



Fall 2016 Enrollment Overview and 2017 Plans

Board of Trustees
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Student Affairs



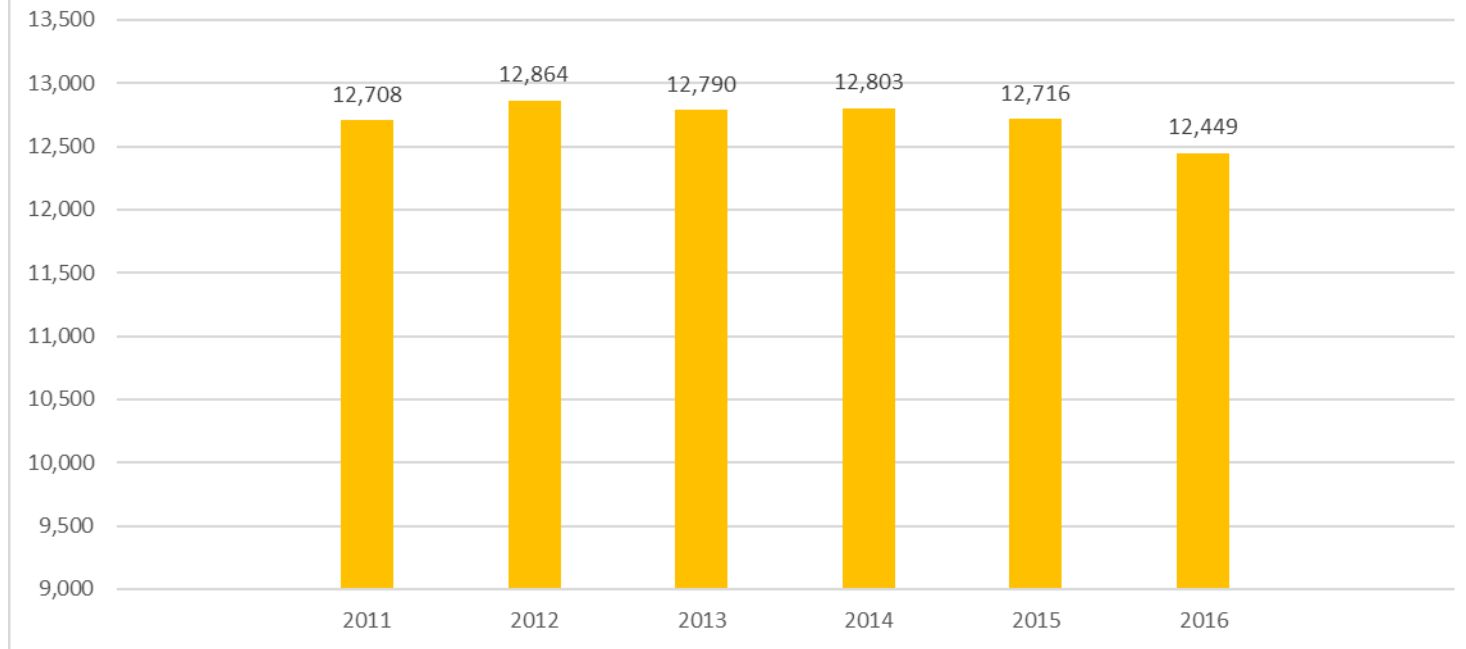
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Enrollment Overview

- 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

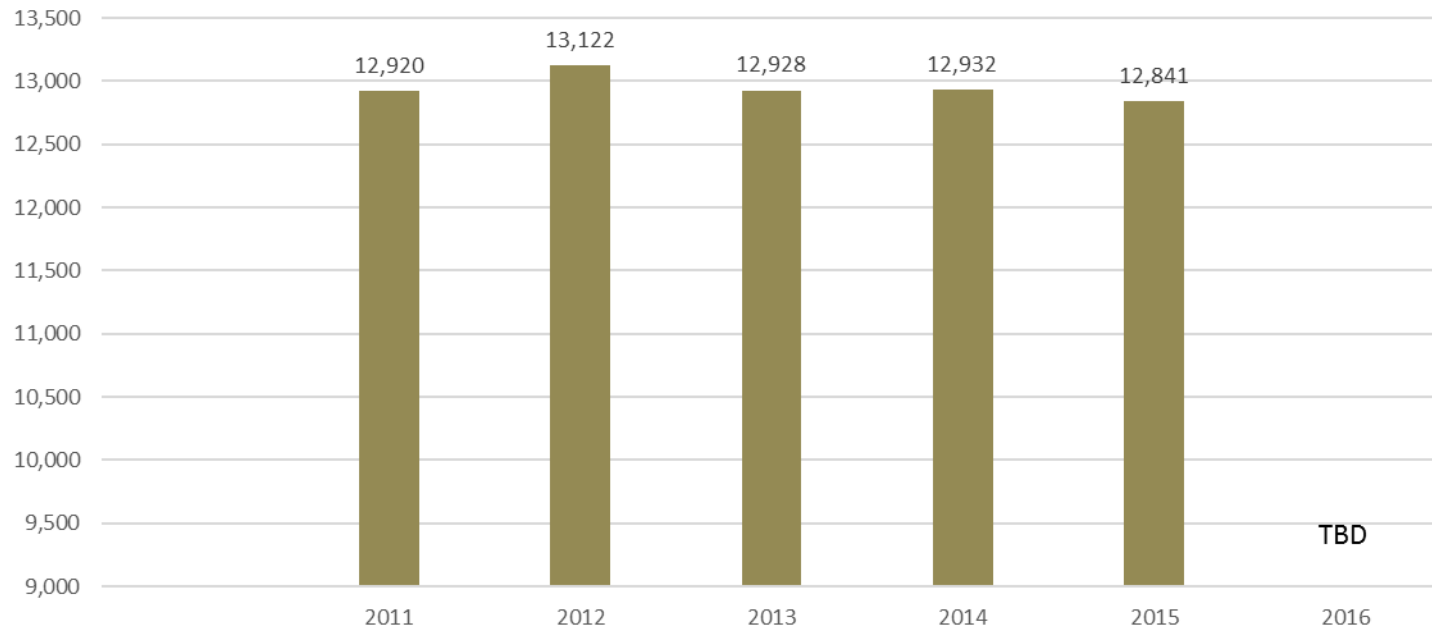


UW Fall Enrollment: 5th Class Day



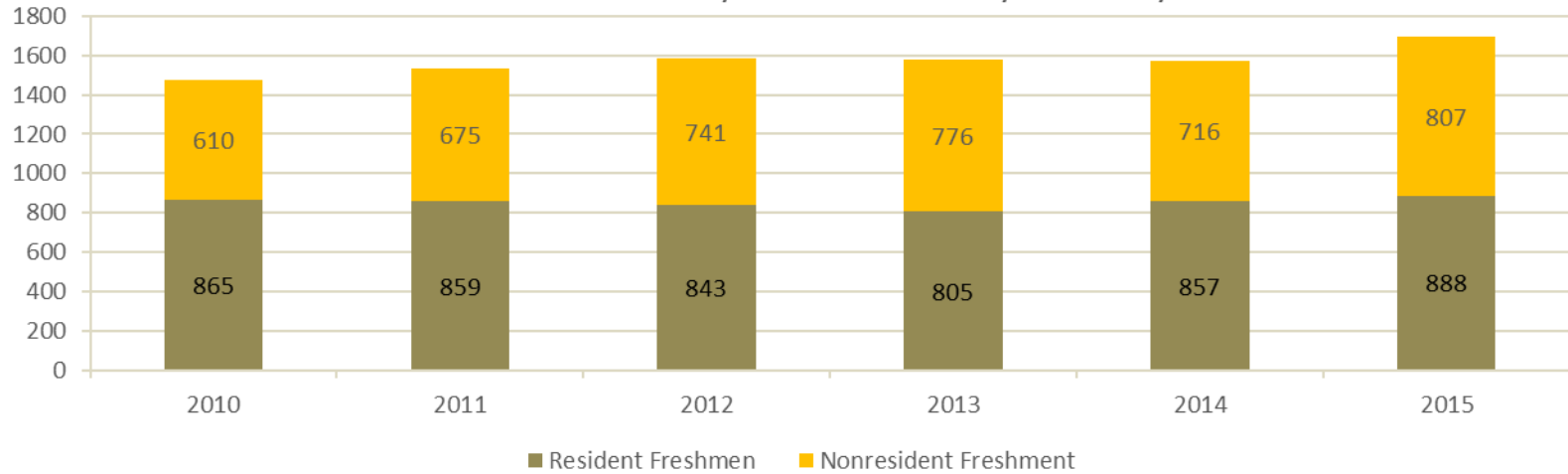
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UW Fall Enrollment: 15th Class Day

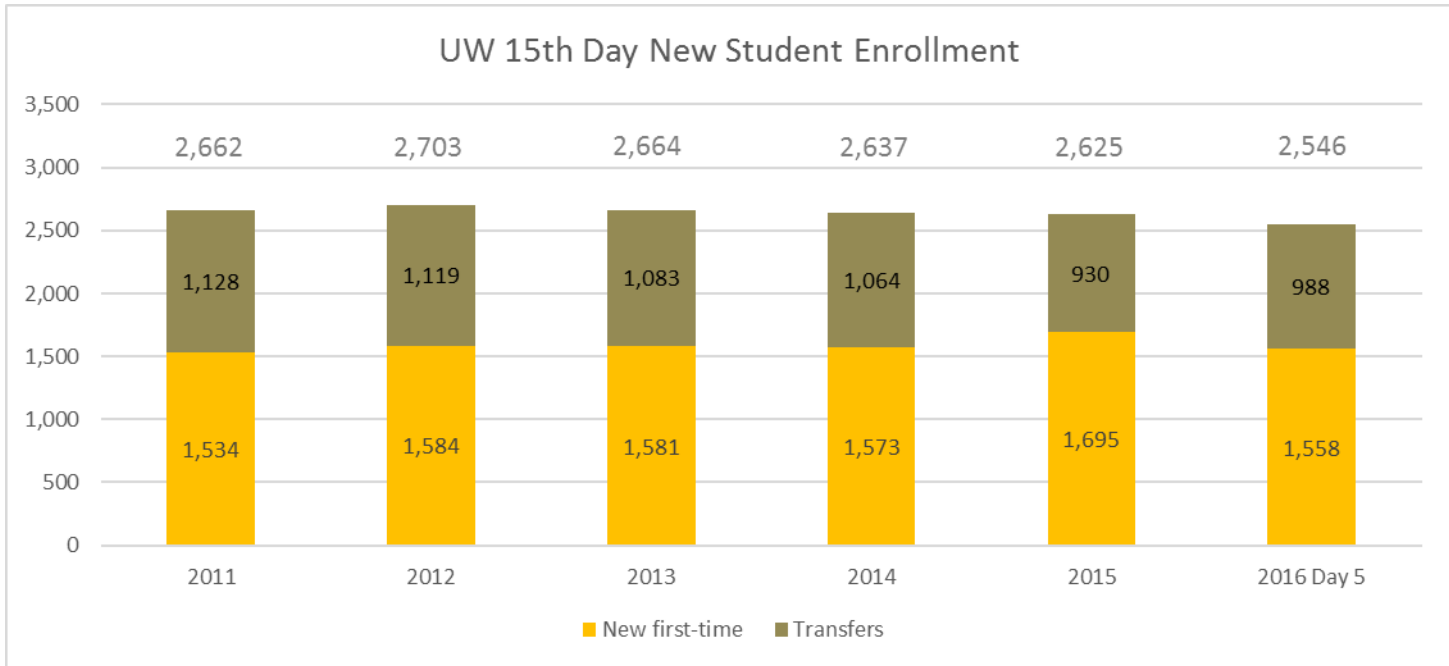


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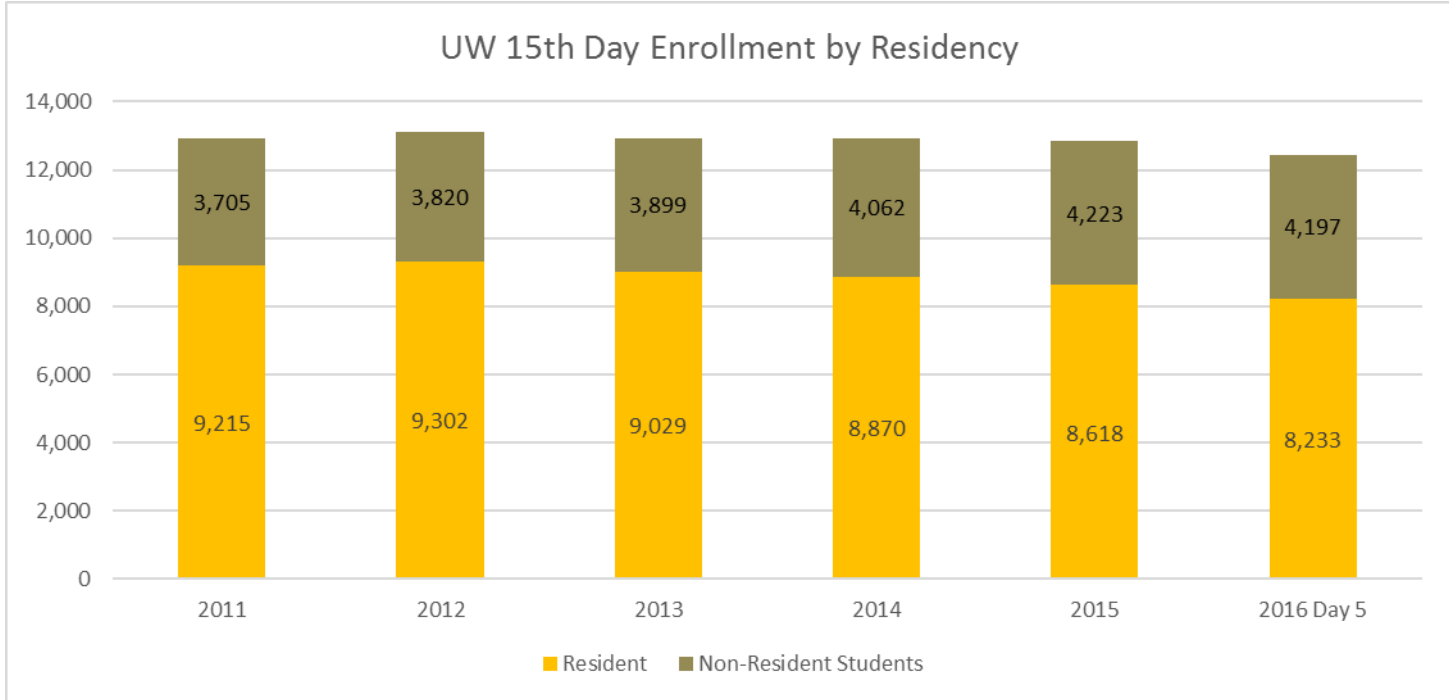
UW 15th Day New Freshmen by Residency



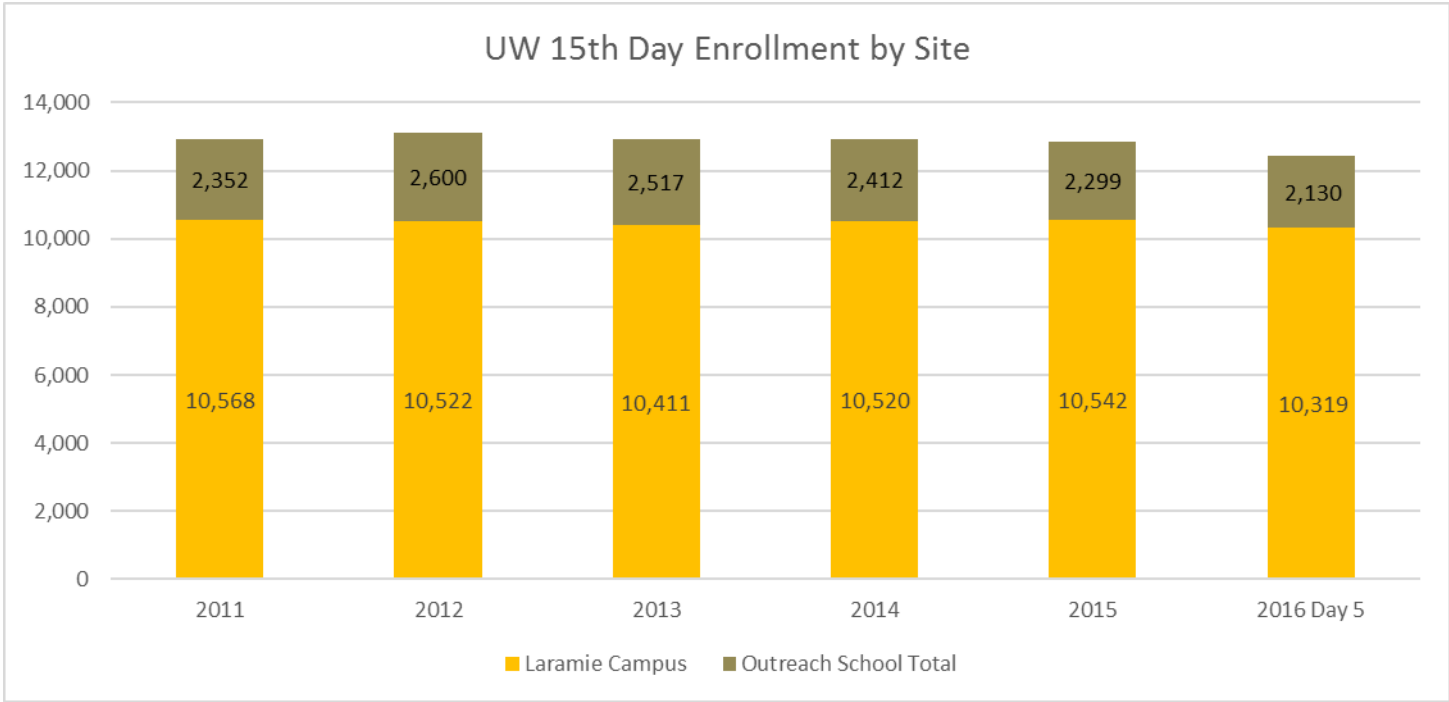
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Lessons Learned

- 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



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Questions?

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