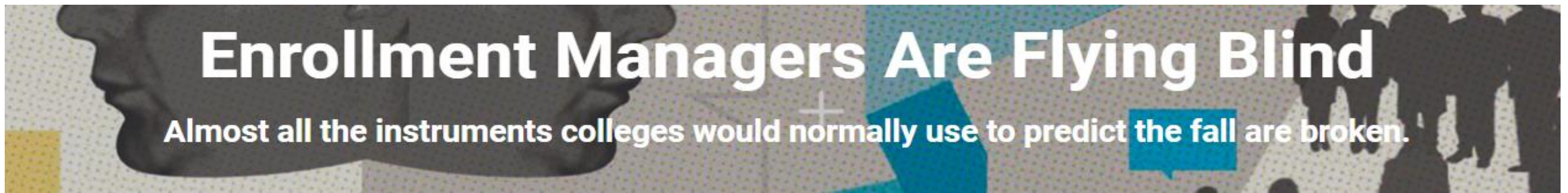


Enrollment Management Fall 21 Mid-Term Report 2

March 19, 2021 Board of Trustees Meeting



A New Term, the Same Enrollment Losses

By *Audrey Williams June* | MARCH 11, 2021

[New data](#) from the National Student Clearinghouse Research Center, released on Thursday, provides an early look at enrollment for the spring semester — and reveals a trend that is now familiar in the wake of the pandemic: Fewer students are enrolled in college.

Spring 2021 vs. Spring 2020 Enrollments

	US Avg	SSU
Undergraduate students	-4.5%	-8.1%
Graduate students	+4.3%	+17.8%
Overall students	-2.9%	-6.9%

National Student Clearinghouse Research Center, March 2021

Fall 2021 Applications and Admits still trailing Fall 2020 significantly; Transfers Up

	Spring 2019	Spring 2020	Spring 2021
Spring 2021 Term (15 th day)	3238	3479	3239
Summer registration opens in April		241	-240

Fall 2021 Term	Jan 25, 2021	Mar 15, 2021	% Change since Jan 25
First-time freshmen applications	-46%	-41%	+17%
First-time freshmen admitted students	-31%	-23%	+28%
Transfer student applications	---*	+21%	+72%
Transfer student admitted students	---*	+51%	+151%
Students registered for orientation	---**	-46%	
Residential student housing deposits	-36%	+1%	

*Didn't track transfers prior to month of March in years before 2021

**Orientation registration didn't open in 2021 until February

The New 90:

March to June all-hands admissions push

Expanded Live On-campus visits

Presidential Roundtables with K-12 re: The Lost Class of '21

Restoration of Live Orientations

President's Message that campus will return to "normal" fall

Live recruiting events on campus and in the field

K-12 back in school with restoration of live visits

Selective program deadlines extended

New scholarship opportunities established

Exploration of COVID relief fund use



Beyond Fall 2021

PALSJR COUNTY HS ENROLLMENTS: 2021-2022 to 2024-2025



58% of Shawnee State University new students in Fall 2020 were from Ohio counties: Pike, Adams, Lawrence, Scioto, Jackson, and Ross

K-12 student population in primary service area increases significantly through fall 2024

Online program and course enrollments rising

Expansion of new undergraduate course offerings underway