

# Enrollment Management Enrollment Update Fall 2020

Board of Trustees

July 9, 2020

# Enrollment Progress

<b><u>New Freshmen</u></b>	<b>1-May-20</b>	<b>5-Jul-20</b>	<b>Increase</b>
Enrolled	789	1209	420
<b><u>New Transfer</u></b>			
Enrolled	80	270	190
<b><u>New Graduate</u></b>			
Enrolled	208	391	183
<b><u>Continuing Students Enrolled</u></b>			
Undergraduate	4010	4534	524
Graduate	485	704	219

# Fall 2020 Headcount Status

Student Type	Fall 2019 Census	Fall 2020 Current	Fall 2020 Goal	To Goal
New Freshmen	1,585	1,209	1,585	376
New Transfer	509	270	509	239
New Graduate	545	391	545	154
Continuing (Undergraduate)	4840	4,534	4840	306
Continuing (Graduate)	950	704	950	246
<b>*Total</b>	<b>*8,690</b>	<b>*7,224</b>	<b>*8,690</b>	<b>*1,466</b>

\*Includes Readmits, Non-Degree Seeking

# Adapting Recruitment Strategies

- Drive thru campus tours (nationally recognized)
- Yard sign delivery across Midwest
- New Freshmen – Personalized Enrollment Form
- Graduate Recruitment – Digital Strategies
- Continuing Student Initiative – Outreach Efforts
- Transfer Student Recruitment – 2019 Admitted  
not Enrolled

# Questions