Fall 2016 Enrollment Overview and 2017 Plans

Board of Trustees
September 14, 2016

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Student Affairs
### Enrollment Overview

- As of the 5th 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: 15th Class Day

- 2011: 12,920
- 2012: 13,122
- 2013: 12,928
- 2014: 12,932
- 2015: 12,841
- 2016: TBD
UW 15th Day Enrollment by Residency

<table>
<thead>
<tr>
<th>Year</th>
<th>Resident</th>
<th>Non-Resident Students</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011</td>
<td>9,215</td>
<td>3,705</td>
</tr>
<tr>
<td>2012</td>
<td>9,302</td>
<td>3,820</td>
</tr>
<tr>
<td>2013</td>
<td>9,029</td>
<td>3,899</td>
</tr>
<tr>
<td>2014</td>
<td>8,870</td>
<td>4,062</td>
</tr>
<tr>
<td>2015</td>
<td>8,618</td>
<td>4,223</td>
</tr>
<tr>
<td>2016 Day 5</td>
<td>8,233</td>
<td>4,197</td>
</tr>
</tbody>
</table>

- Resident
- Non-Resident Students
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
Questions?

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