

# Enrollment Management Fall 2021 Recruiting Report

## New Students Entering Fall 2021

Budget calls for 6% Decline in Enrollment

Continuing students beat forecast of 12% down\*

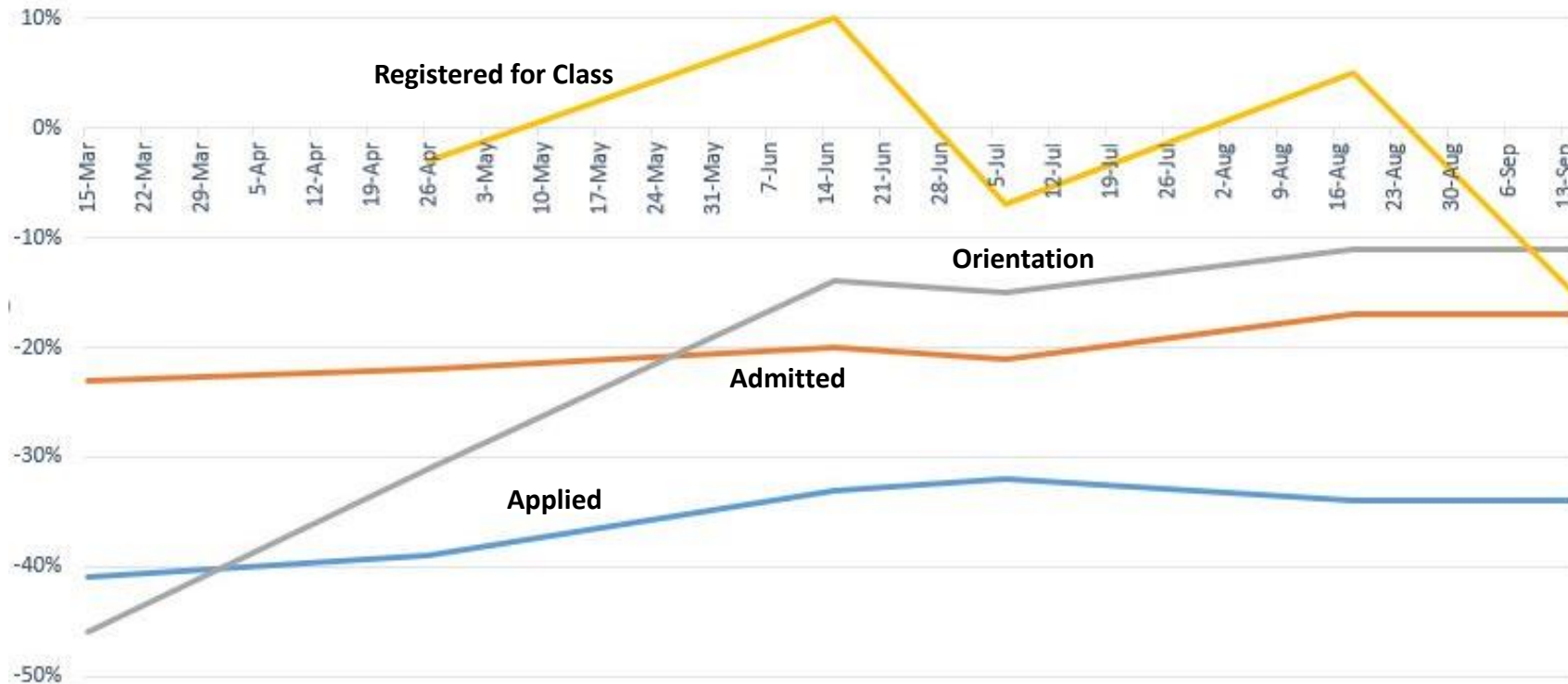
New students missed target of 8% down, sharp drop in late summer

New graduate students down

New undergraduate students (First-time freshmen & Transfer)	-11.99%
Continuing undergraduate students*	-10.98%
Total graduate students	+1.66%
Non-Degree students (CCP & Certificate)	+22.35
Total Student Headcount	-6.24%

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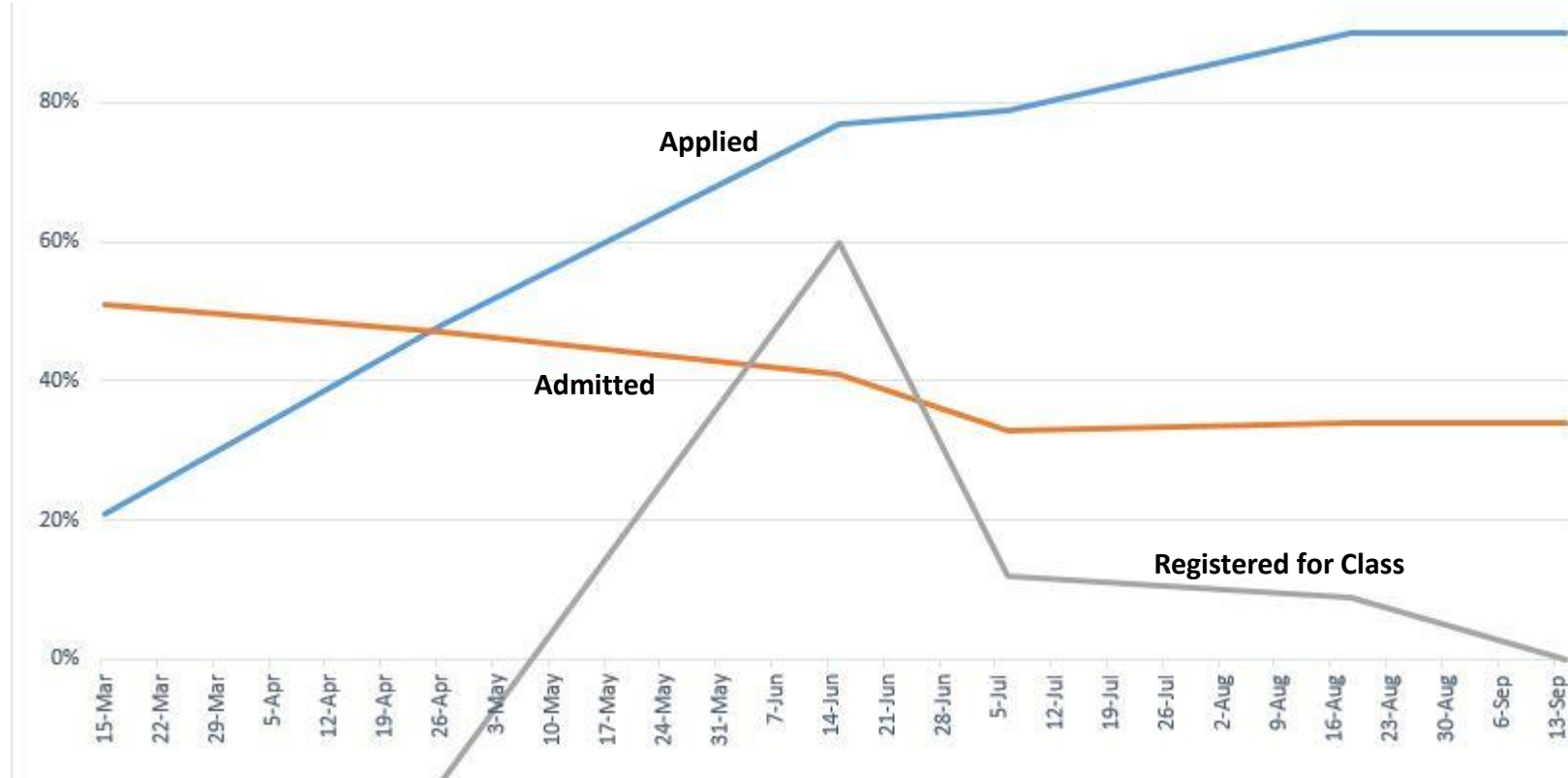
## Fall 2021 vs. Fall 2020 Pace: First Time Freshmen



Fall 2021 Term	Mar 15	April 26	Jun 15	Jul 6	Aug 18	Sep 14
First-time freshmen applications	-41%	-39%	-33%	-32%	-34%	-34%
First-time freshmen admitted	-23%	-22%	-20%	-21%	-17%	-17%
Students registered for orientation	-46%	-31%	-14%	-15%	-11%	-11%
Students registered for classes		-3%	+10%	-7%	+5%	-15%
New housing deposits	+1%	+4%	-3%	+9%	+5%	+5%

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## Fall 2021 vs. Fall 2020 Pace: Transfer Students



Fall 2021 Term	Mar 15	April 26	Jun 15	Jul 6	Aug 18	Sep 14
Transfer student applications	+21%	+48%	+77%	+79%	+90%	-90%
Transfer students admitted	+51%	+47%	+41%	+33%	+34%	-34%
Transfers registered for classes			+60%	+12	+9%	+/-0%

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## New Student Recruitment: Spring 2022 & Fall 2022

### Spring 2022

1. Identify and engage **309** students once registered for fall 2021 who did not enroll in the term
2. Engage all **non-enrolled fall FF (1489) and transfer (118) admits** who didn't cancel application; Re-offer Scholarship
3. Recruit for continuing student **Finish Line** program

### Fall 2022

1. **Live events** and school visits restored
2. **Paper application** alive again
3. Recruitment **team restored** with 4 full-time associates
4. Two part-time associates
5. Enhanced **financial aid** programming
6. Continue student athletes expansion

