

November 2021

Strategic Enrollment Management (SEM) Update

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SEM 2025 Goals

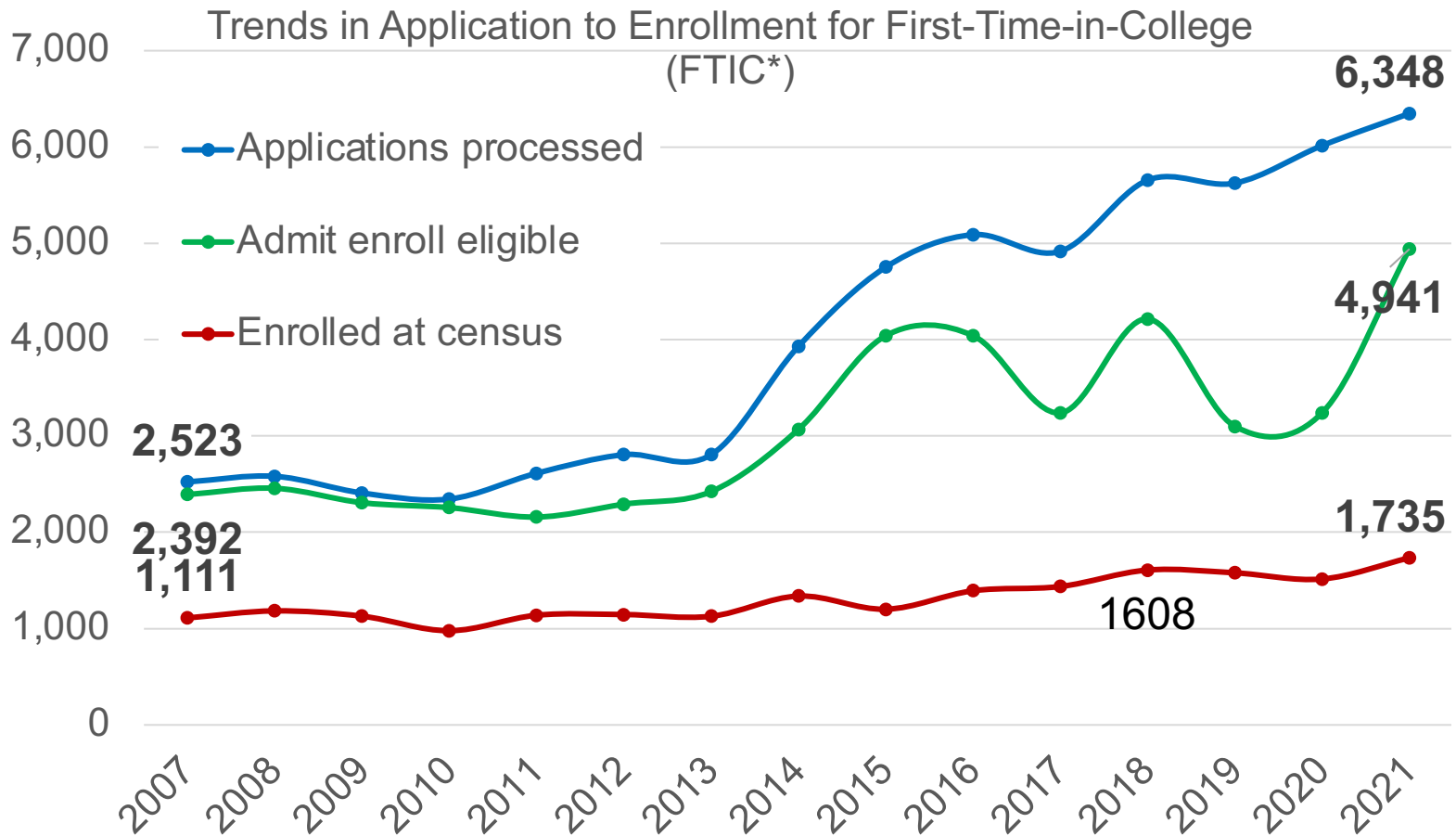
1. Advance activities that foster a culture of enrollment growth.
2. Increase enrollment of new, degree-bound students.
3. Increase persistence rates of degree seeking students.
4. Increase non-degree, for-credit enrollment.

www.wichita.edu/SEM

Recruitment–Admissions 2020-21

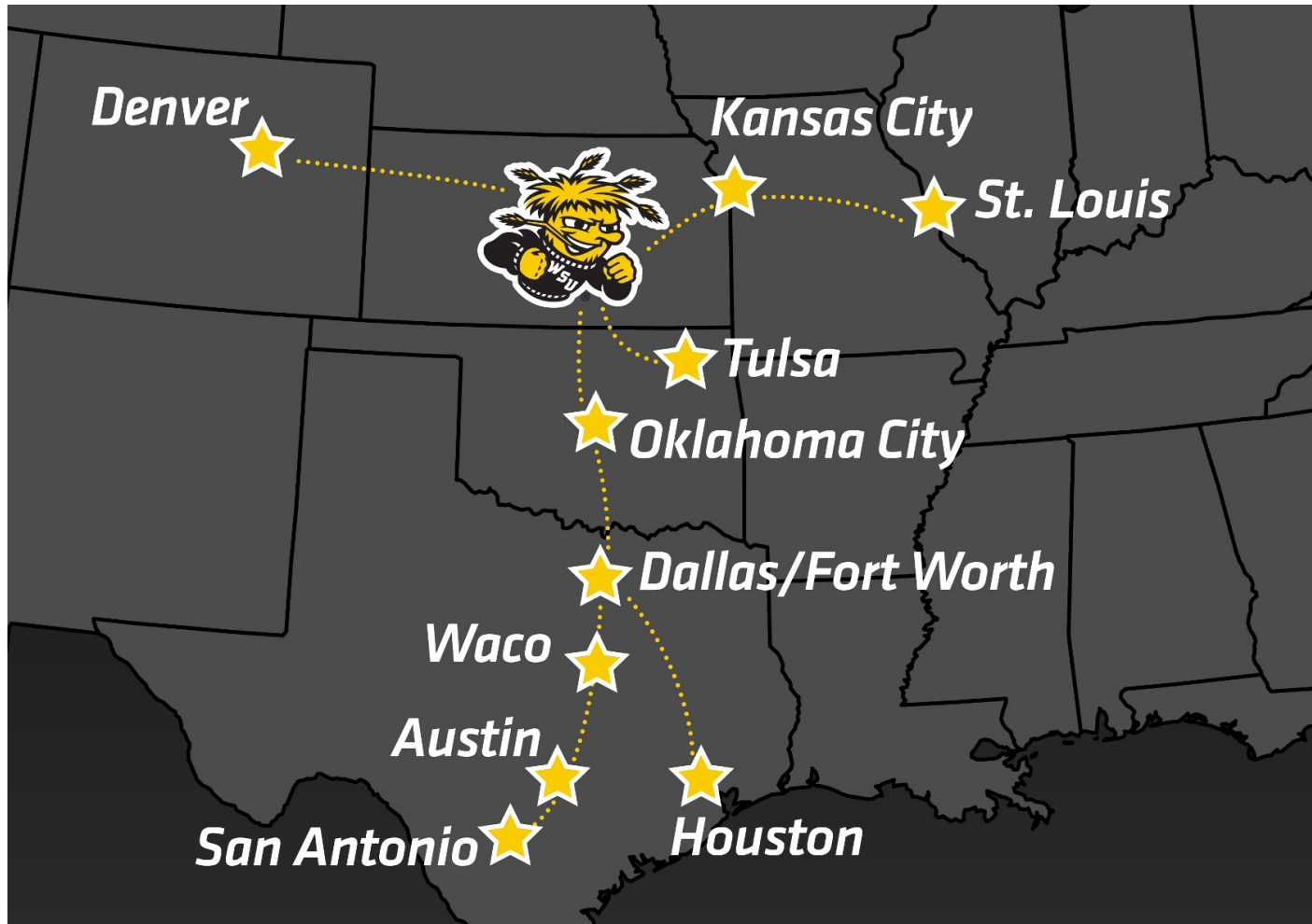
- 3.2 million email messages sent
- 159,797 text messages sent
- 21,370 text messages received
- 219,300+ outbound pieces of mail
- 77,061 prospective students in the database
- 199 college fairs attended
- 340 high school visits
- 1,337 campus tours for 9,854 visitors

Recruitment

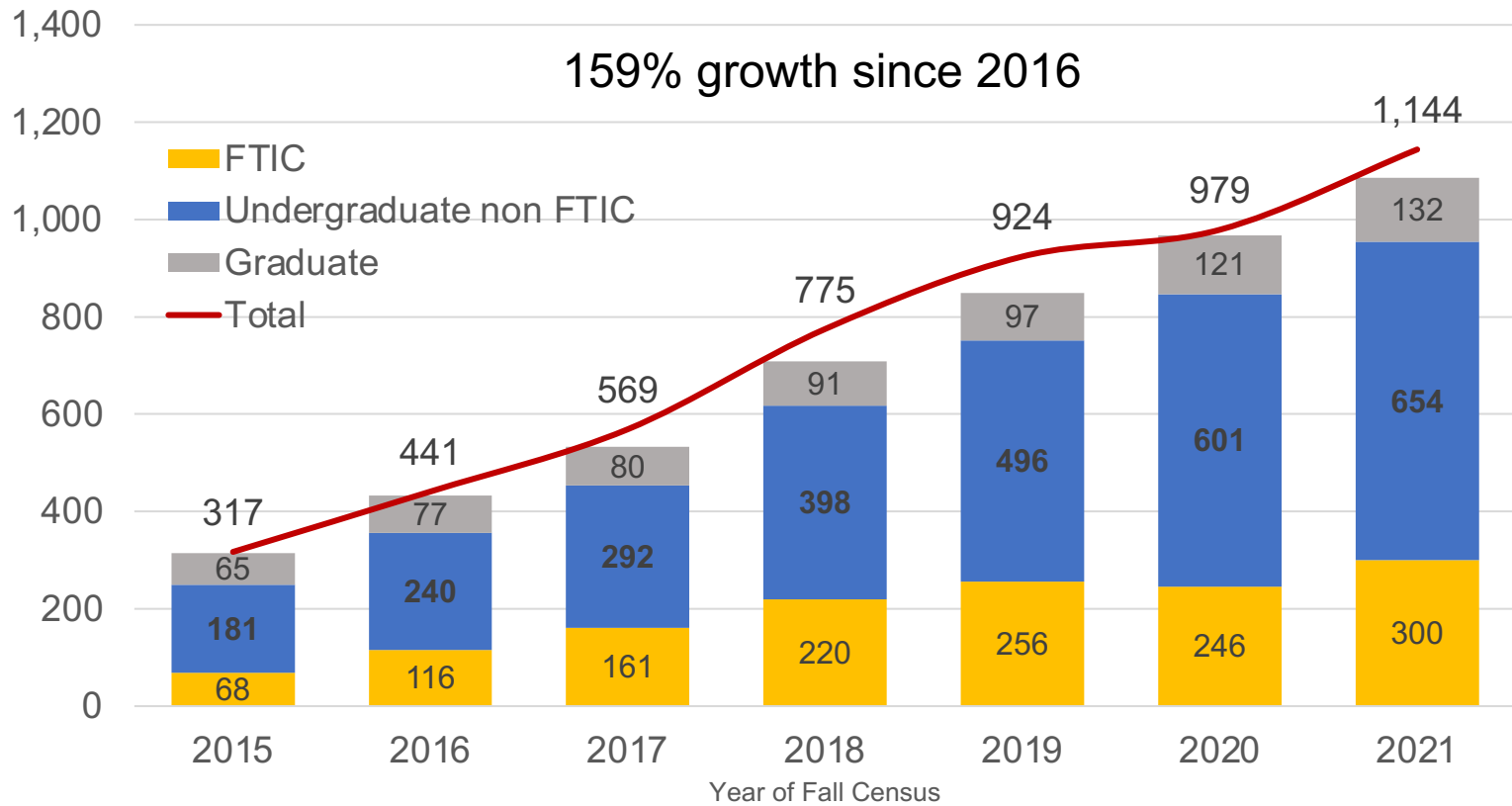


* FTIC First-Time-in-College are matriculating High School seniors who have no post-secondary earned hours post High School graduation; some FTIC students may have enough college credits to start as sophomores or juniors in their first enrolled term.

Recruitment

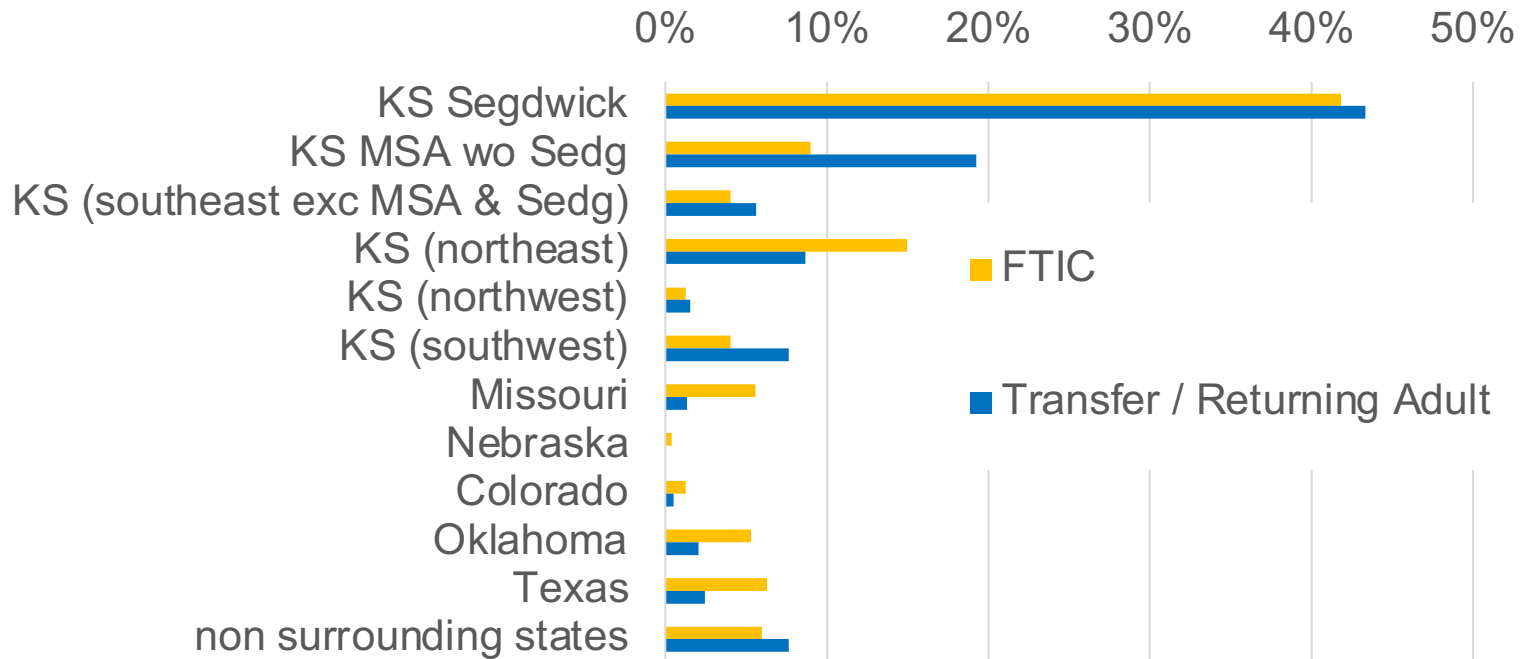


Increased enrollment along the I-35 corridor

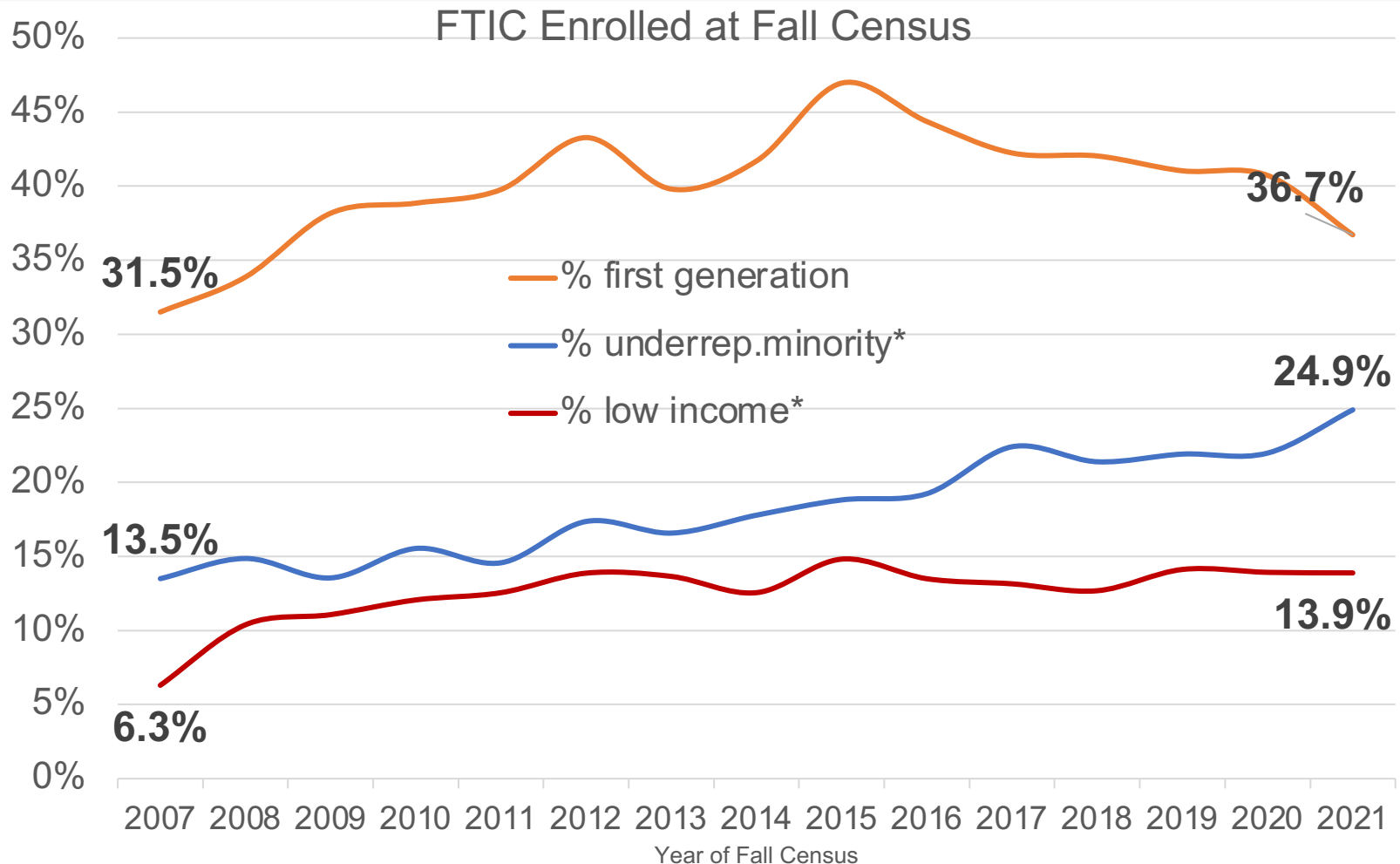


Recruitment

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

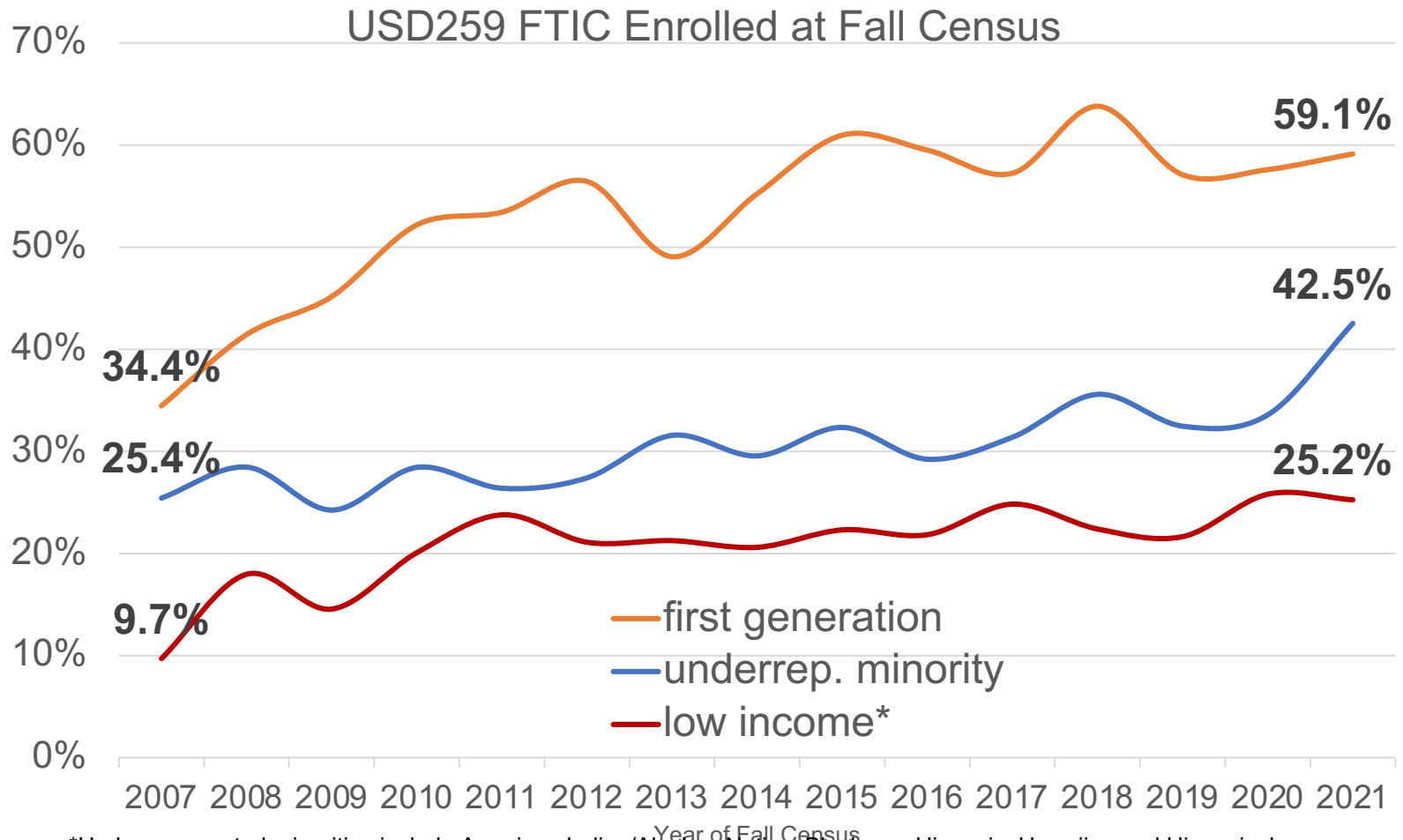


Demographics - Full FTIC population



*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.

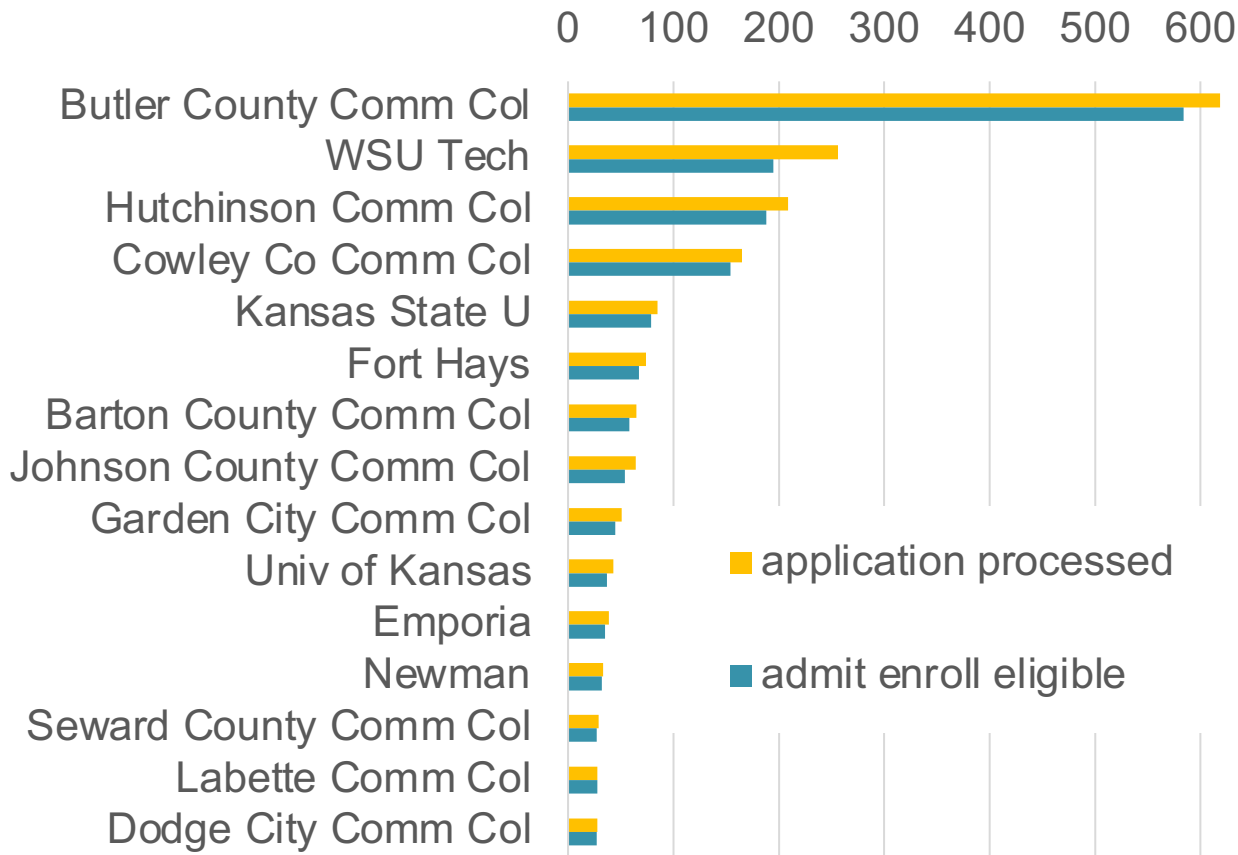
Demographics – Students from USD 259



*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.

Transfer and Returning Adult Students

Top 15 Transfer Institutions for Calendar Year 2021



Mean transfer hours:

Transfers 60.1

Returning Adults 84.0

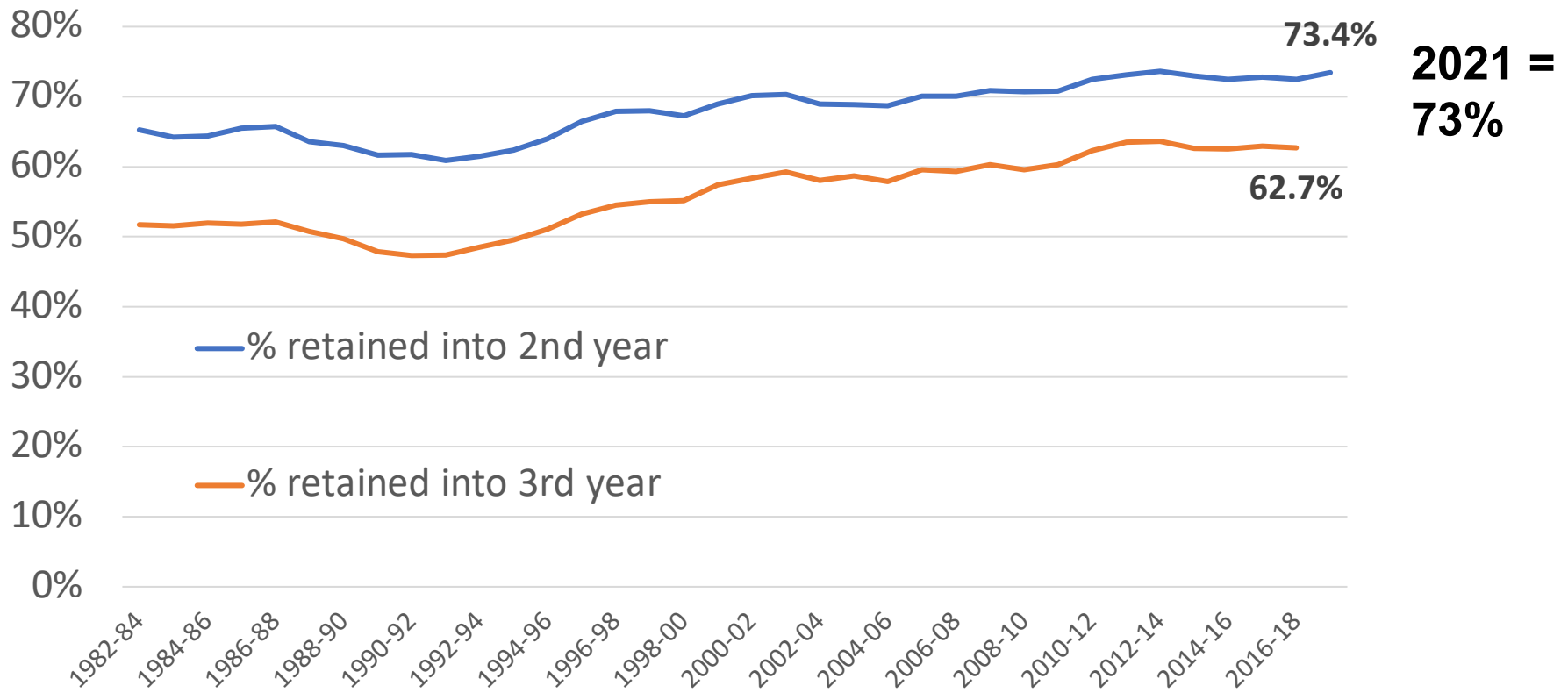
Demographics

For new Degree-Seeking Students in Calendar Year 2021

| | FTIC | Transfer | Returning Adult |
|-----------------------------|-------------|-----------------|------------------------|
| age in years | 18 | 20 | 33 |
| % female | 54% | 59% | 72% |
| Underrepresented minorities | 25% | 23% | 23% |
| First generation | 37% | 49% | 74% |
| Low income | 14% | 15% | 24% |
| Underserved | 52% | 59% | 82% |
| Military related | 6% | 8% | 15% |

Retention

Three Year Rolling Average Cohort-based Retention Rates for Full-Time First-Time-in-College (FTIC) Students 1982 to 2019



Retention Rates at Peer Institutions

| IPEDS Reported Retention Rates | Rates |
|---------------------------------------|--------------|
| Wright State University | 65% |
| WSU | 71% |
| New Mexico State University | 75% |
| University of Nevada Reno | 80% |
| University of North Dakota | 81% |
| University of Massachusetts Lowell | 84% |

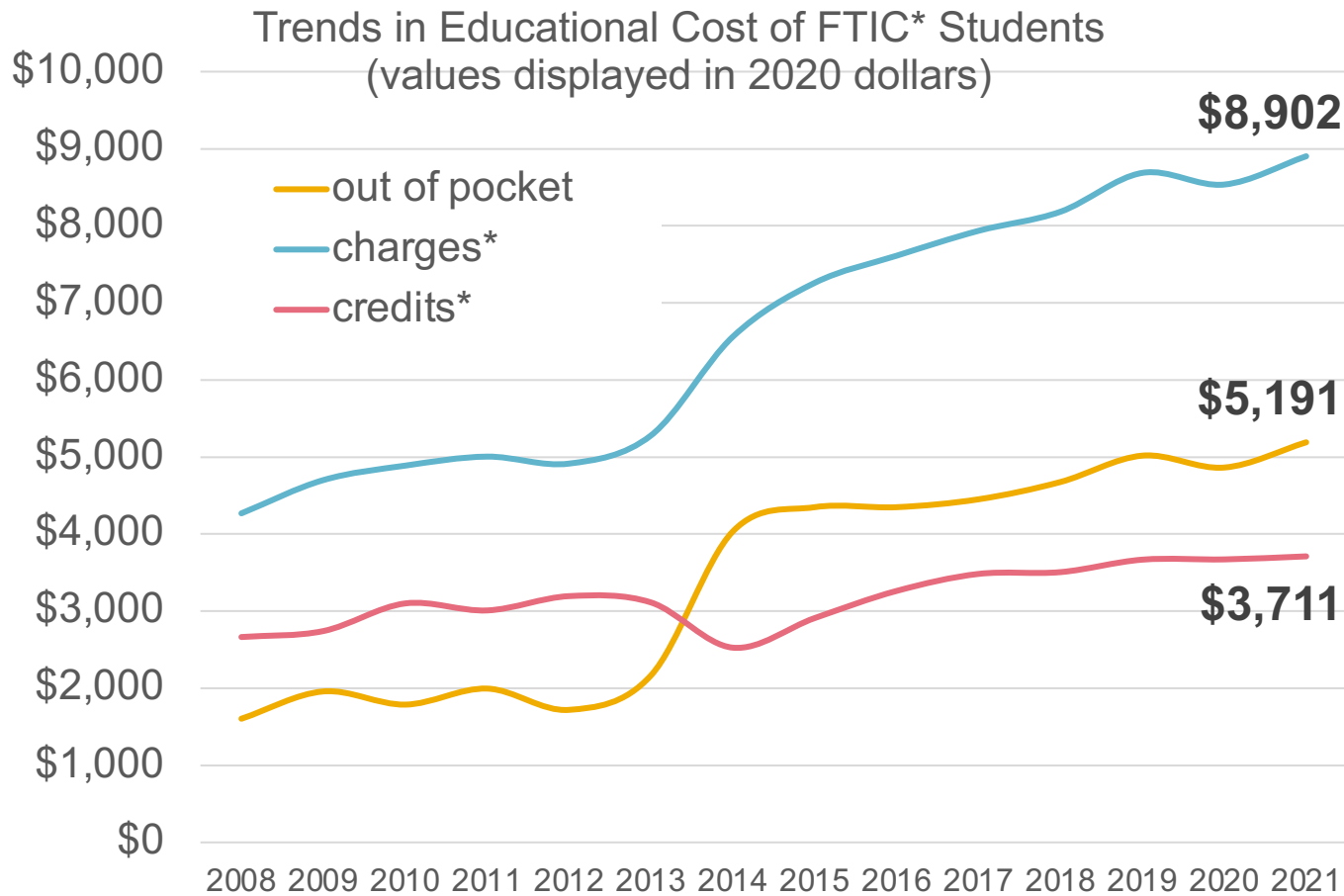
Retention = Student success

- **Strategy 3.3** - Promote faculty dialogue and engagement around best practices for student success
 - ❖ Have conversations in your department meetings about pedagogy – strive for and celebrate excellence
 - Promote early feedback and timely grading and use SEAS
 - Develop plans for course re-development
 - Use more than SPTs to assess quality instruction
 - Promote use of different parts of term to meet student needs for flexibility (8 wks, summer, etc)
 - Develop ‘teaching partnerships’ to share teaching practices; and support adjunct and GTA development

Why Do Students Leave?

- Low academic performance
- Personal / Family challenges
- Financial challenges
- Where do they go?
 - Only 30% transfer to another institution

Financial Aid

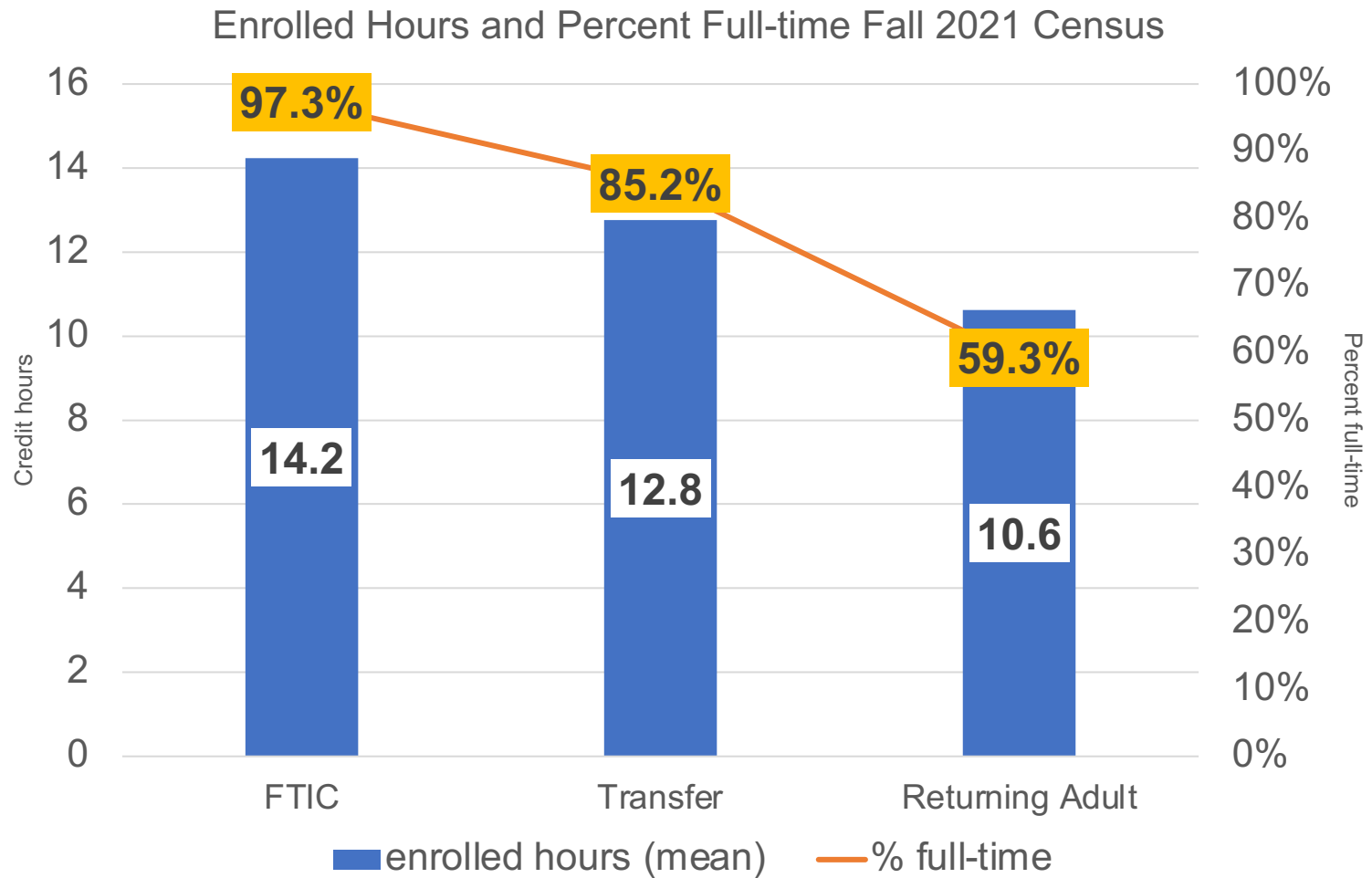


Loan debt at graduation (2021 degrees)

| | |
|------------------|----------|
| FTIC | \$24,244 |
| Transfers | \$20,287 |
| Returning Adults | \$21,152 |

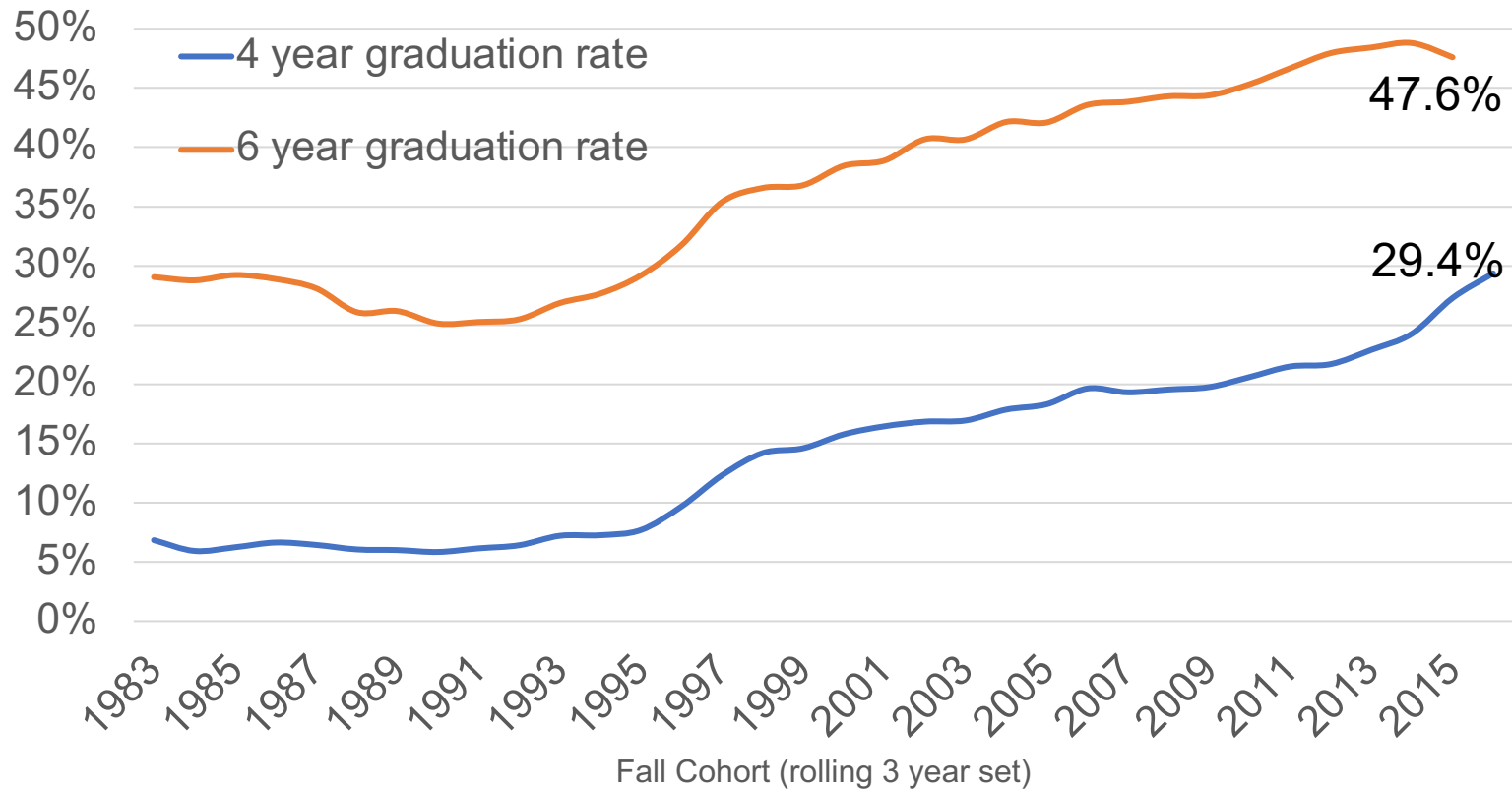
* charges include tuition and fees including services (e.g., housing); credits include all scholarships, grants, waivers and exemptions.

Enrollment



Graduation Rates

Three Year Rolling Average Graduation Rates of Cohort-Based First-Time-in-College (FTIC) Students



6 yr Graduation Rates at Peer Institutions

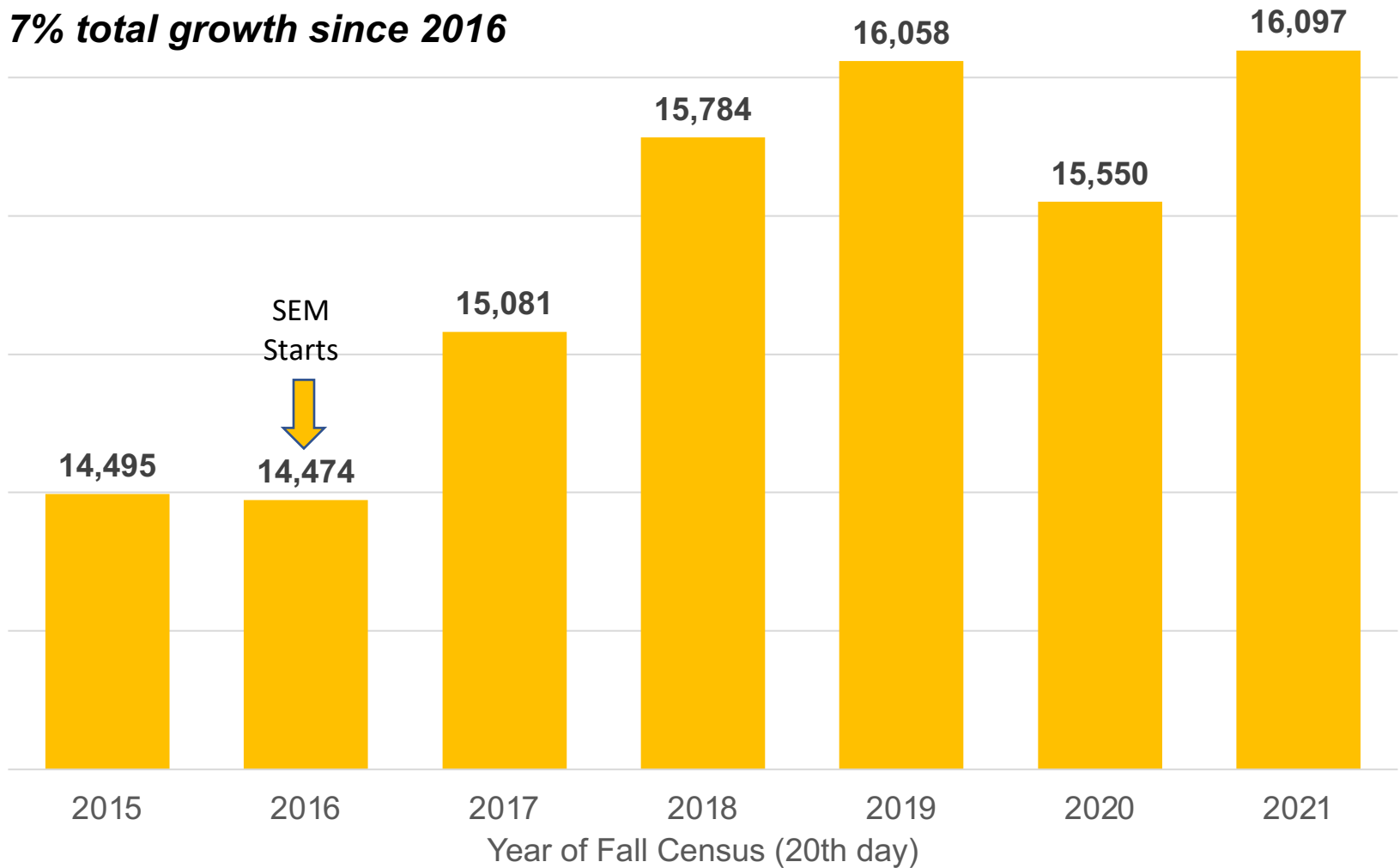
| IPEDES Reported 6 yr graduation rates for FTICS | Rates |
|--|--------------|
| Wright State University | 35.7% |
| New Mexico State University | 45.9% |
| WSU | 47.2% |
| University of North Dakota | 53.6% |
| University of Nevada Reno | 55.0% |
| University of Massachusetts Lowell | 60.1% |

Earned hours at graduation (AY 2021) (median)

- FTIC 130 cr hours
- TR 137 cr hours
- RA 146 cr hours

Overall Enrollment

- *7% total growth since 2016*



SEM 2025 Goals

- **Target goal for 2025 = 17,000 students**
 - Degree bound students: + 556 students from Fall 2020
 - 4% growth
 - Non-degree bound students: +733 students from Fall 2020
 - 45% growth
 - **Retention = Student success: 72% > 75%**
 - +200 additional students over 4-year period

Questions / Comments

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