



# Fall 2016 Enrollment Overview and 2017 Plans

*Board of Trustees*  
*September 14, 2016*

*Sara Axelson*  
*Student Affairs*



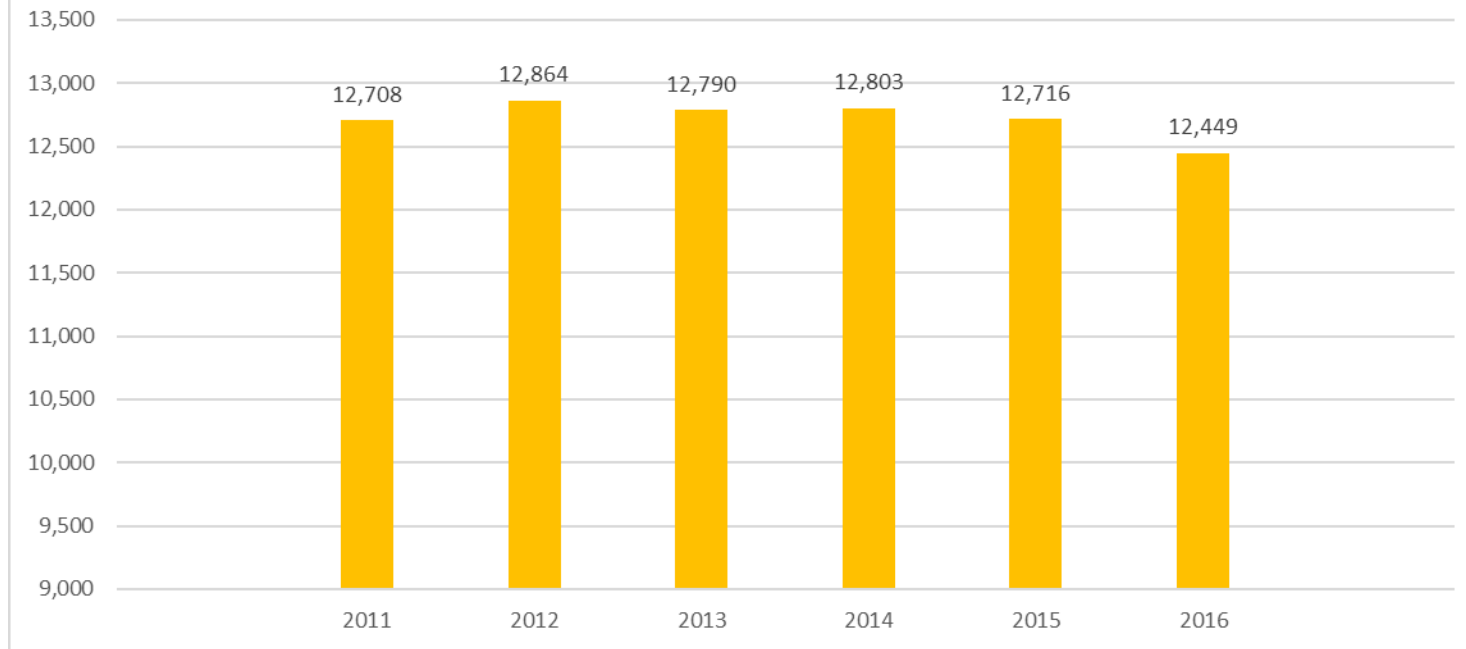
UNIVERSITY OF WYOMING

# Enrollment Overview

- As of the 5<sup>th</sup> class day, Fall 2016 enrollments are down 267 students from last year
  - Laramie Campus -192
    - Undergraduate -211
    - Graduate +19
  - Outreach -75
    - UW Casper +22
    - Outreach Other Sites -68
    - Professional Development -29

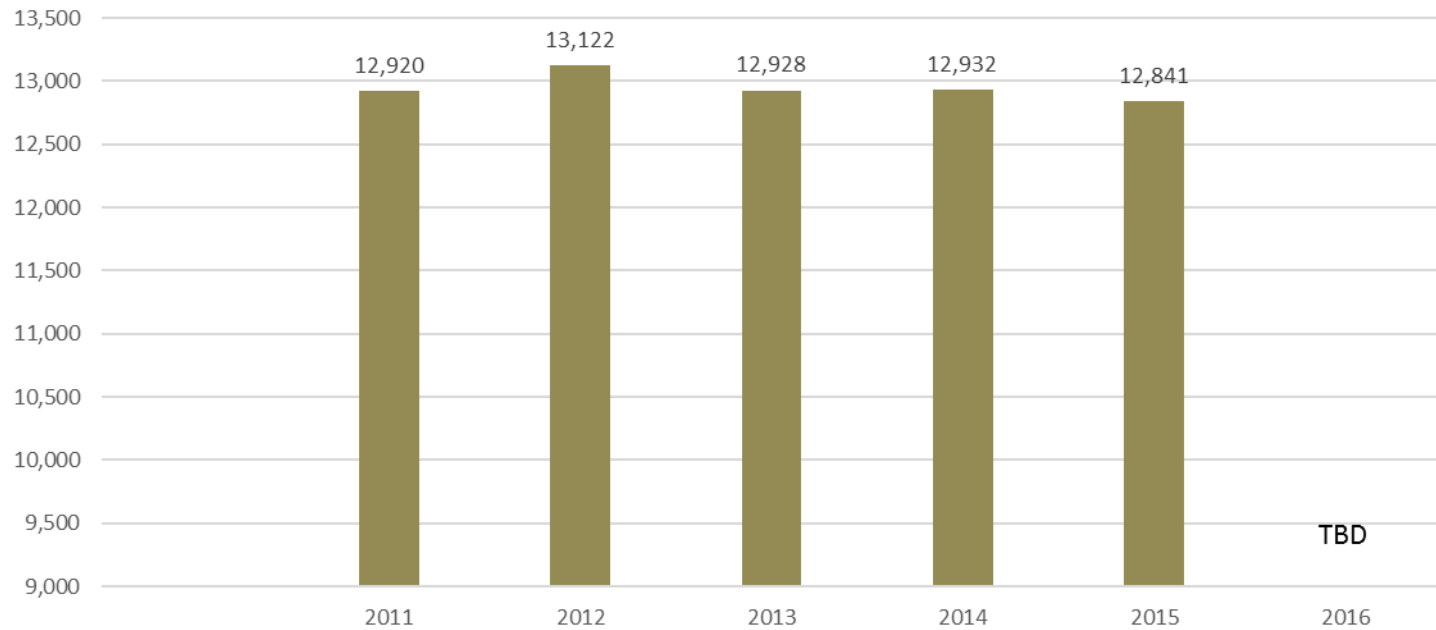


UW Fall Enrollment: 5th Class Day



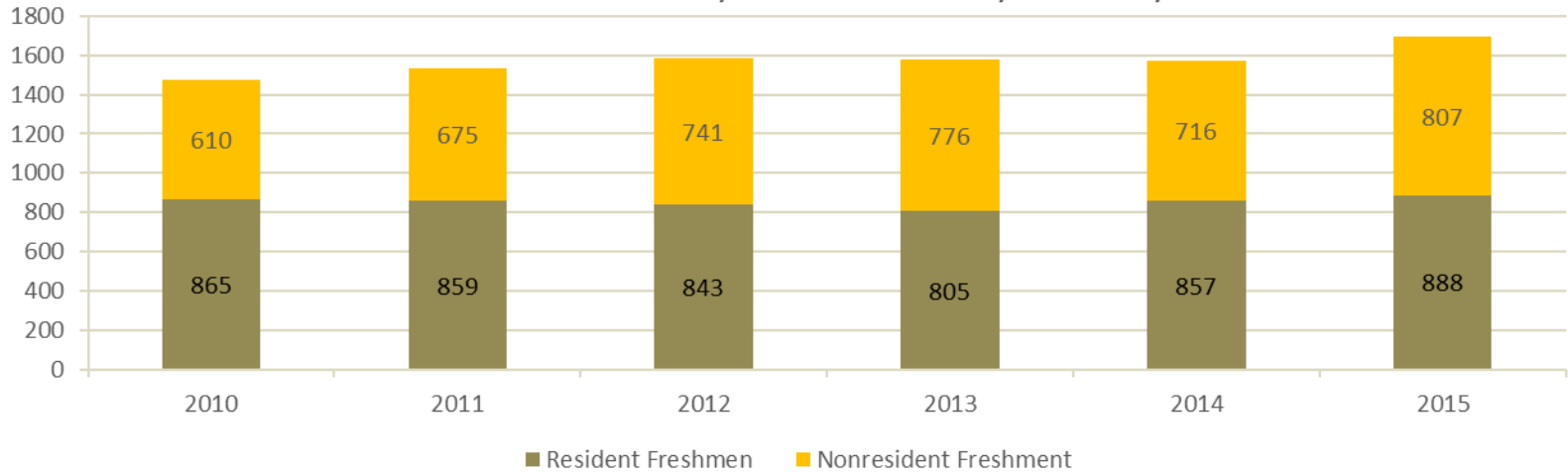
UNIVERSITY OF WYOMING

### UW Fall Enrollment: 15th Class Day

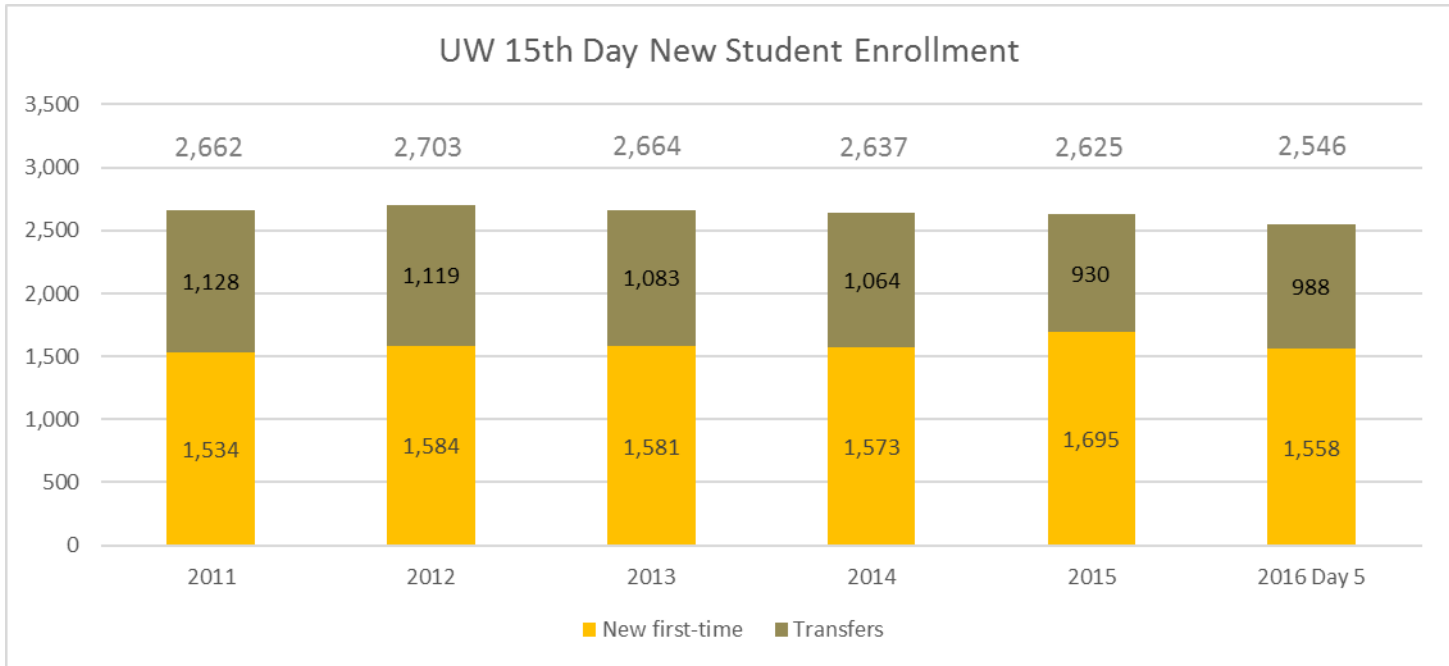


UNIVERSITY OF WYOMING

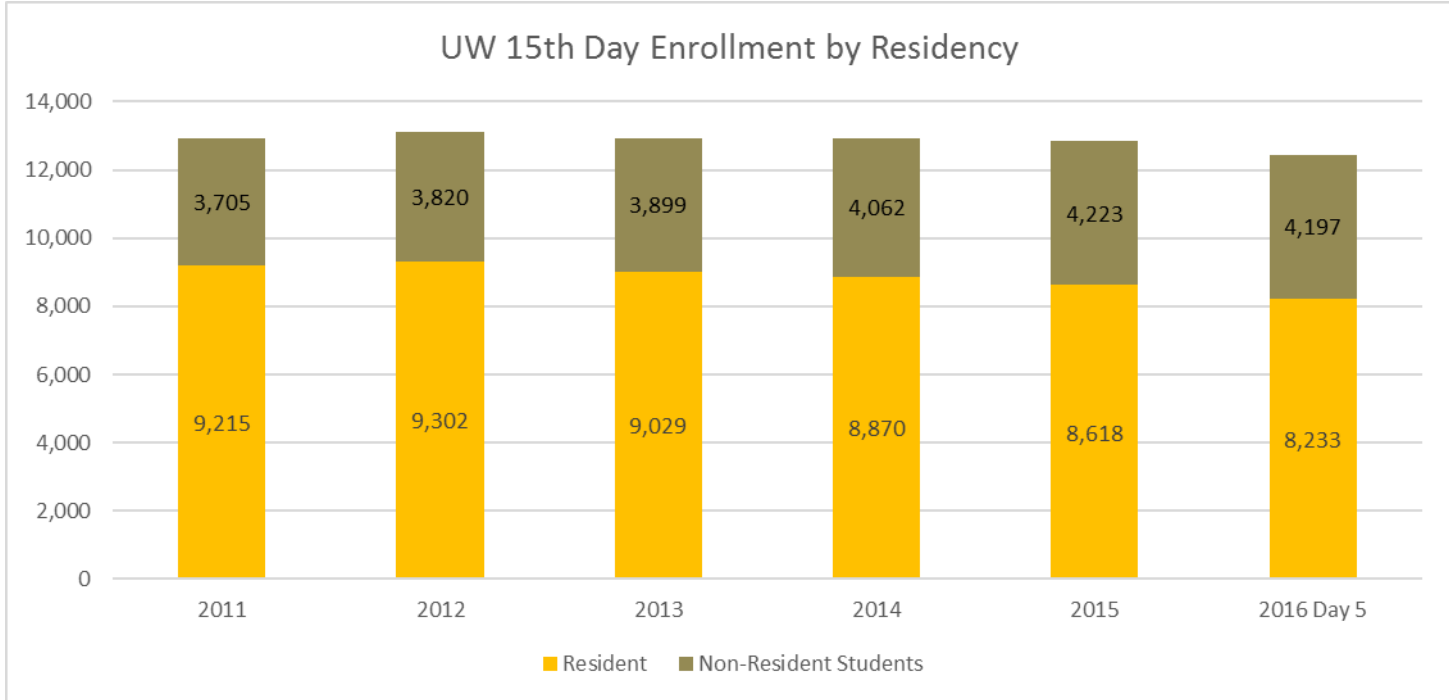
UW 15th Day New Freshmen by Residency



UNIVERSITY OF WYOMING

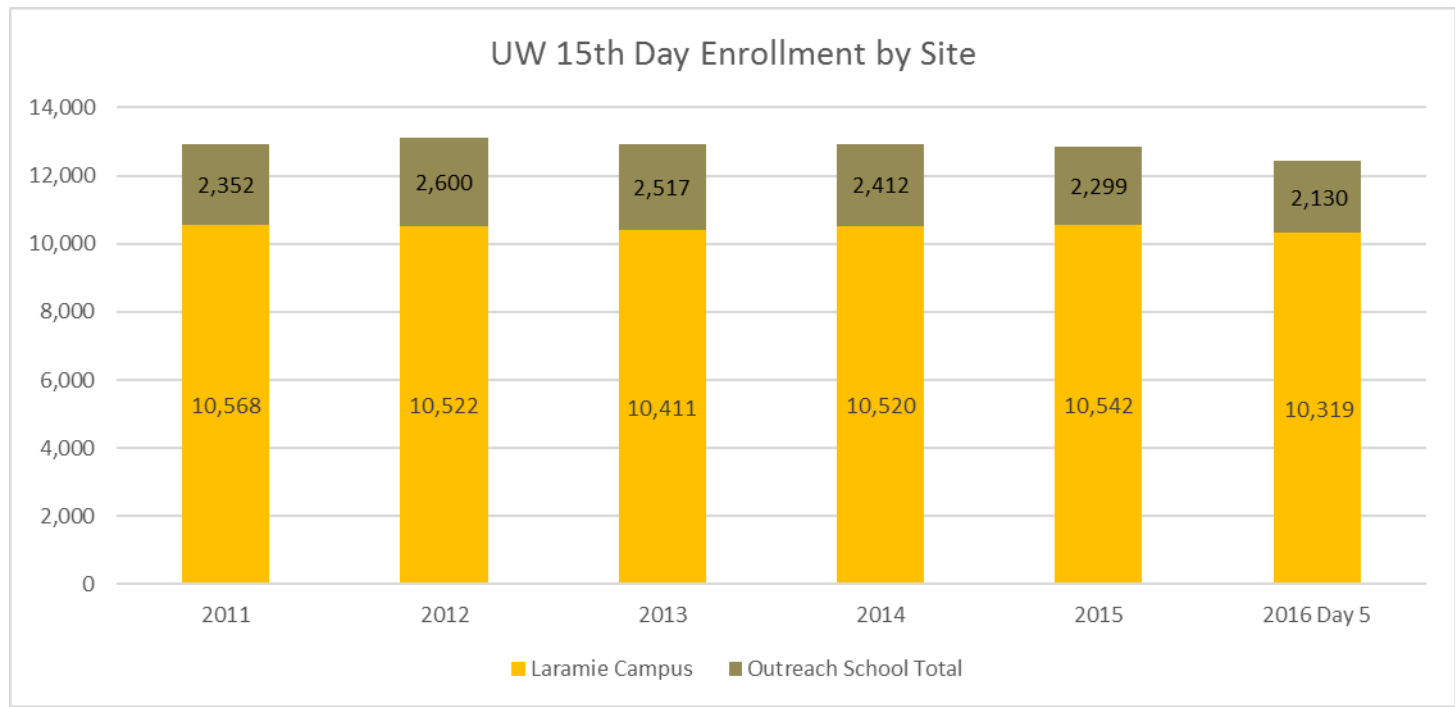


UNIVERSITY OF WYOMING



UNIVERSITY OF WYOMING





UNIVERSITY OF WYOMING



# Lessons Learned

- University Wide Support – Came Up Short
- Evaluating the fall 2016 enrollment cycle
- Find out why prospective new and continuing students didn't enroll or register
  - Direct survey
  - Use the National Student Clearinghouse to see if and where they enrolled



# What Didn't Work

- In mid-May, year-to-date counts indicated UW was down 644 students
  - Added 377 additional registrants, but it was too late to make inroads with new incoming freshmen
  - Spring was down 286 and graduates were up, resulting in a smaller base
  - UW lacks deadlines for student registration and reinstatement
  - Bottom line – Must increase incoming students significantly



# What Did Work

- Reminder calls and emails to undergraduate students to register
- Personal contacts to graduate students encouraging earlier registration
- Social media push
- Offering Foundation scholarships to selected students (still evaluating)



# Fall 2017 Plans

- Working with consultant to increase new students
- Implementing Admissions Recruiting Plan
  - Closer coordination with Institutional Communications and faculty
  - Expanded social media, e-recruiting
  - Additional names purchased
  - Faculty calls and visits to high-ability students
  - Presidential visits to high schools and community colleges, including current students
  - Recruiting plans by college, plus Honors



# Fall 2017 Plans

- Continued Strategies:
  - Follow up in schools where athletes are recruited
  - Outreach; Extension and EOC coordinators coordination with Admissions
  - Expand current students calling prospects- Honors
  - Expand international recruiting
    - International students retain at 84% v 76% UW average
  - Increased presence in Wyoming and regional community colleges



# Fall 2017 Plans

- Continued Strategies:
  - Promote children of alumni rate nationally
  - Involve alumni and boards more effectively in recruiting
  - Focus on yield-building events (admitted student visit days, etc.)
  - Wait until matriculation to convert students to their @uwyo.edu email



# Scholarship Expansion

- New student scholarships centralized and awarded by Admissions and Financial Aid
  - Includes Foundation portfolio
  - Realigning Section I tuition funding
  - Early awards starting in October
- Proposed Presidential Scholarship for top Wyoming
- Implement Proposed Transfer scholarship Program
- Push for early filing of the FAFSA





# Retention Program Expansion

- Analytics and management tool
- Success coaching
- Tutoring
- Shaping the class
- Advising Reboot



# Promotional Message

- Refine UW Message with Institutional Communication:
  - High quality
  - Public Research and Land Grant University
  - Vast Study Abroad and Undergraduate Research Opportunities
  - Co-op and internships available with industry



UNIVERSITY OF WYOMING



Questions?

Sara Axelson  
Vice President  
Student Affairs

[saxelson@uwyo.edu](mailto:saxelson@uwyo.edu)

307-766-5561



UNIVERSITY OF WYOMING