



Faculty Senate Archives

Faculty Senate

Academic year 2019-2020

Attachment 1 to Faculty Senate Meeting February 10, 2020

Enrollment Management

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*.

SEM Goals

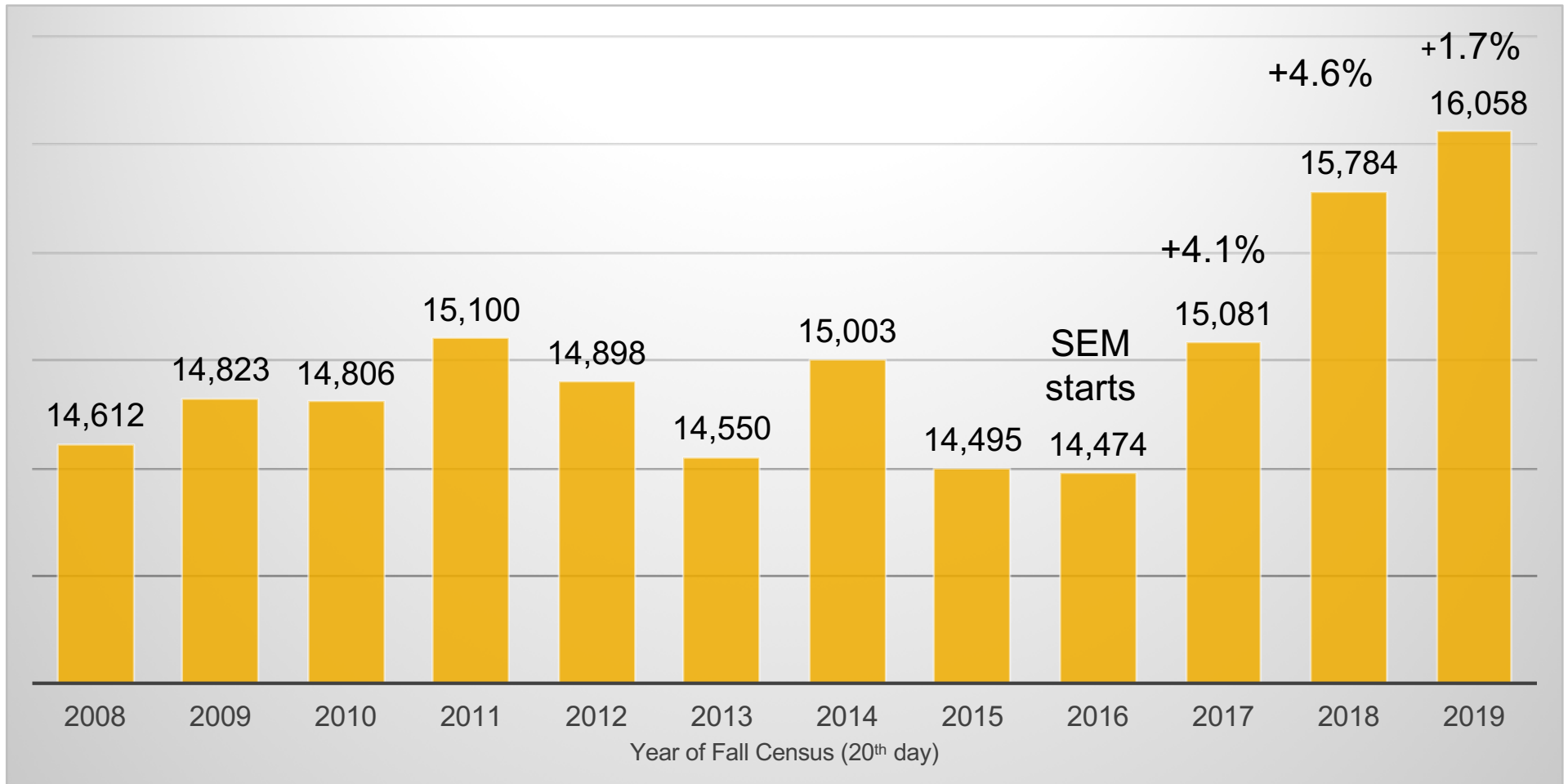
- **Goal 5** – Increase *non-degree* for credit enrollment.
- **Goal 6** – Identify new and *emerging academic programming* that leads to enrollment growth.
- **Goal 7** – Increase enrollment of new fall student in *online* programs.
- **Goal 8** – Increase enrollment of new *transfer* students.

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.

Overall Enrollment 2019-20



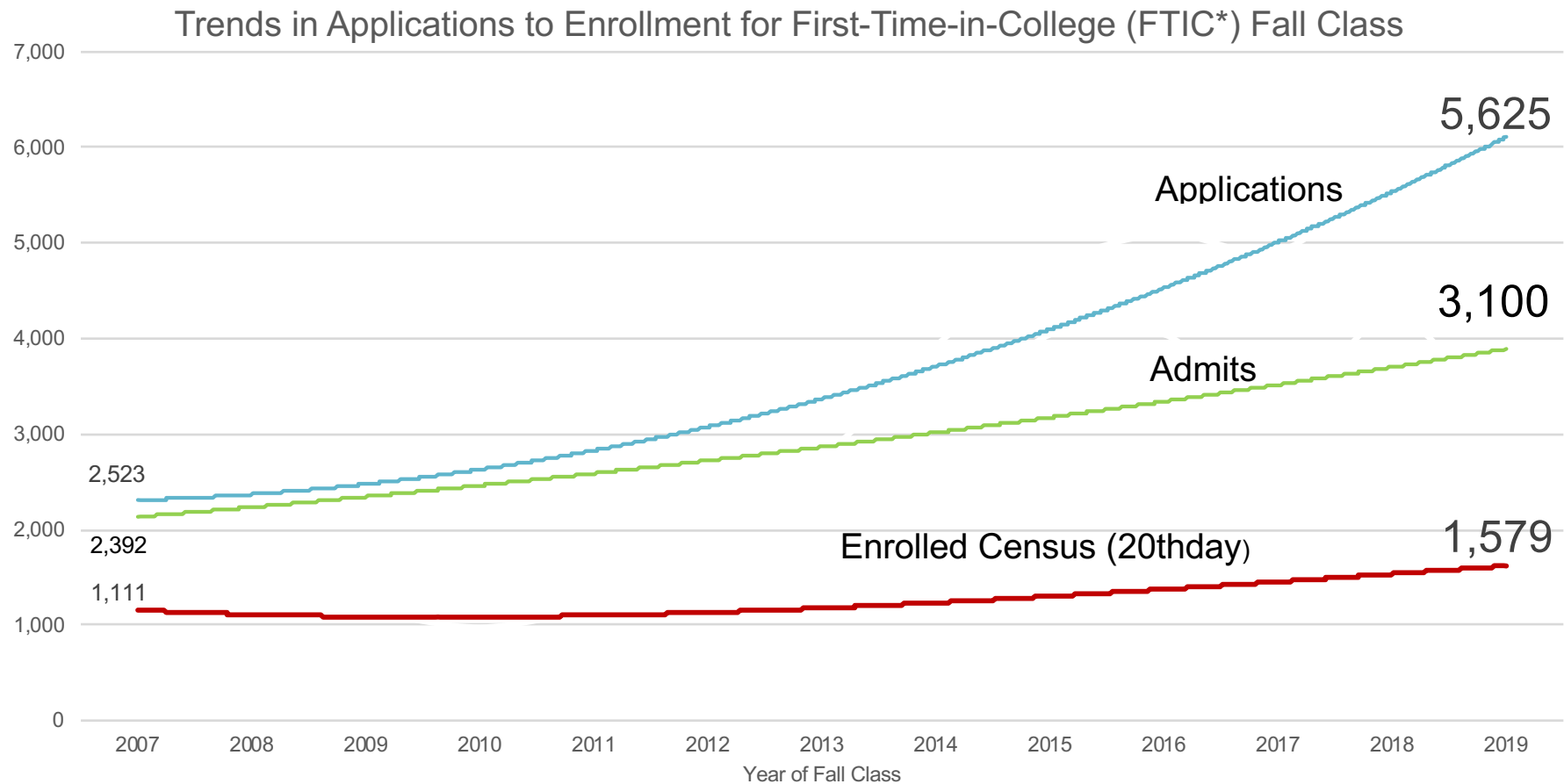
Recruitment–Admissions 2018-19

- 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



* 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...

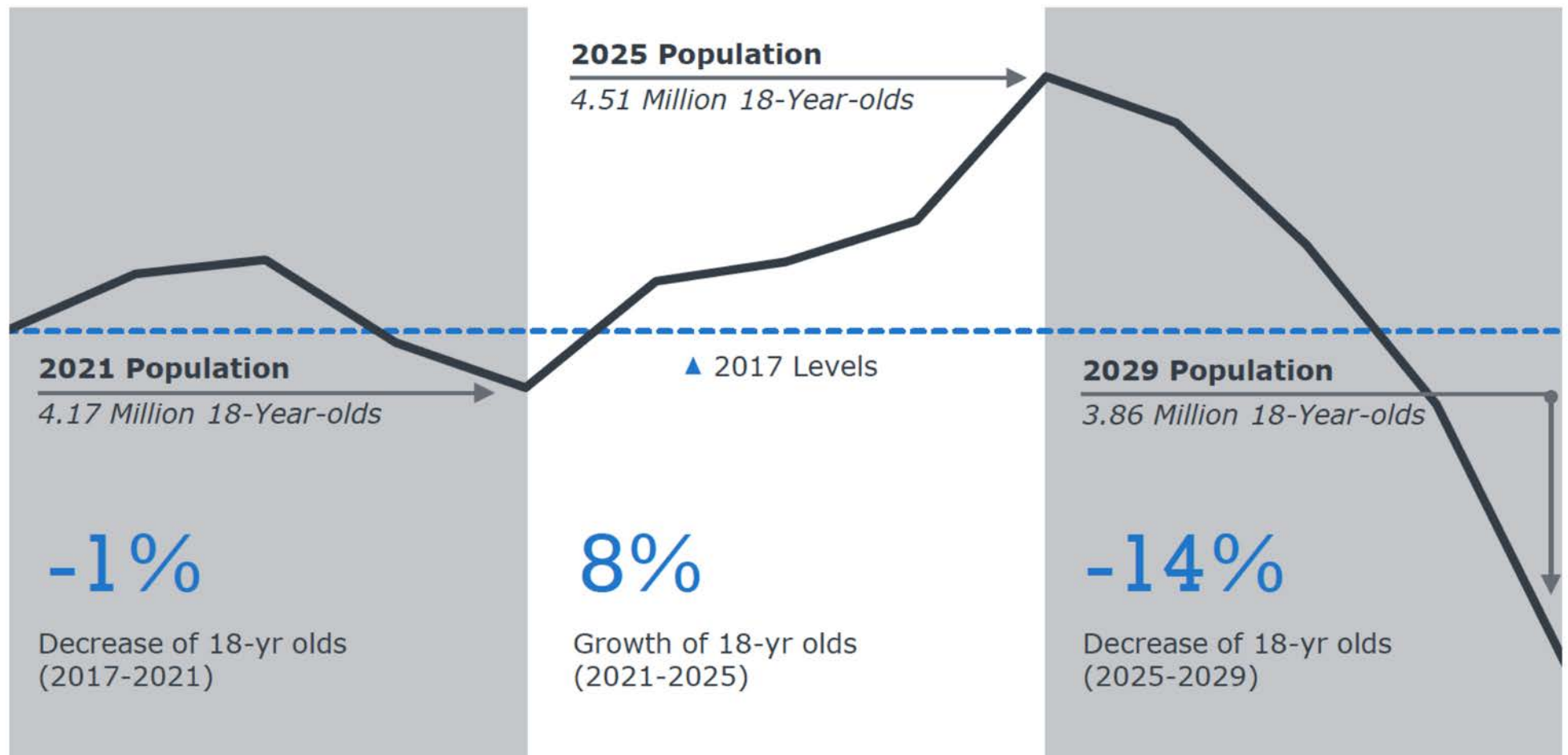
... Followed by Growth Spike...

...Met with A Sharp Decline

2017-2021

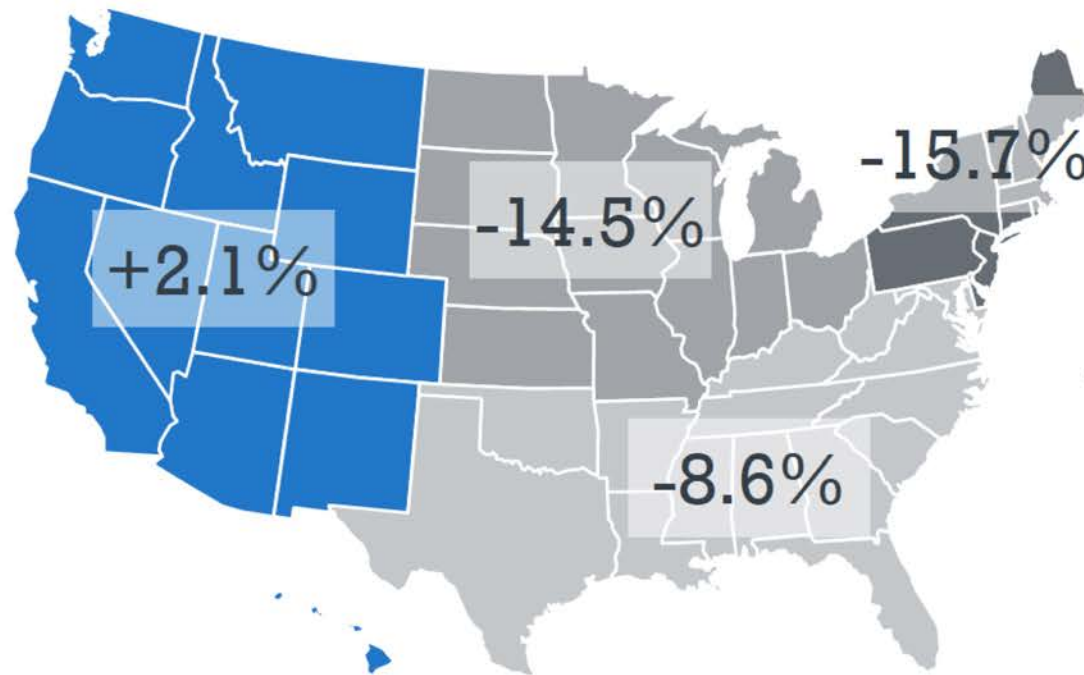
2022-2025

2026-2029



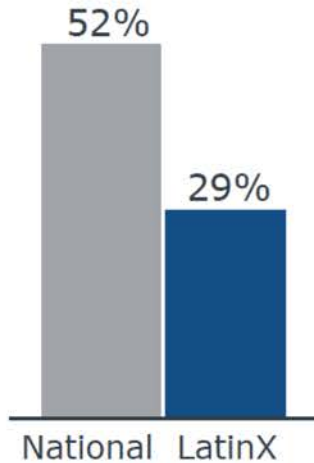
Future Demographics

Projected Change in High School Graduates, 2017-2019



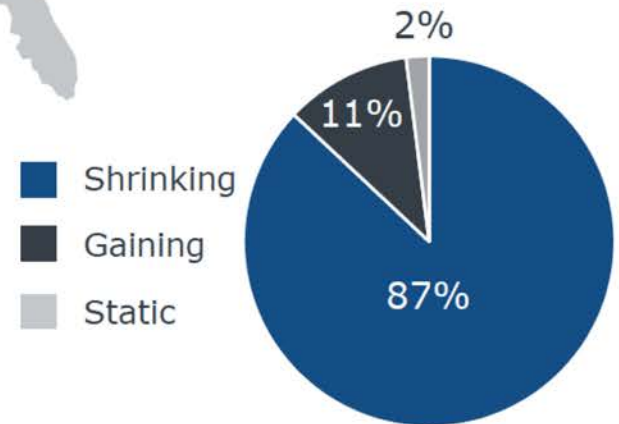
West's Growth is from Least Likely to Attend College

4-Year College Attendance Rates 2017



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

HS Graduate Growth Rates of 46 Metro and Exurb Locations



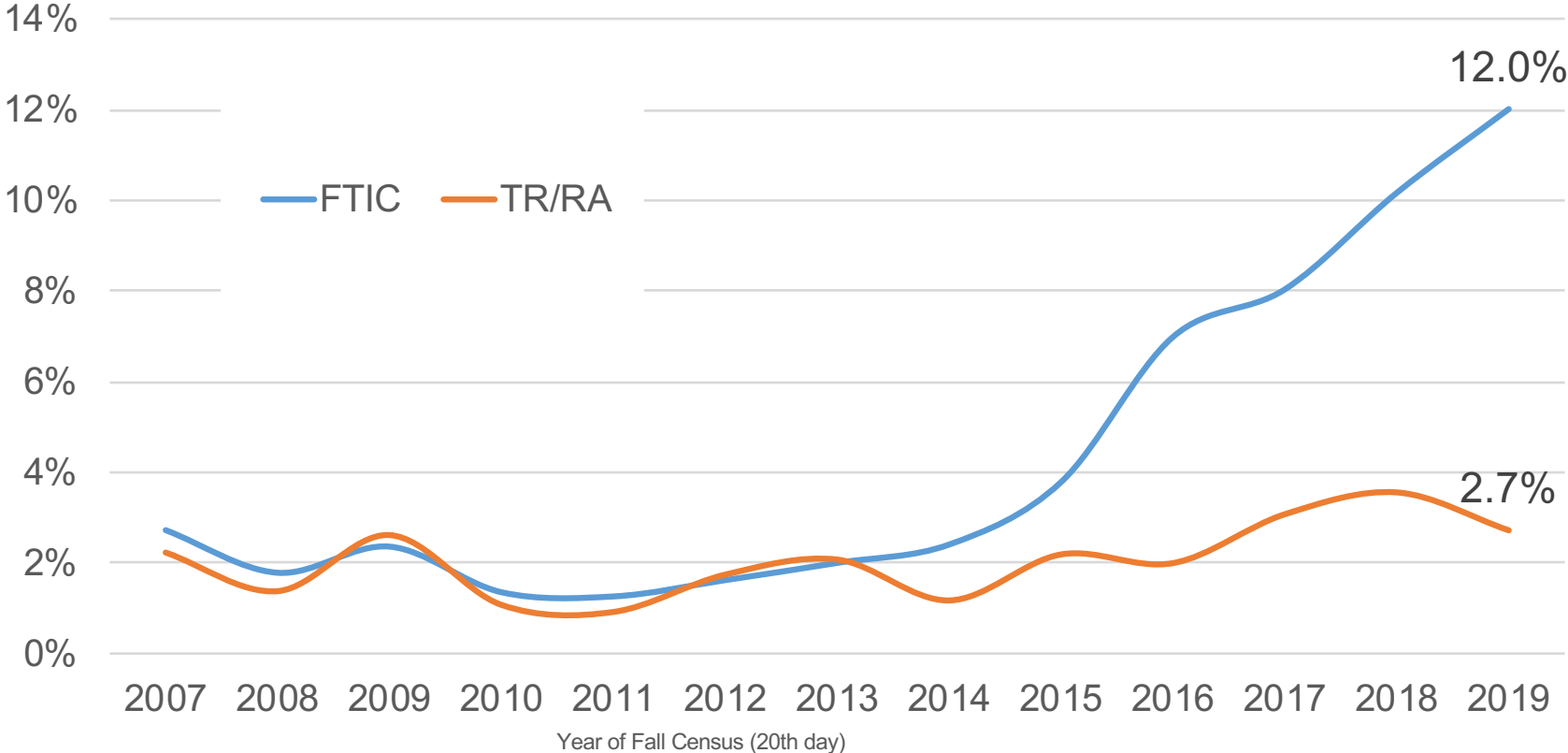
Recruitment

SHOCKER CITY PARTNERSHIP



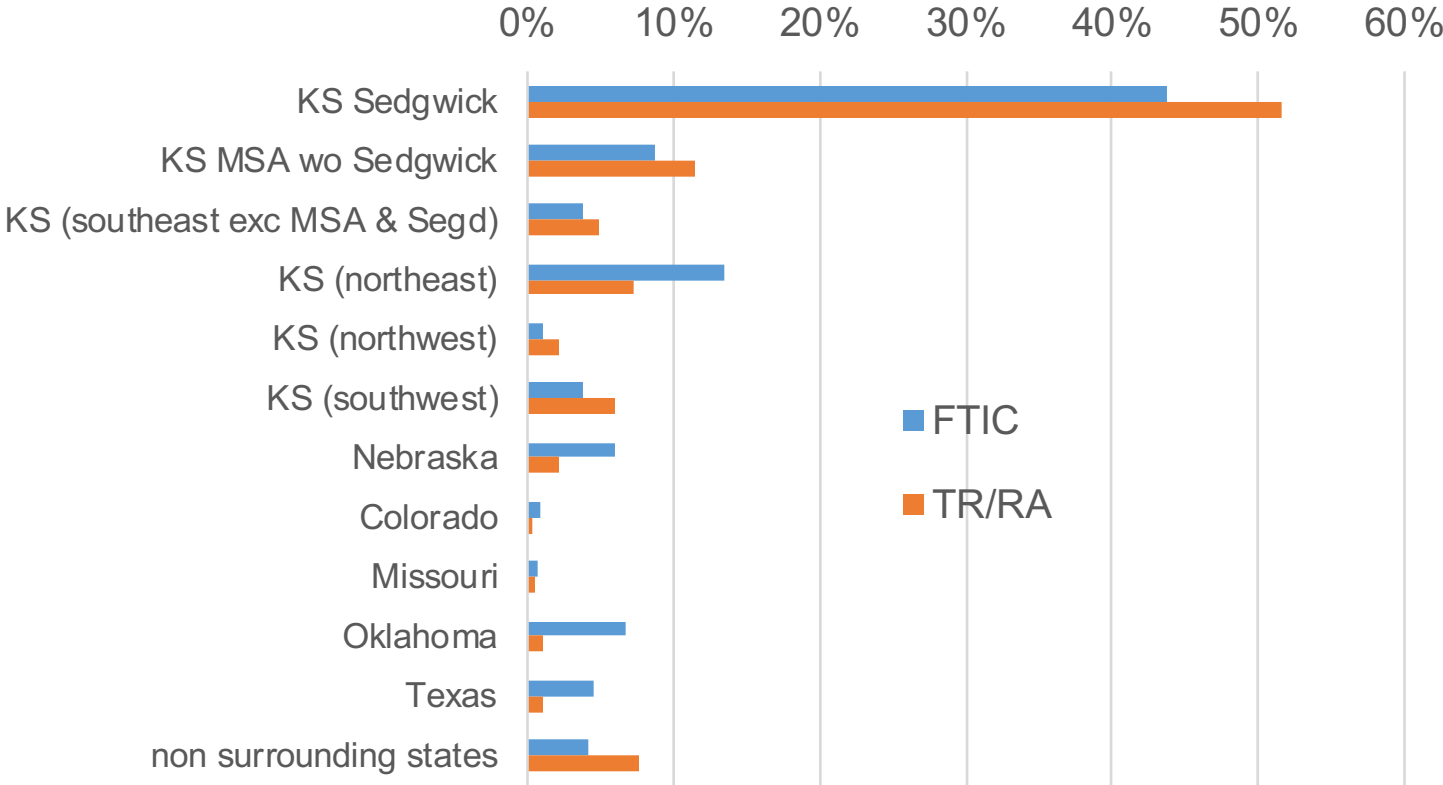
Recruitment

I35 Corridor (Missouri, Oklahoma, Texas)



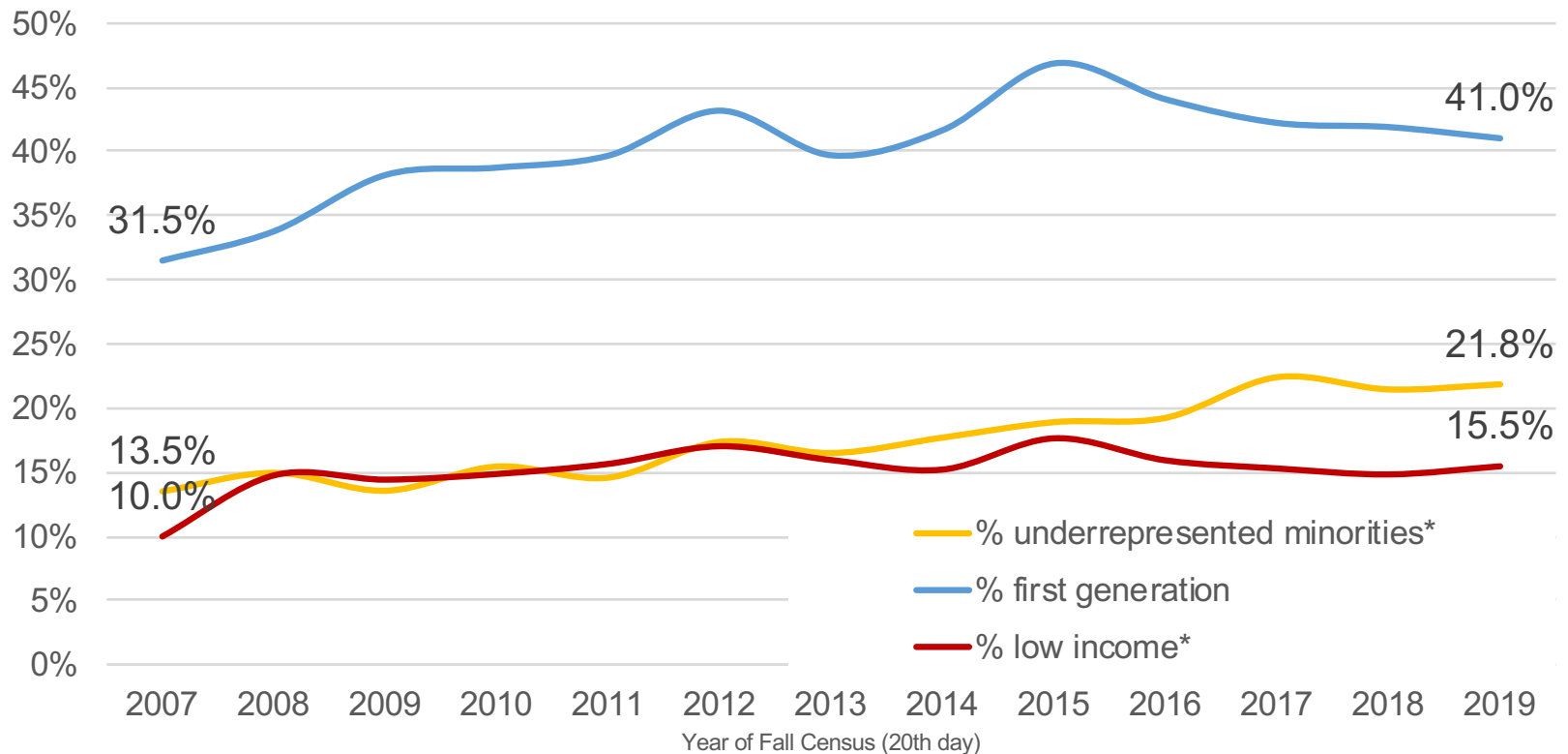
Recruitment

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



Demographics

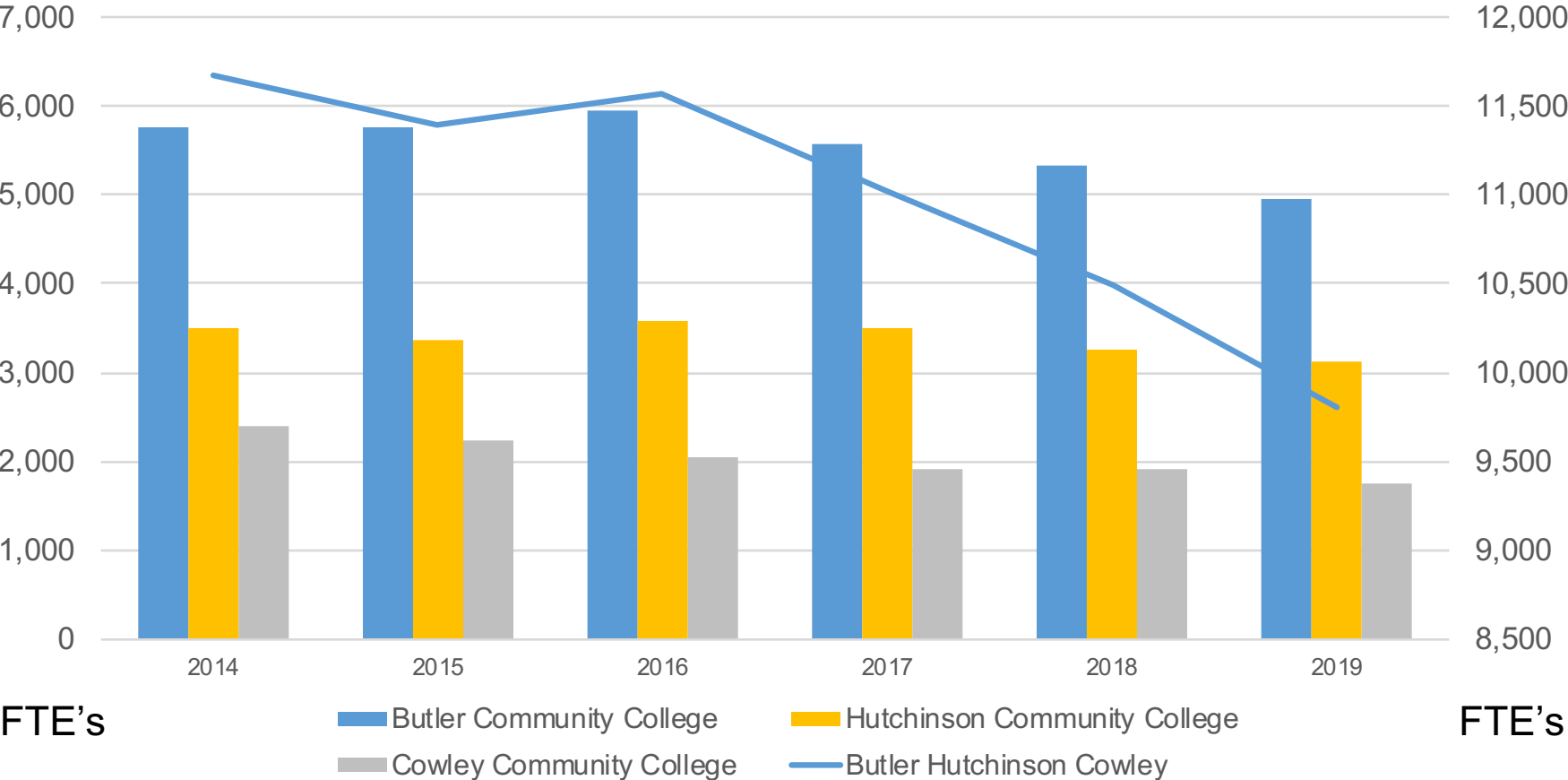
FTIC Enrolled at Fall Census (20th day)



*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.

Declining Community College Enrollment

Transfer Feeders Fall Enrollment



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

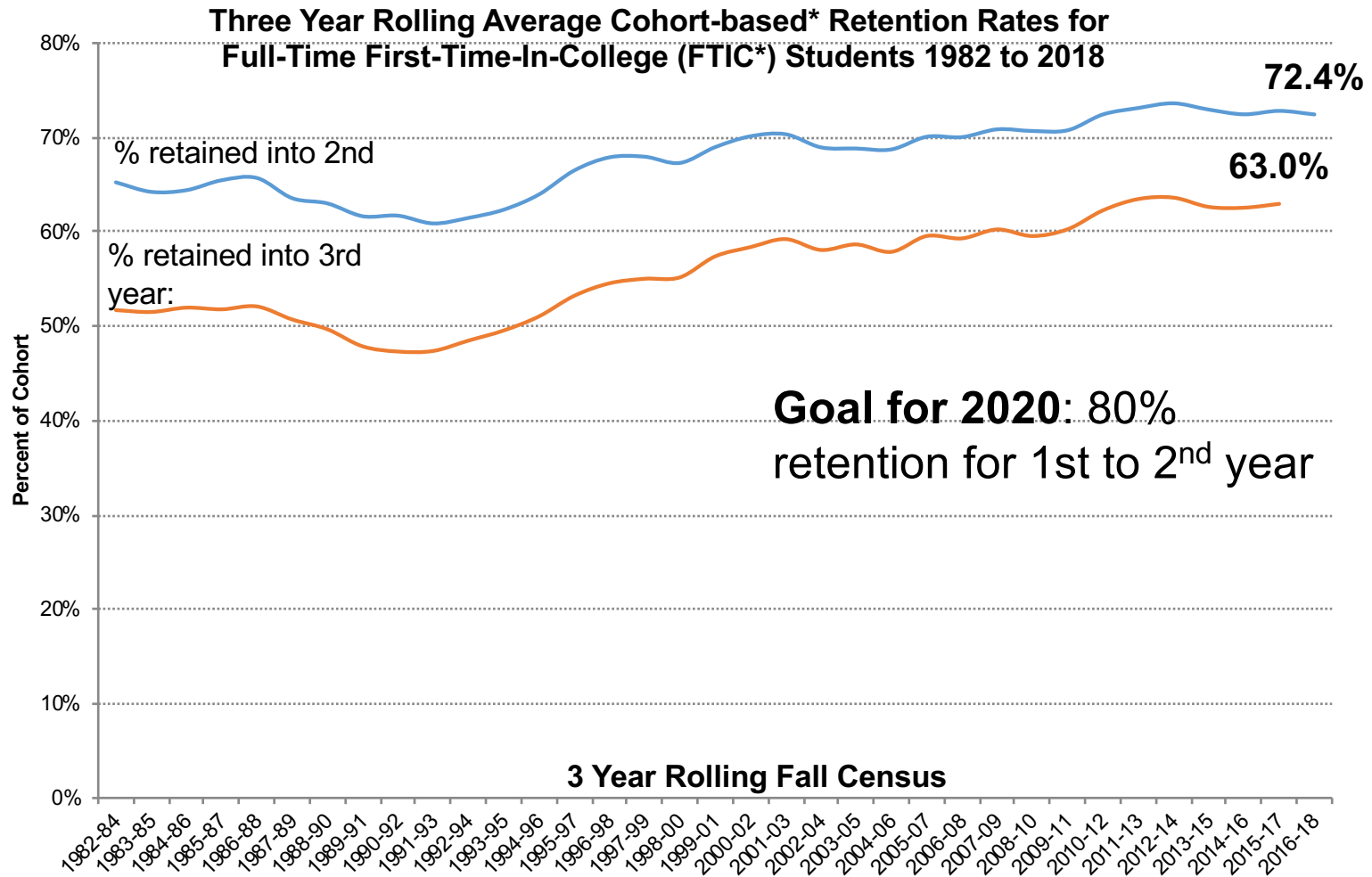
Recruitment Shout Outs

- 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

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



Retention Strategies

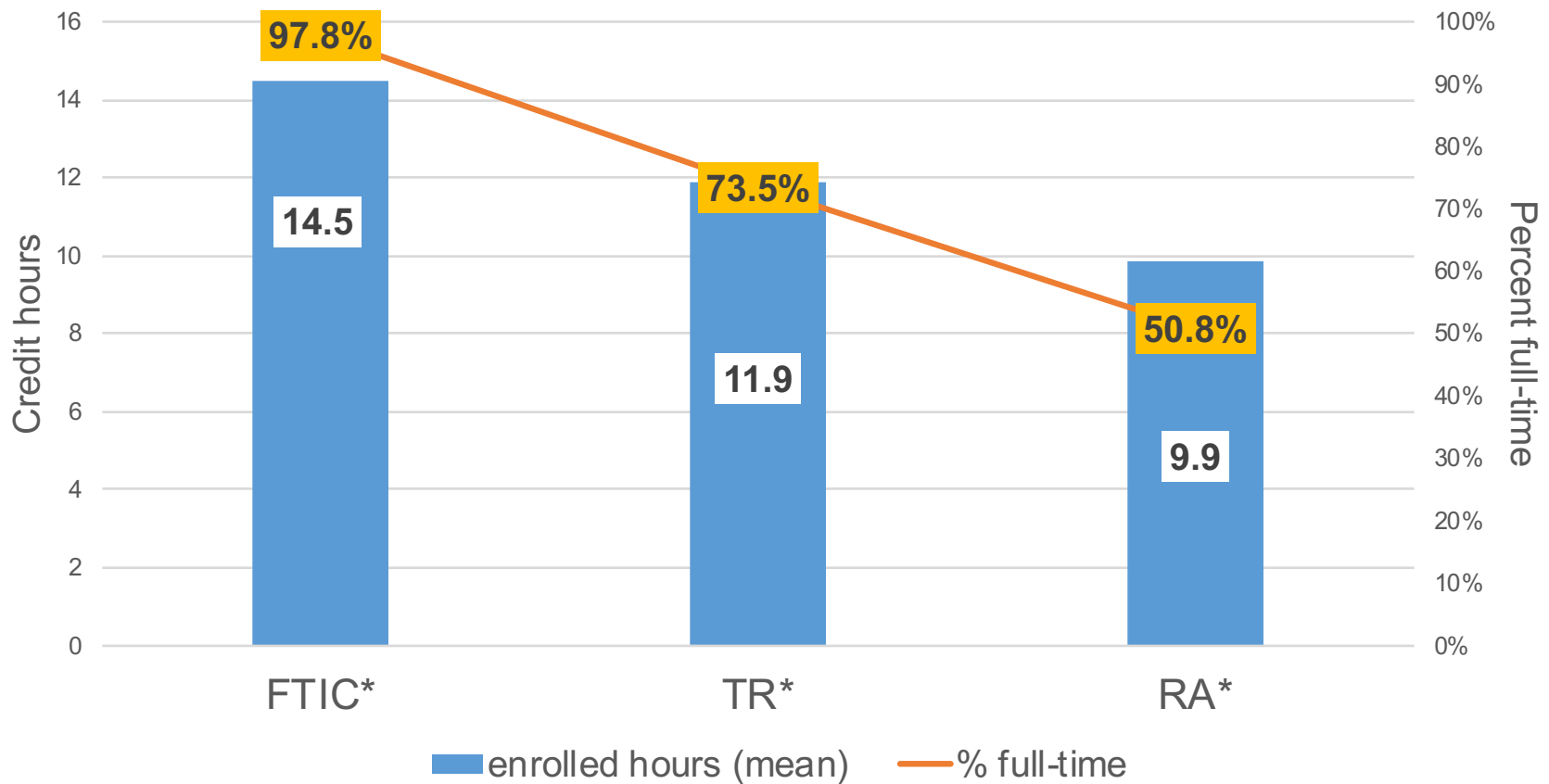
- Regular use of *SEAS Early Alert System* lets students know they are underperforming
- Reach out to students who have *dropped a class* to express concern and interest in their success. Know where to refer them for help.
- Promote *professional development training* related to understanding different 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

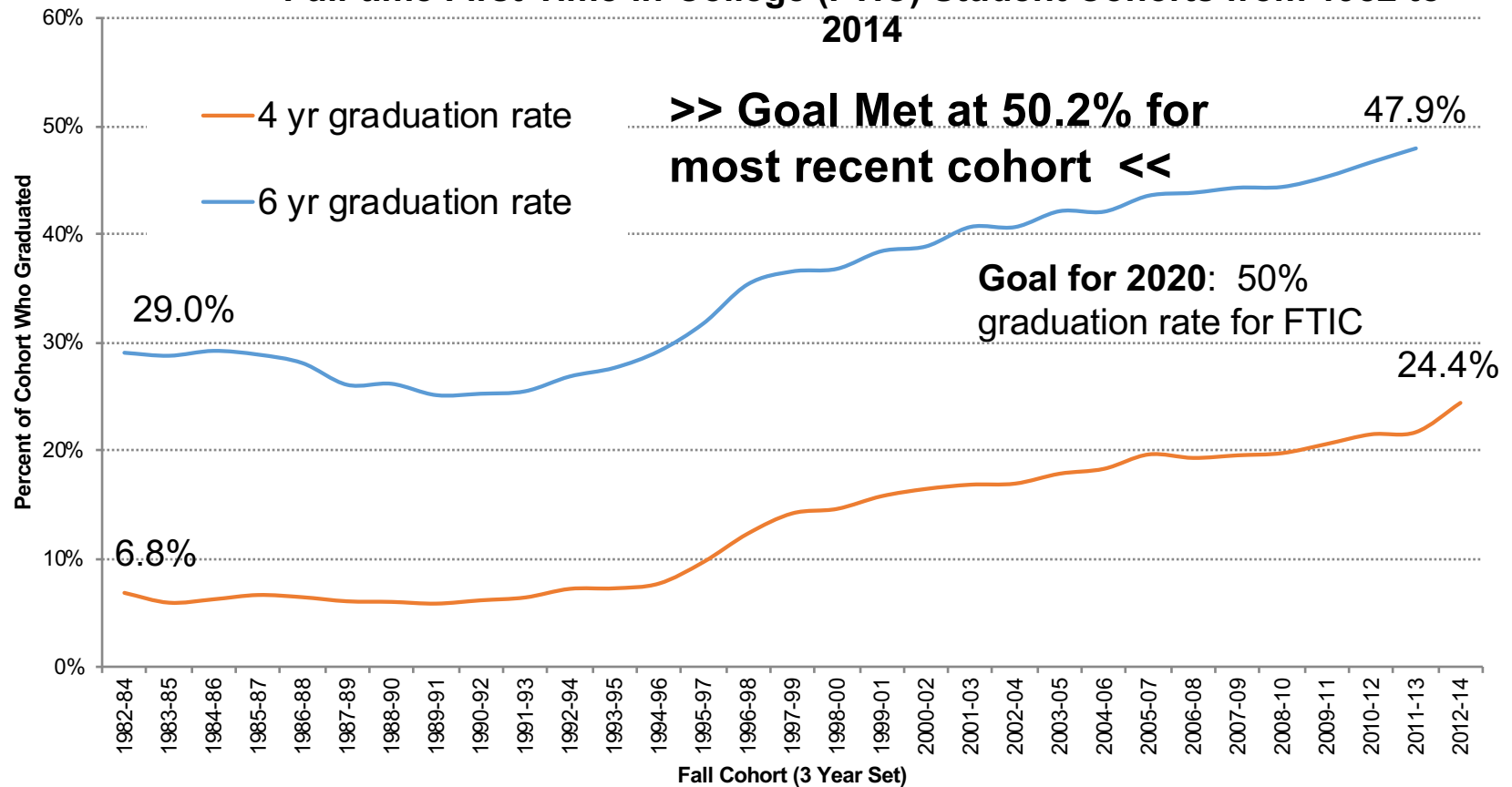
Enrolled Hours and Percent Full-time
Fall 2019 Census (20th day)



*FTIC first-time-in-college; TR transfer students; RA returning adult students.

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



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

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