# Enrollment Management 2019-20 Update

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# SEM Goals
## www.wichita.edu/semplan

- **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.*

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# 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.

- \* New goals added in 2019.

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# Overall Enrollment 2019-20



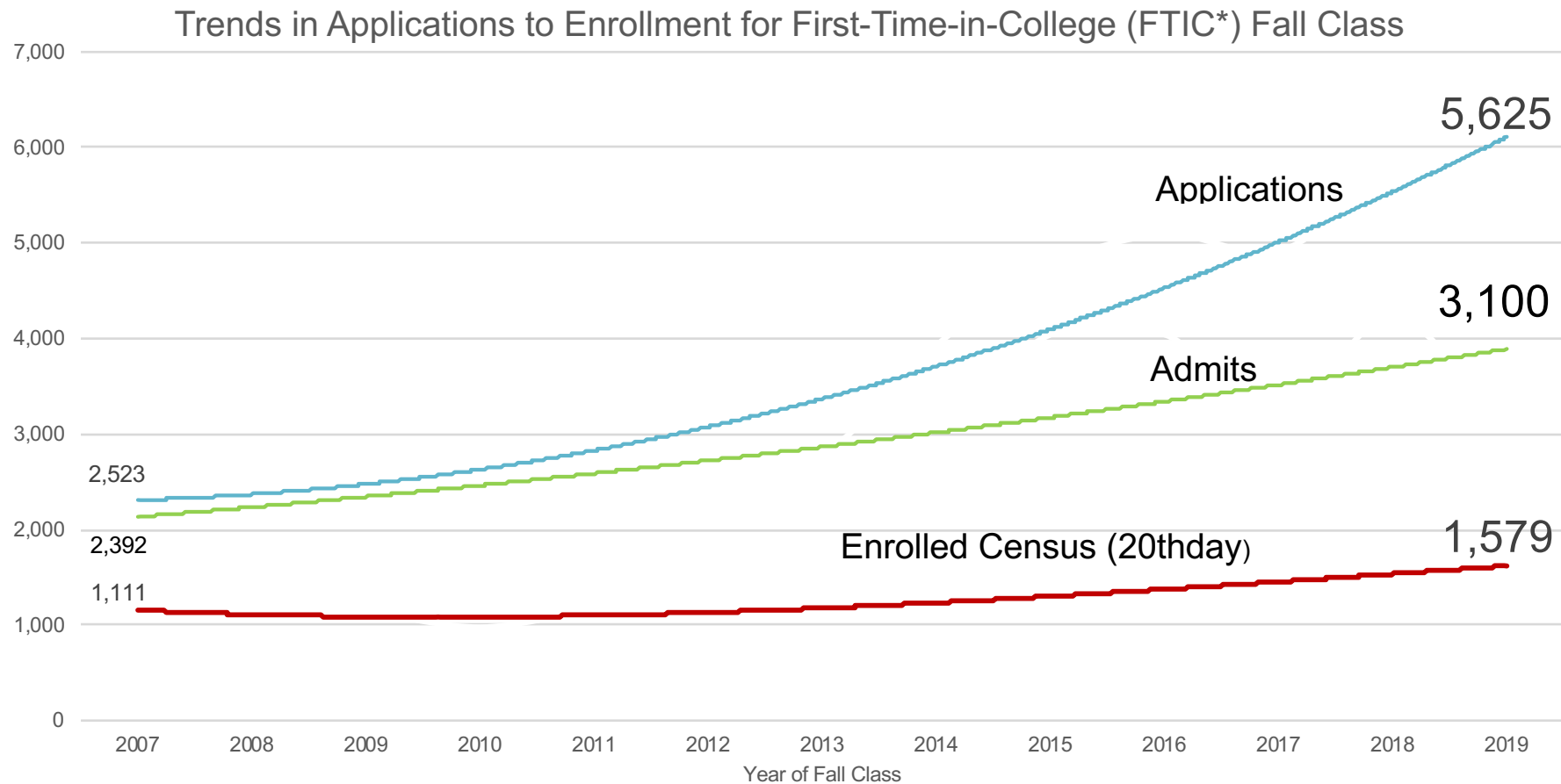Year of Fall Census (20th day)

2/10/20
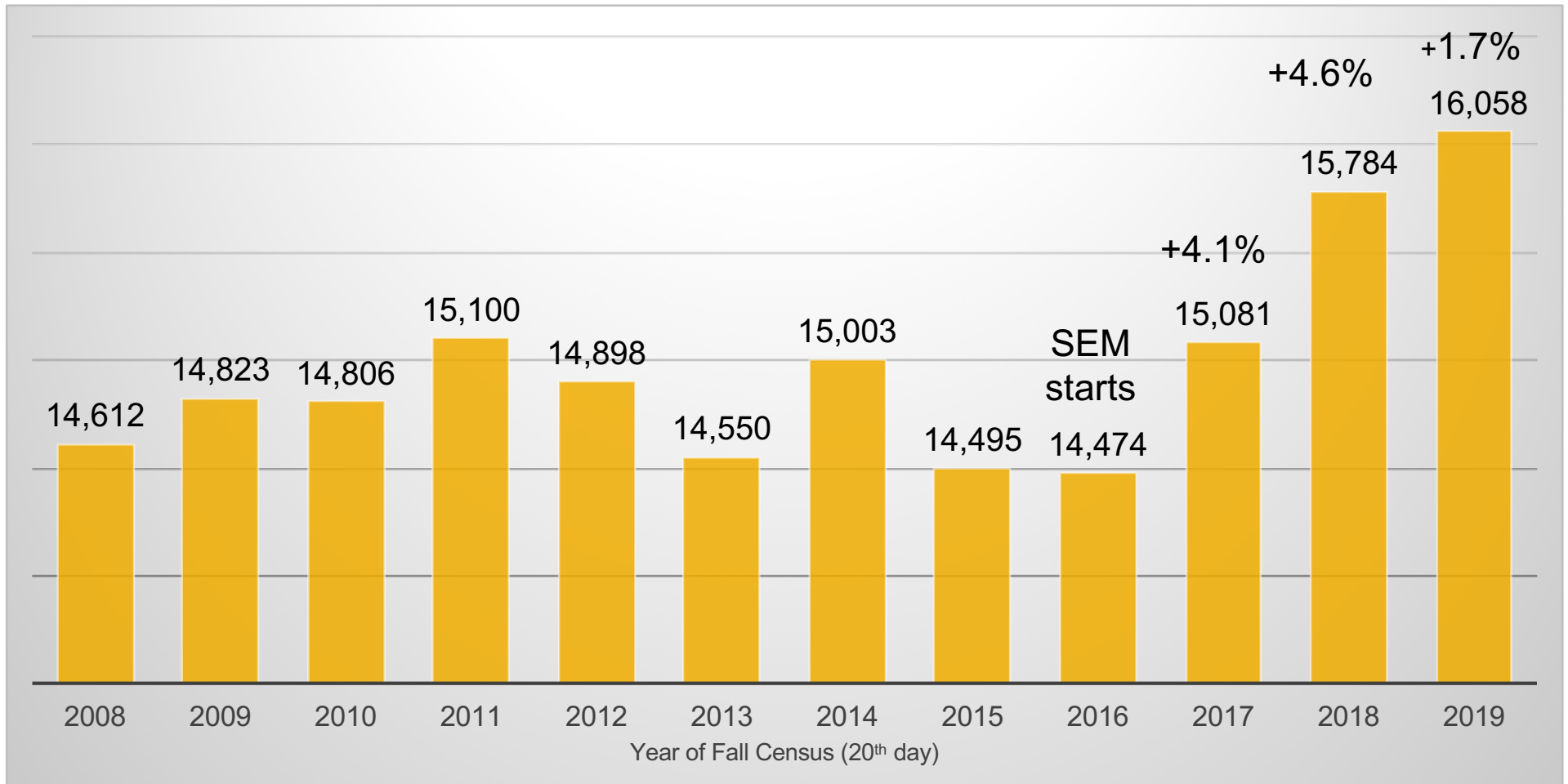
# Recruitment–Admissions 2018-19

- 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

# Recruitment Funnel

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



5,625

Applications

3,100

Admits

1,579

Enrolled Census (20thday)

2,523

2,392

1,111

Year of 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
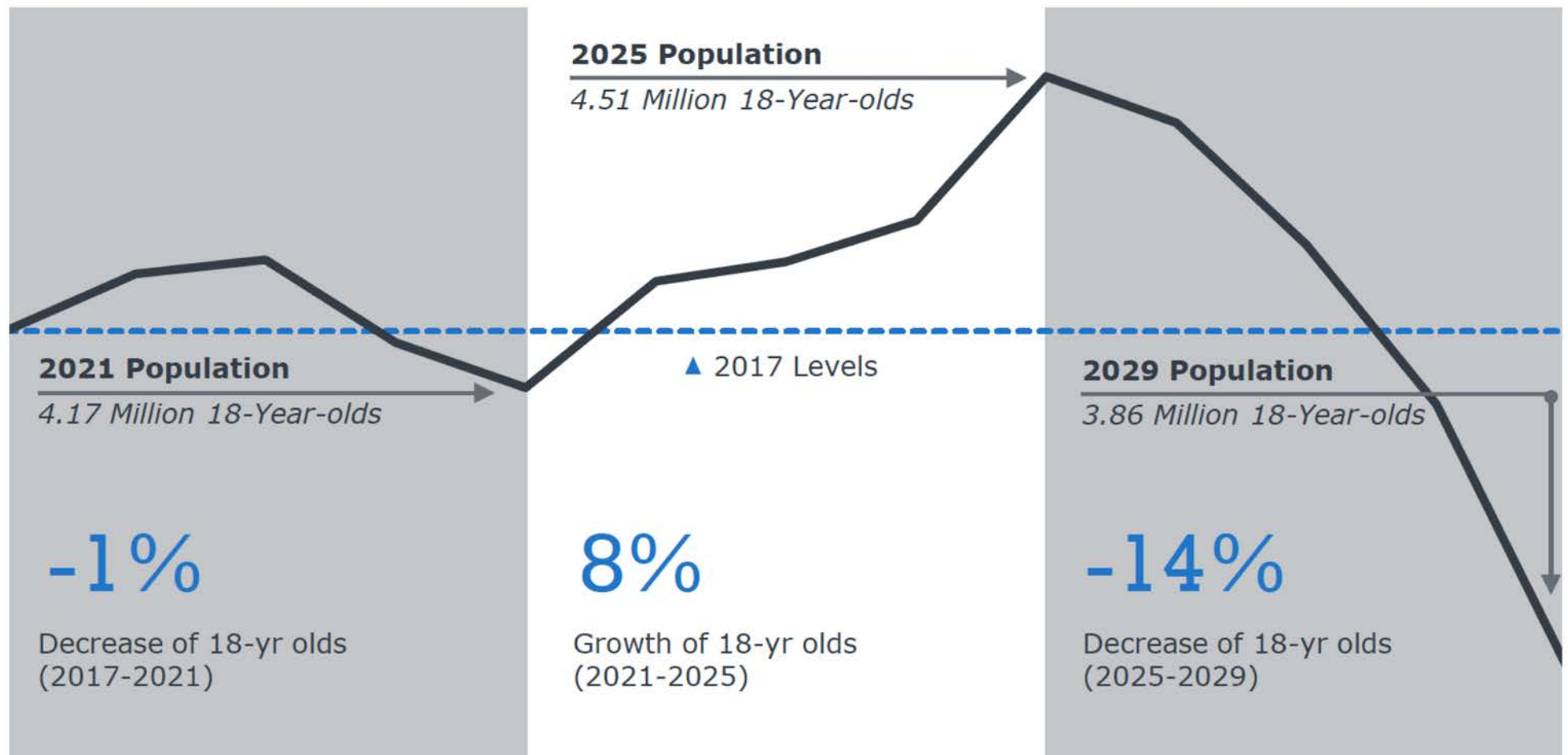


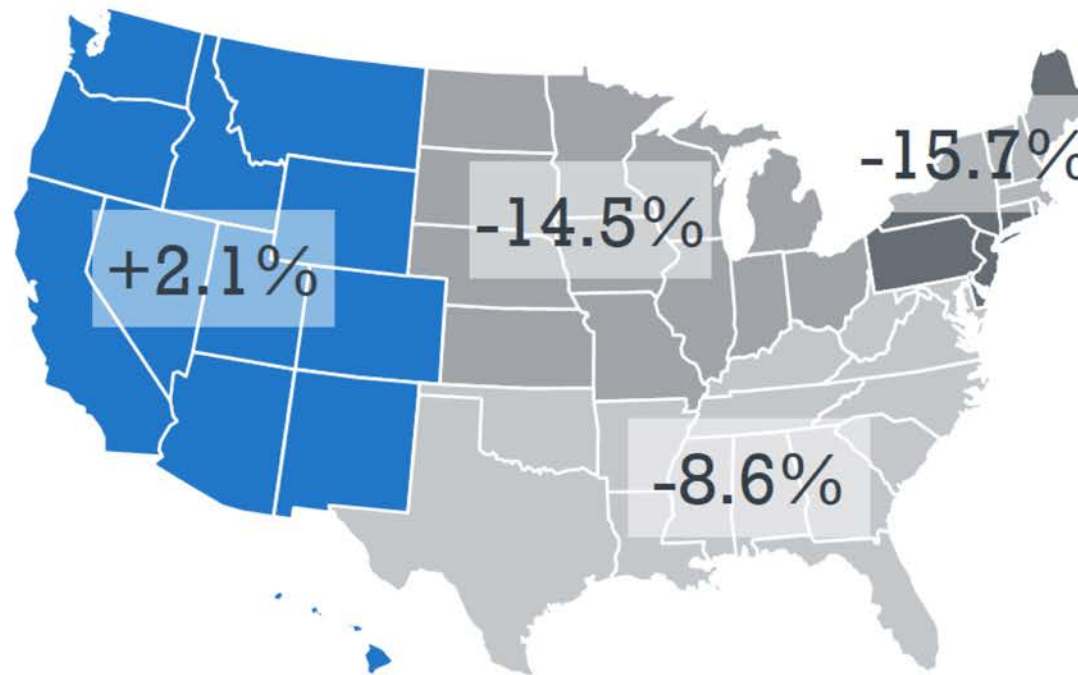**Modest Decrease...**    ... **Followed by Growth Spike...**    ...**Met with A Sharp Decline**

*2017-2021*    *2022-2025*    *2026-2029*

**2025 Population**
*4.51 Million 18-Year-olds*

**2021 Population**
*4.17 Million 18-Year-olds*

▲ 2017 Levels

**2029 Population**
*3.86 Million 18-Year-olds*

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

8%
Growth of 18-yr olds
(2021-2025)
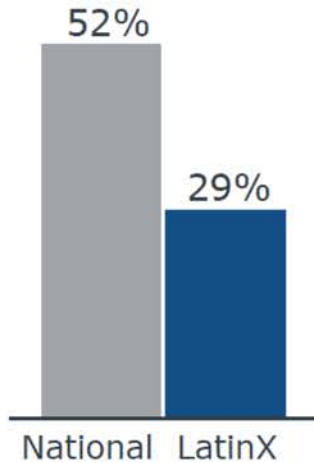
-14%
Decrease of 18-yr olds
(2025-2029)

# 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

+2.1%

-14.5%

-15.7%

-8.6%

**All Other Regions Declining—Can't "Grow Next Door"**

HS Graduate Growth Rates of 46 Metro and Exurb Locations
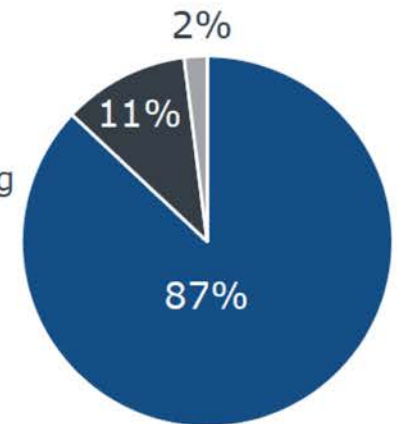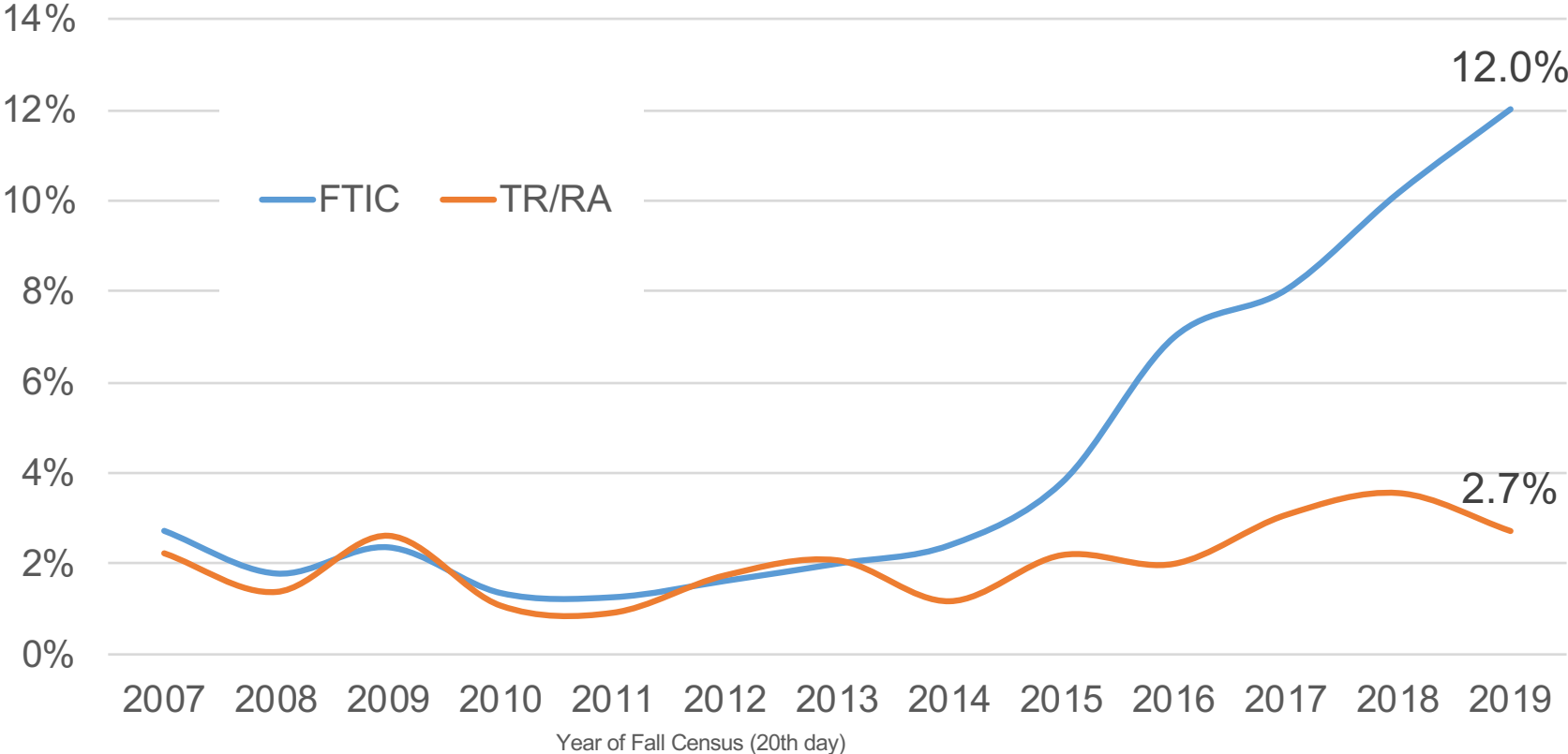
- Shrinking
- Gaining
- Static

2%
11%
87%

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# Recruitment
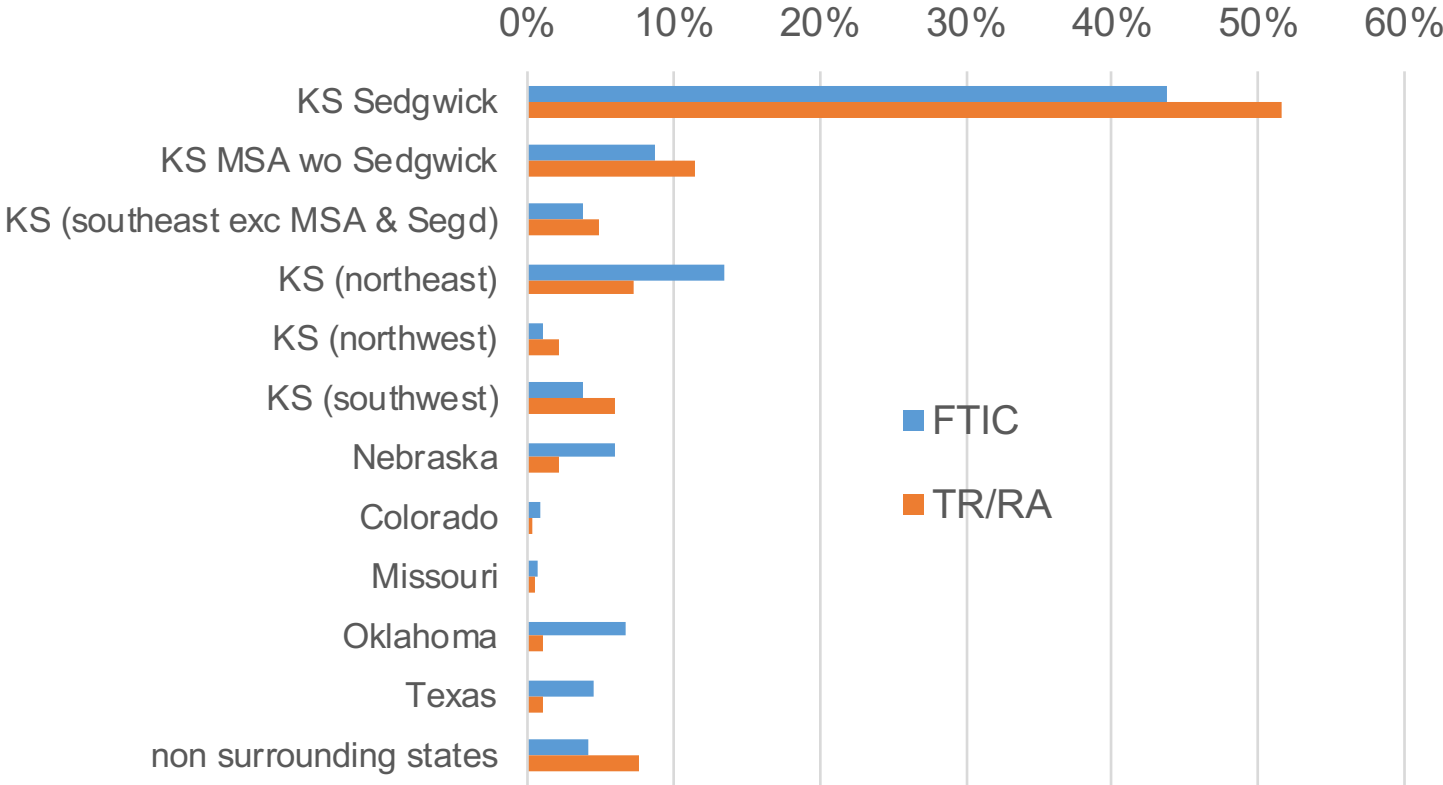
# Recruitment



I35 Corridor (Missouri, Oklahoma, Texas)

FTIC — TR/RA

12.0%

2.7%

Year of Fall Census (20th day)
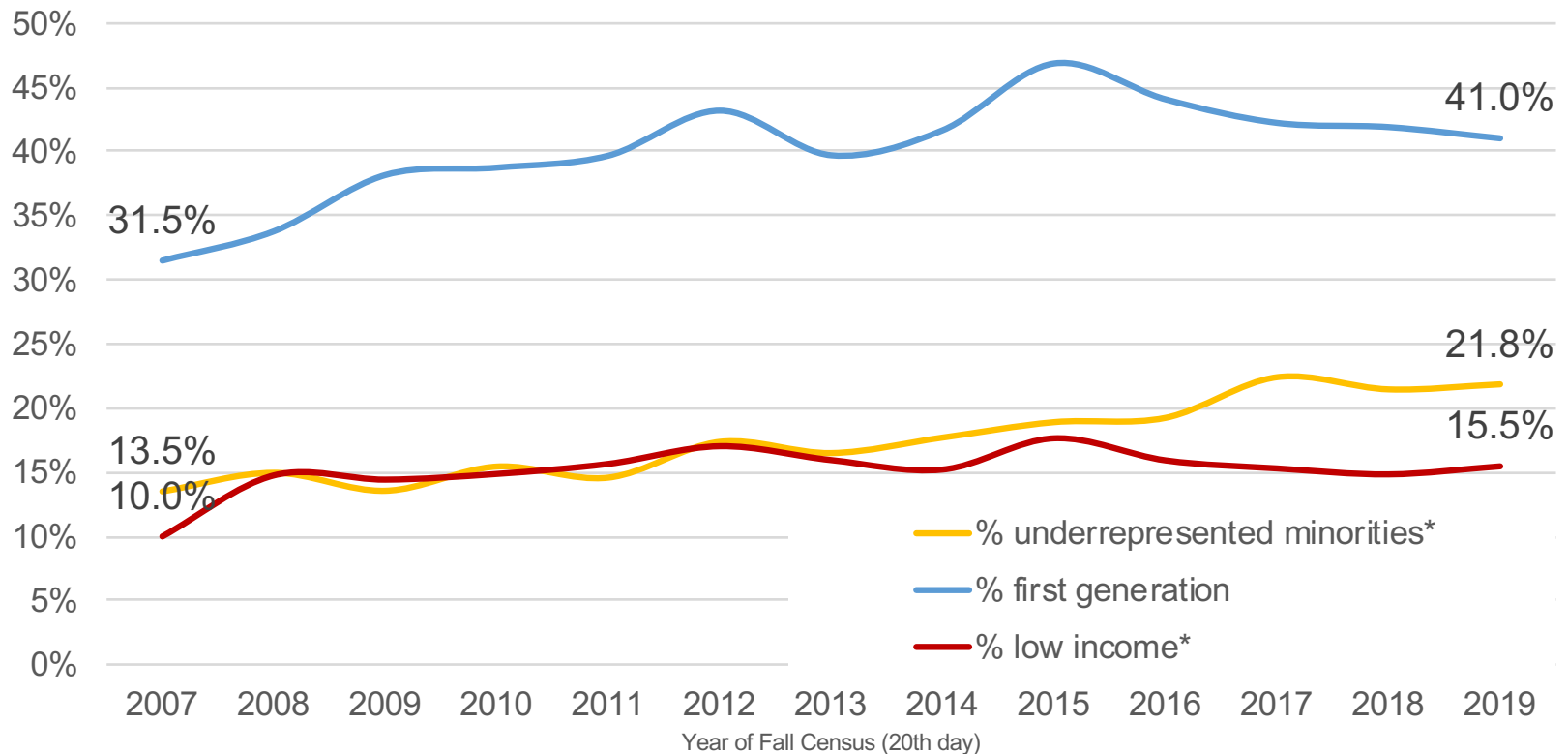
# Recruitment



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

# 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.

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# Declining Community College Enrollment

Transfer Feeders Fall Enrollment



FTE's

FTE's

Butler Community College    Hutchinson Community College

Cowley Community College    Butler Hutchinson Cowley

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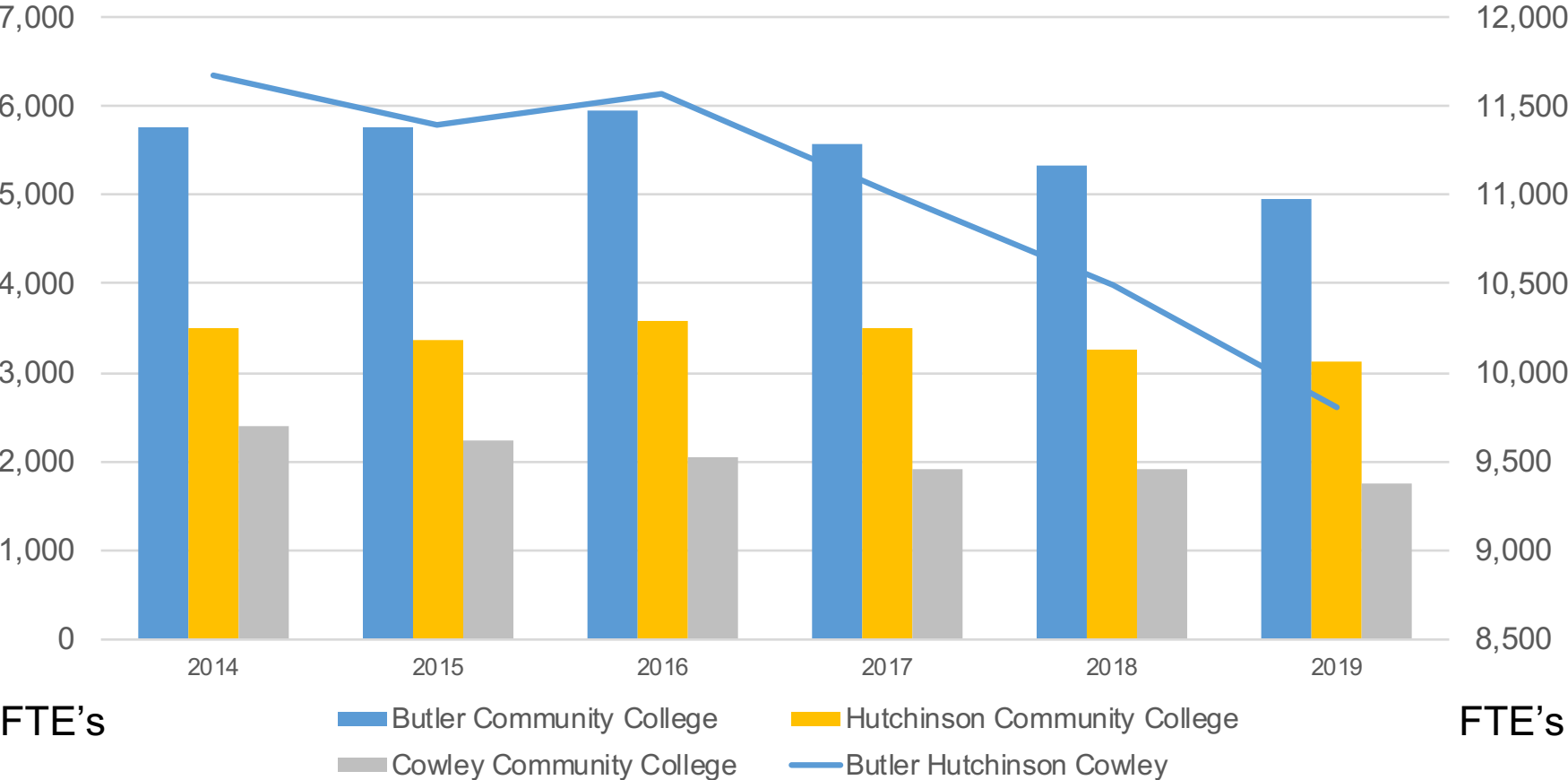
# Demographics

For new degree-seeking students for 2019

|  | Transfers | Returning Adults |
|---|---|---|
| Age in years (median) | 20 | 32 |
| % female | 58% | 60% |
| Underrepresented minorities | 25% | 25% |
| First Generation | 51% | 70% |
| Low Income | 22% | 37% |
| Underserved | 61% | 83% |
| Military related | 7% | 17% |

# Recruitment strategies

- ## 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.

# Recruitment strategies

- ## 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
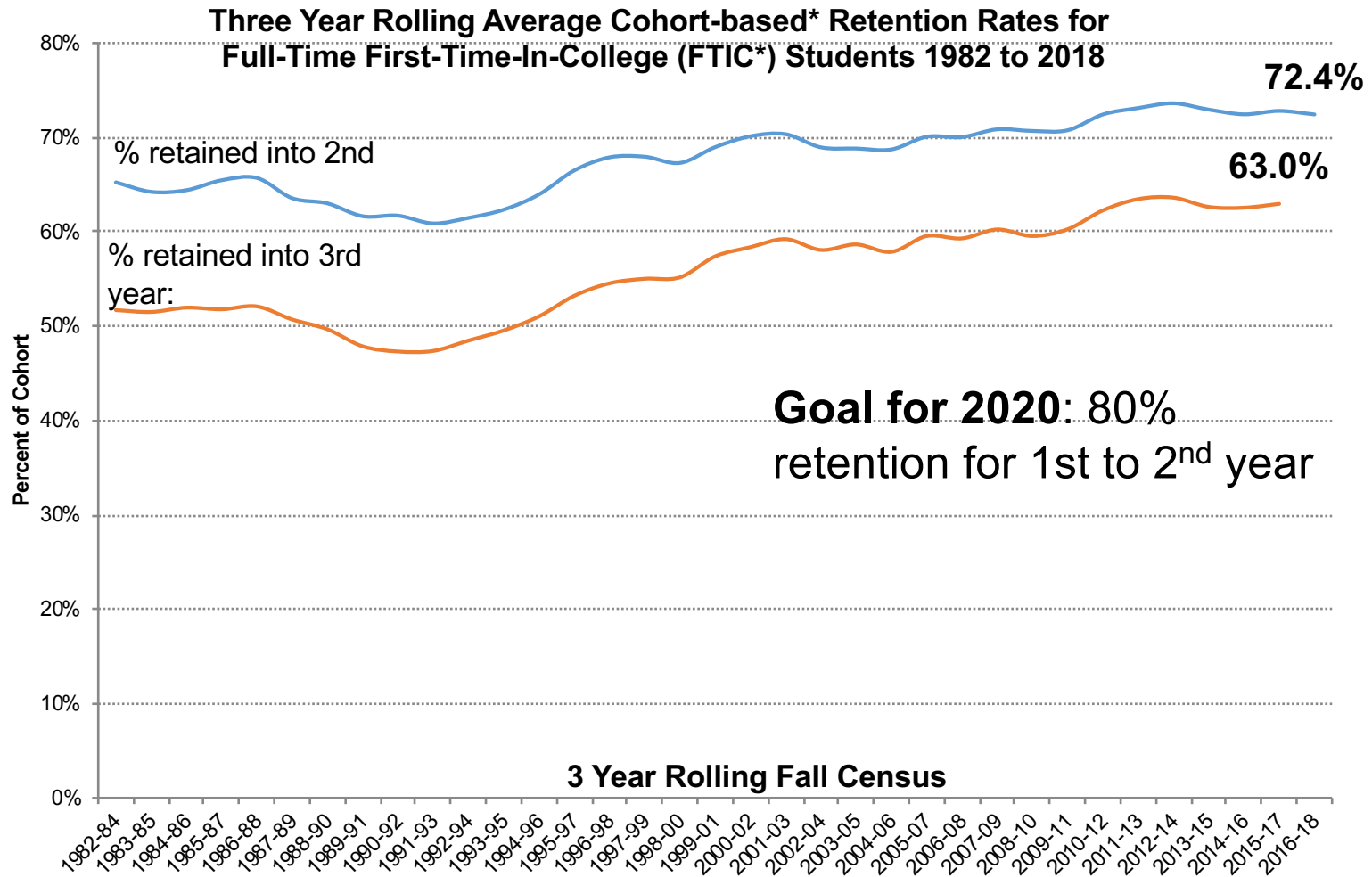
- Polly Wenzl – Computing Career Day

# 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

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# Attitudinal changes

- 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

% retained into 3rd year:

72.4%

63.0%

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

**3 Year Rolling Fall Census**

Percent of Cohort

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# 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.

# 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*
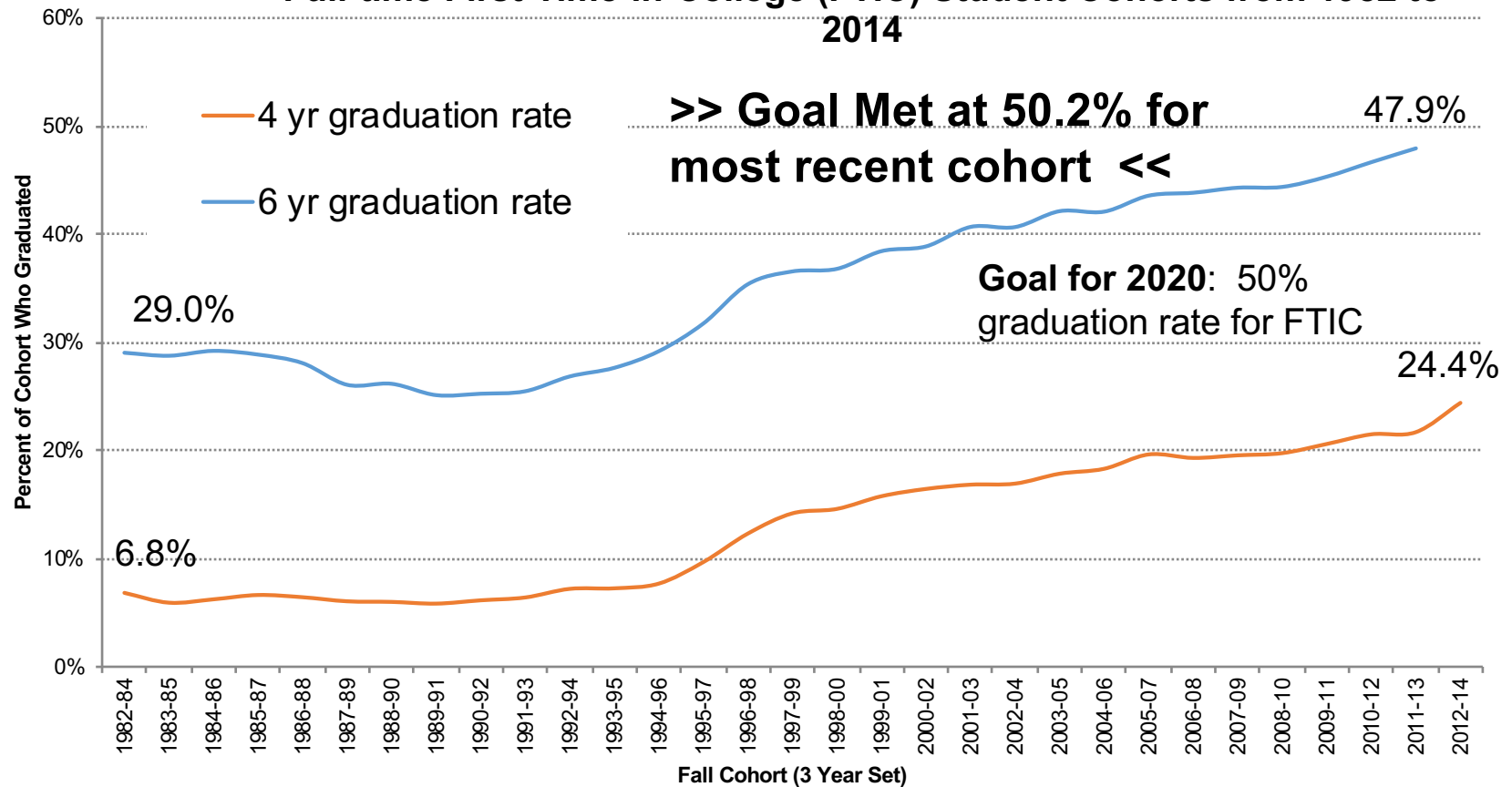- Host *career exploration* events for majors / prospective majors.

# Enrollment



Enrolled Hours and Percent Full-time
Fall 2019 Census (20th day)
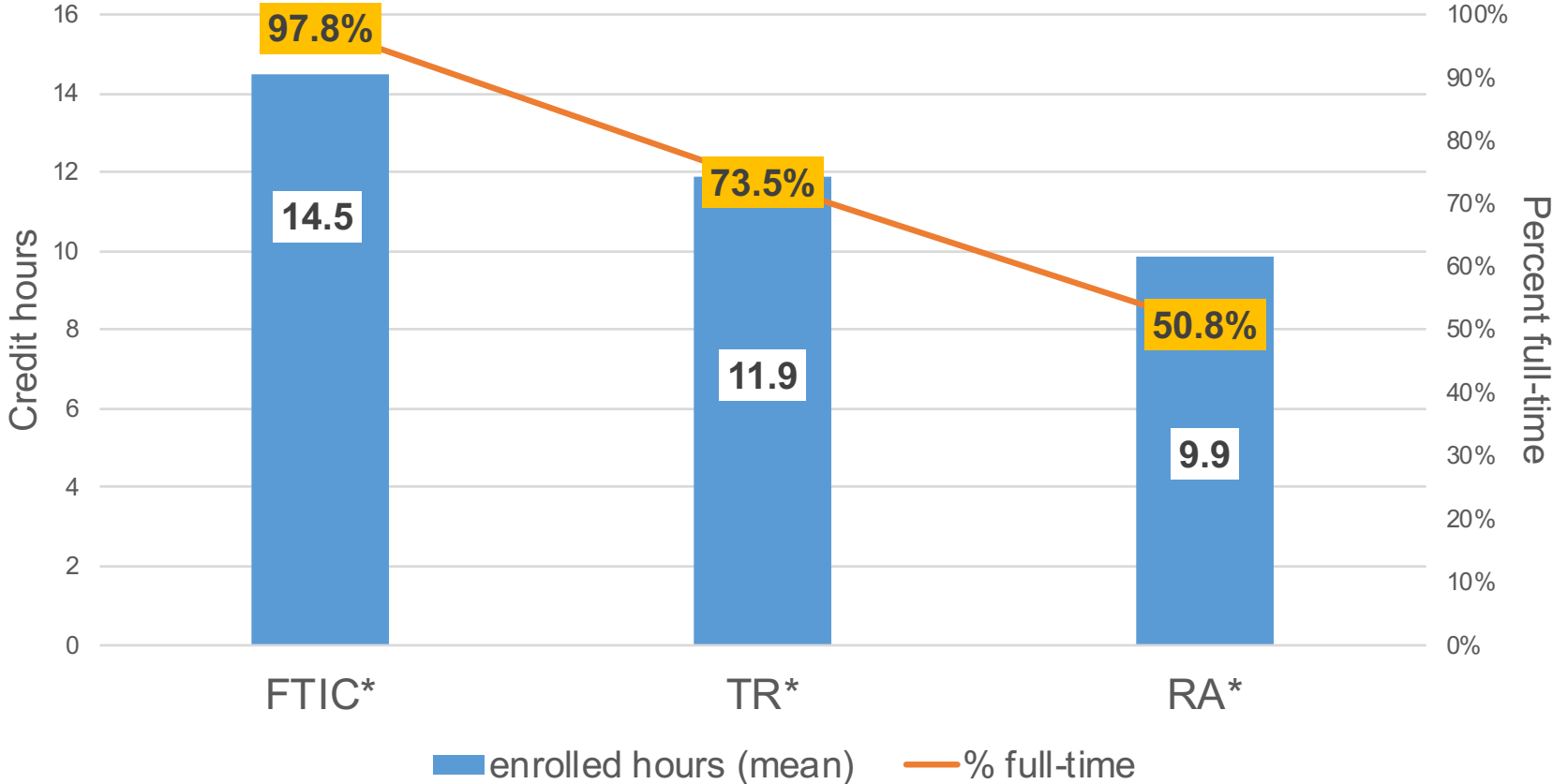
*FTIC first-time-in-college; TR transfer students; RA returning adult students.

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# Graduation Rates

**Three Year Rolling Averages of Cohort-based Graduation Rates for Full-time First-Time-in-College (FTIC) Student Cohorts from 1982 to 2014**



>> Goal Met at 50.2% for most recent cohort <<

47.9%

29.0%

**Goal for 2020**: 50% graduation rate for FTIC

24.4%

6.8%

— 4 yr graduation rate

— 6 yr graduation rate

Percent of Cohort Who Graduated

Fall Cohort (3 Year Set)

* Data based on 3 year average of yearly cohorts of First-Time-in-College (FTIC).

2/10/20

# 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