

# PUTTING OUT THE COWBOY CALL

Enrollment Management  
Planning Comprehensive Report



## Campus Visitors

since July 1, 2018

**2,197 visits**

with **3,144 guests** in addition to student  
(i.e. parents, siblings, etc.)

Landing page views increased

**452%** last year;  
with almost half a million views

Text messages from Cowboy Joe

**788,269**

**~\$70 Million**

Total aid awarded

**412,589**

Print pieces that were either sent here for events or sent to prospective students last year

Submitted applications from 7/1/2018-6/30/2019:

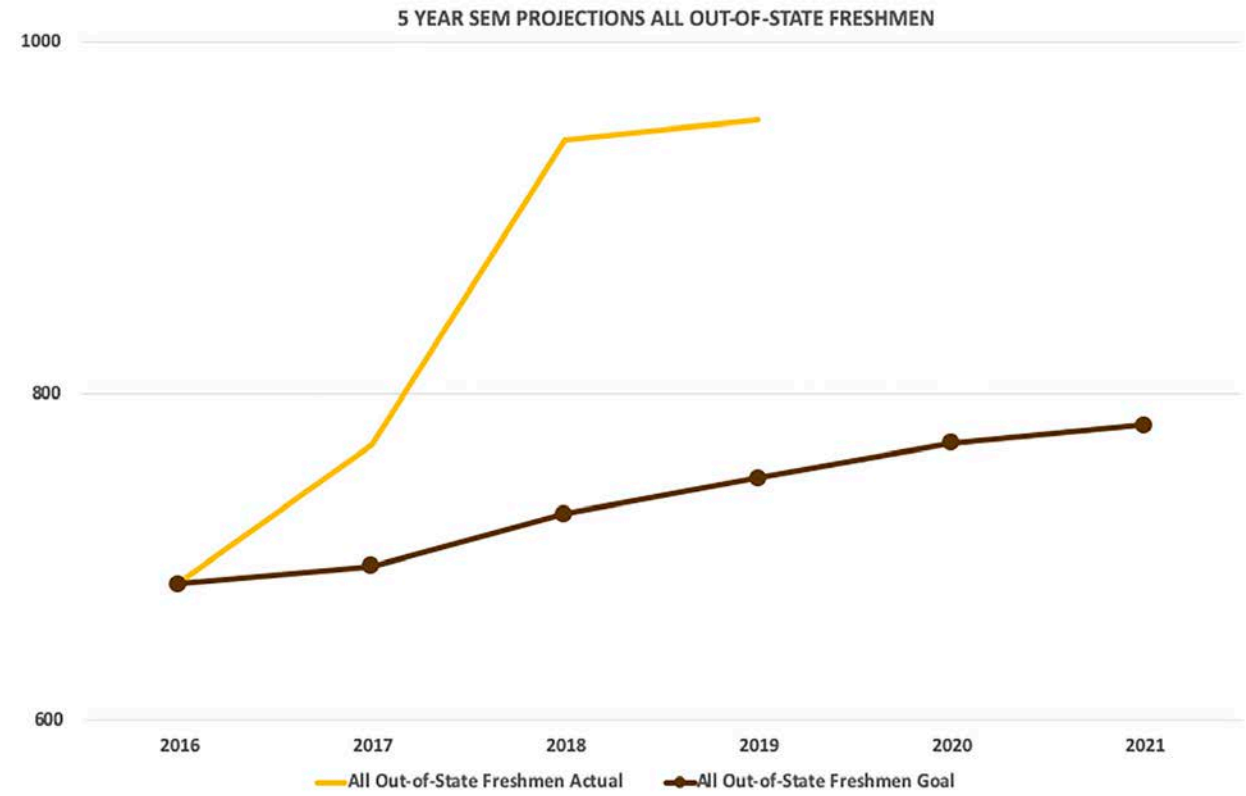
**12,659**



# State of Enrollment – National Landscape

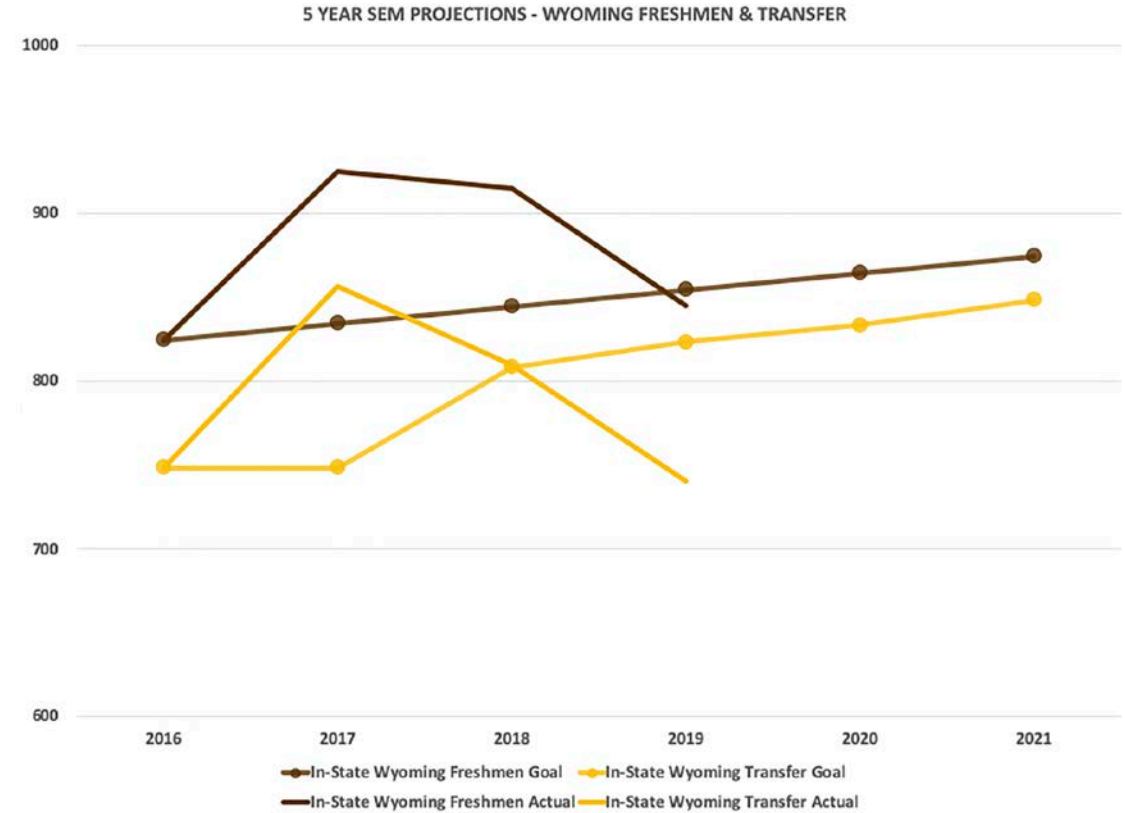
**UW out-performing national trends**

- Nat'l data points to a 4% decline



# State of Enrollment in Wyoming

- SEM Plan #s did not account for extraction decline
- 2021 points to enrollment recovery



# UW's Response – Nationally

## Need for sophisticated marketing

- Yield Modeling
- Retargeting
- Focused travel and recruitment analytics

2018-2019 Out-of-State Student  
**COST ESTIMATE**

**\*OUT-OF-STATE RESIDENTS**  
If you are a resident from any state in the U.S. outside of Wyoming, you are an out-of-state student.

COSTS	*OUT-OF-STATE RESIDENTS		**CHILDREN OF ALIEN	
	SUMMER	ACADEMIC YEAR	SUMMER	ACADEMIC YEAR
Tuition	\$6,000	\$6,500	\$1,000	\$1,000
Monetary fees	\$500	\$1,500	\$500	\$1,500
Advising fees	\$50	\$50	\$50	\$50
Program fees	Varies	Varies	Varies	Varies
Books	\$1,000	\$1,000	\$1,000	\$1,000
Board/Meal Plan	\$1,500	\$1,500	\$1,500	\$1,500
Books/Supplies	\$500	\$500	\$500	\$500
Travel/Personal	\$1,000	\$1,000	\$1,000	\$1,000
<b>TOTAL</b>	<b>\$12,600</b>	<b>\$14,000</b>	<b>\$6,500</b>	<b>\$6,500</b>

**UNIVERSITY OF WYOMING**  
2018-19 OUT-OF-STATE STUDENTS

*THE WORLD NEEDS MORE COWBOYS.*

The University of Wyoming is home to students and faculty who face the world with unshakable optimism and unshakable determination. As the state's only four-year institution we've been bucking the system since 1896. In Laramie, you'll find a safe, close-knit community that rallies around the Wyoming cowboy and provides endless beauty and adventure in the surrounding mountains and plains.

**GET STARTED TODAY**

We welcome all students to apply and will consider each student based on their individual achievement. In addition to completing an online application, students must send an official transcript and official test scores to the UW Admissions Office. Applications require a \$40 application fee.

Apply Online: [uwyo.edu/apply](http://uwyo.edu/apply) or [commonapp.org](http://commonapp.org)

**ADMISSION REQUIREMENTS**

3.0 GPA unweighted  
21 ACT or 1050 SAT

High School Success Curriculum

- 4 years English\* • 3 years Social Science\*
- 4 years Math\* • 2 years Foreign Language\*
- 4 years Science\* • 2 years Additional Coursework\*

\*Specific course information is available on our website.  
For alternative admission categories, go to [wyo.edu/admissions](http://wyo.edu/admissions)

**DO YOU KNOW UWYO?**

UW is home to 12,450 students

Students are from all 50 U.S. states and 88 countries

15:1 student-to-faculty ratio

91% of classes are taught by professors

50% resident / 50% non-resident (New first-time students)

Located 7,220 feet above sea level

80+ clinics and outdoor adventures a year

250+ recognized student organizations and clubs

NCAA Division I athletics in the Mountain West Conference

400+ international study abroad locations

**ROCKY MOUNTAIN SCHOLARS AWARD**

Scholars Award provides one of many opportunities for students to receive financial aid. Use the grid criteria including school GPA (4.0 unweighted scale) or SAT score.

Mountain Scholars or WUE eligibility: students must submit all application materials and confirm Rocky Mountain Scholars and Award. Awards are given for spring for 4 years if a 3.0 GPA is maintained.

**OTHER OPPORTUNITIES:** [wyo.edu/scholarships](http://wyo.edu/scholarships)

**SCHEDULE A VISIT TODAY:** [wyo.edu/visit](http://wyo.edu/visit)

# UW's Response – In Wyoming

- In-state agency on record
- Statewide campaign
- Improved clarity in Cost of Attendance and Financial Aid packages
- High-tech, high-touch recruitment



## Strategic Goal #2: Inspiring Students

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Establish Dual-enrollment, program articulation and other transfer processes with the state's community colleges.

- **Articulation:** focused effort in development of 2+2 MOUs across WY
- **Onboarding:** new student service initiatives to ease student's transition from Community College to UW  
*(Peer Mentor Program, Transfer FYS, Registration Days, Transfer Orientation, etc.)*

## 2+2 MOUs: Assess, Correct, Redirect

<b>Benefits</b>	<b>Challenges</b>
Blueprint for (some) transfer students.	Serve narrow slice (13%) of all WY transfer students. Serve students who mimic traditional students rather than more complex students. 87% of WY transfer students are not served by 2+2s.
Agreements encourage degree completion at both WYCC and UW.	Labor intensive and quickly out of date: of the 189 current MOUs, 86% of them are less than 2 years old and already out of curricular alignment.



# Student-focused delivery of services

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## Articulation Toolbox

- Curate 2+2 efforts in high enrollment areas: Student volume and areas of public good
- Expand articulation products: TPGs, provide informed coursework and pathways

## Address student needs

- Expand products and services: Adult learners, swirlers (multiple-transfer institutions), stop-outs, Reverse Transfer, etc.

## Partner with WYCCs to serve our students

- Broaden product and service delivery to include all Wyoming students
- Assess utilization of transfer products to improve service delivery

# Takeaways

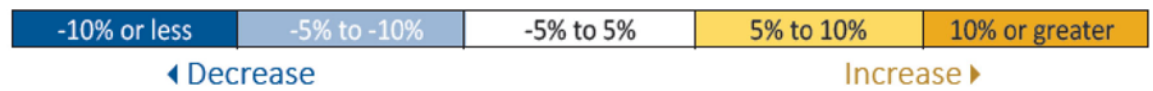
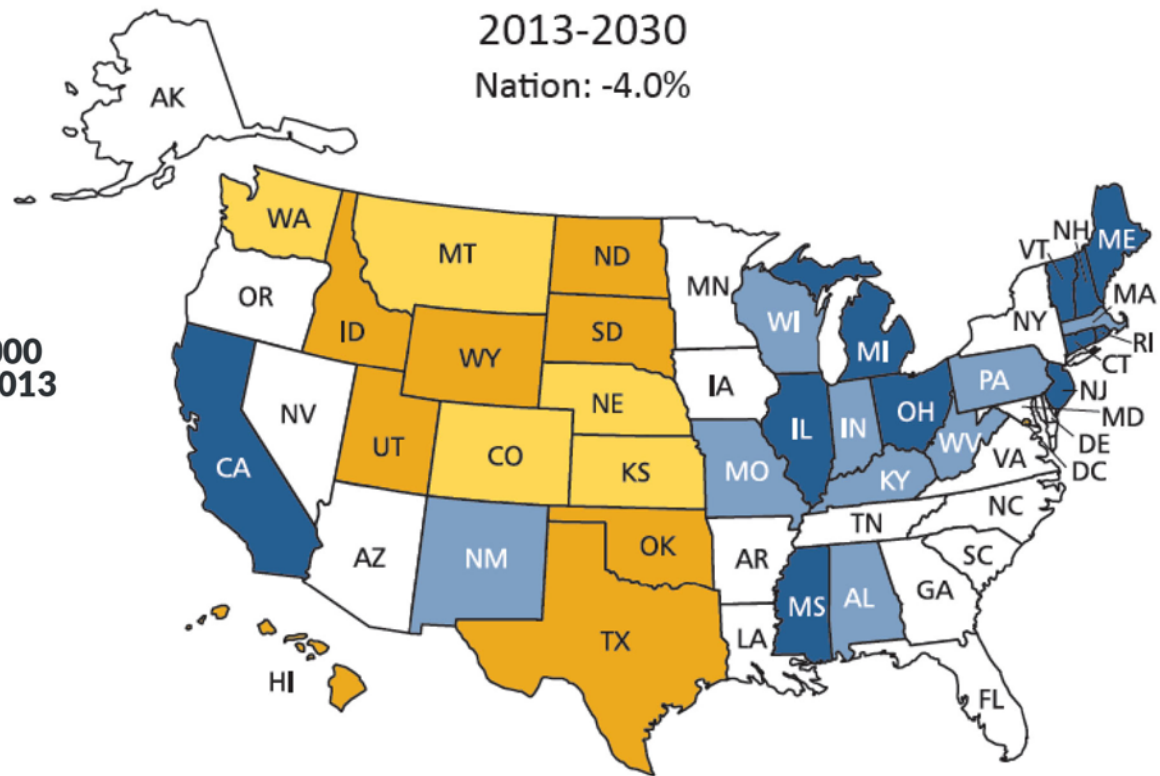
- **We are in a strong and optimistic position for future growth**
- **Fall 2019 projections remain positive**
- **Expanding services to enhance recruitment for Wyoming and out-of-state students**

# High school graduates on the decline

## Appendix A



DECREASE OF 120,000 GRADS BETWEEN 2013 AND 2030



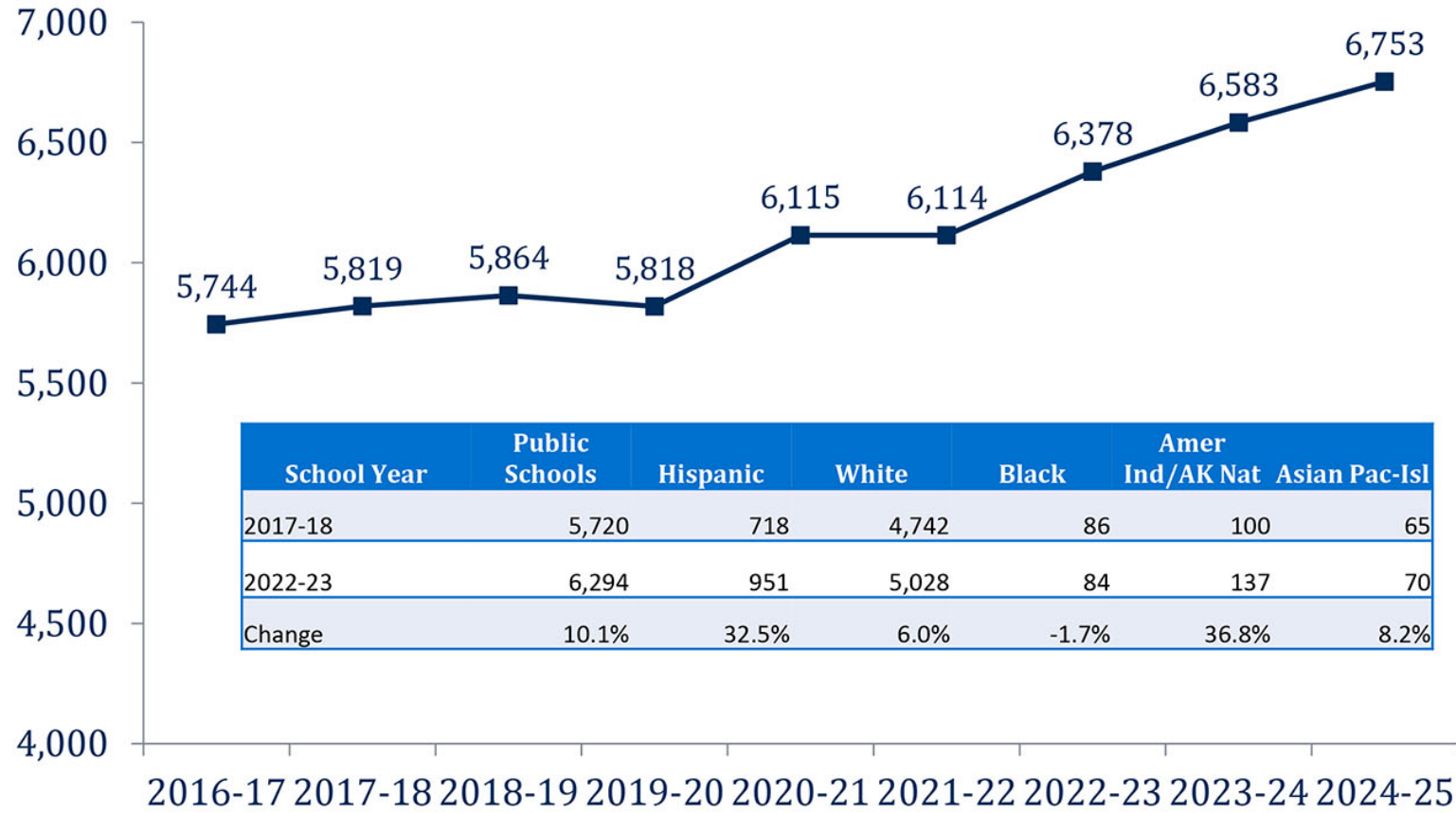
RUFFALO  
NOEL LEVITZ

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Western Interstate Commission for Higher Education

# Appendix B

## Projected number of high school graduates

Wyoming 2016-25 (note: WICHE projections were made prior to energy contraction)



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# Appendix C

## Wyoming

### The competition factor



5,819 high school seniors / 2017-18\*

10 institutions of higher education\*\*

60.4% college continuation rate (3,515)\*\*\*  
(ranks 35th among states)

**22% Market Share  
28% for those  
who stay in WY**

21.2% leave the state to go to college (744)\*\*\*\*  
(ranks 22nd among states)

† In-state institutions receiving the largest number of in-state freshmen.  
†† Competition factor equals college continuation rate less number of students migrating and the three in-state institutions receiving the largest number of in-state freshmen.

Three Largest Institutions†****	Number of In-state Freshmen****
University of Wyoming	776
Casper College	408
Sheridan College	303

**1,284 students ÷ 7 institutions = 183 students per institution††**

Sources:

\*Western Interstate Commission for Higher Education, *Knocking at the College Door*, 2016

\*\*The Chronicle of Higher Education, 2017

\*\*\*Postsecondary Education Opportunity, *Chance for College by Age 19 by State 1986-2010*, 2013

\*\*\*\*Postsecondary Education Opportunity, *Interstate Migration of College Freshmen 1986-2012*, 2014

\*\*\*\*\*National Center for Education Statistics, IPEDS Fall Enrollment Survey (2014)

**RUFFALO**  
NOEL LEVITZ