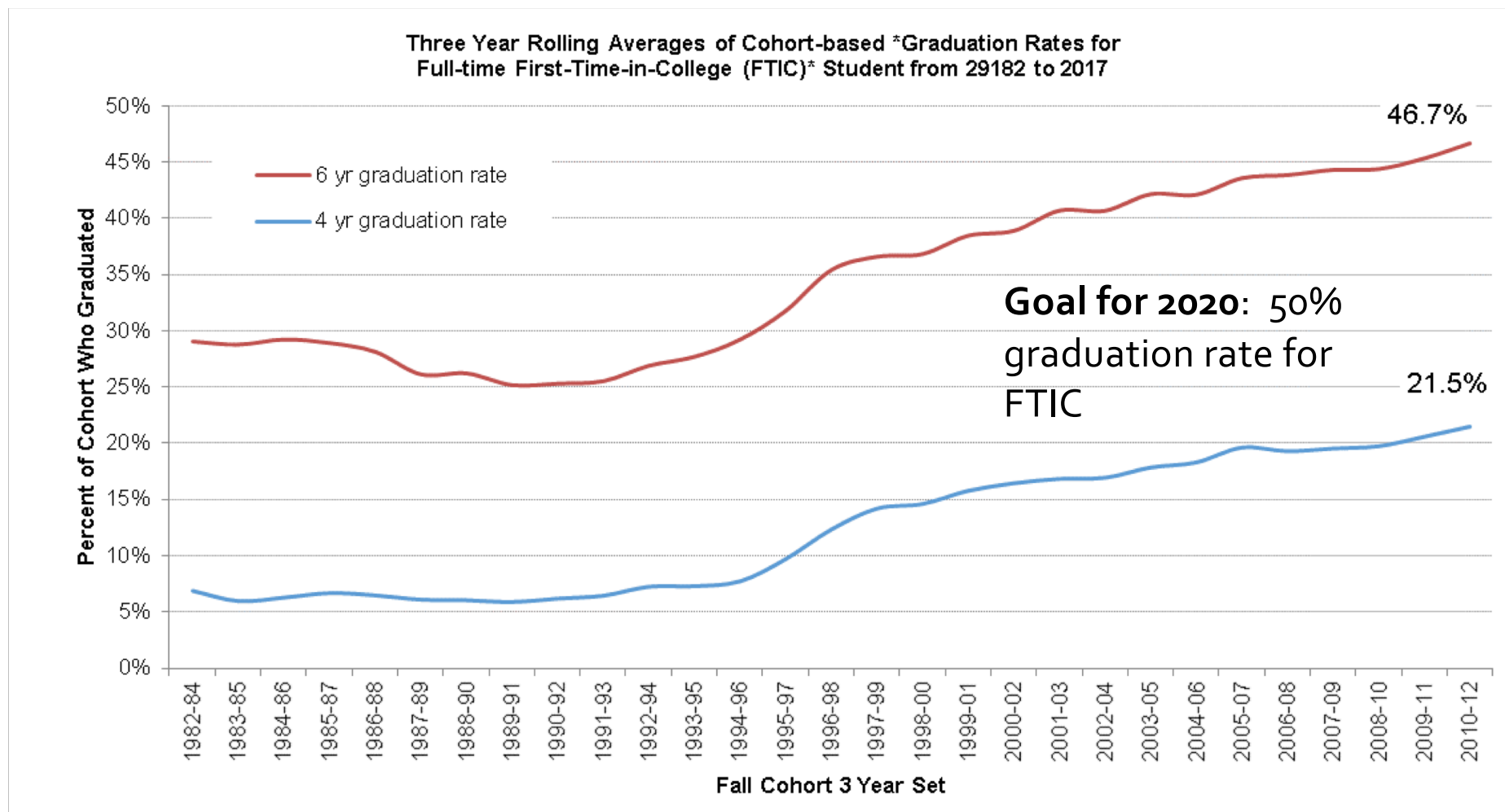
* Data based on 3 year average of unique yearly cohorts of First-Time-in-College (FTIC), students who are matriculating High School seniors who have no post-secondary earned hours

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6 yr Graduation Rates at Peer Institutions

WSU	46.6%
Wright State University	35.4%
New Mexico State	44.6%
University of Nevada (Reno)	54.4%
University of North Dakota	55.3%
University of Massachusetts (Lowell)	56%

Earned hours at graduation (AY 2018) (median)

- FTIC 131 cr hours
- TR 137 cr hours
- RA 147 cr hours

College Enrollment Goals

WSU Strategic Enrollment Management (SEM) Fall Enrollment Goals
Goals do not sum to aggregate counts due to overlap in goal populations.

Dimensions:	Year of Fall 20th day							
	2015	2016	2017	2018	*18-19 inc*	2019	*19-20 inc*	2020
	Actuals				Goals			
College Headcounts (2020 goal based on 4.6% yearly increase from 2015):								
All students	14,495	14,474	15,081	15,784	*1,183*	16,967	*1,183*	18,150
business	2,284	2,358	2,407	2,535	*151*	2,686	*151*	2,837
education	1,843	1,797	1,957	2,176	*66*	2,242	*66*	2,308
engineering	2,937	2,912	2,976	3,015	*256*	3,271	*256*	3,527
fine arts	706	710	699	897	*12*	909	*12*	920
health professions	2,082	2,124	2,319	2,682	*24*	2,706	*24*	2,730
liberal arts & sciences	4,630	4,561	4,692	4,440	*672*	5,112	*672*	5,783
other colleges (HN, IC, GS)	13	12	31	39	*3*	42	*3*	45

Summary

- 1st to 2nd year retention goal :
    72% > 80% by 2020

- 6 year graduation rate goal:
    47% > 50% by 2020

- Enrollment goal:
    18,150 by 2020

Next Steps

- Carefully review college and department goals
- Assess current initiatives
- Consider additional or alternative steps that can be taken
  - Resources include the newly developed Chairs' toolkit

Questions / Comments

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