PUTTING OUT THE COWBOY CALL

Enrollment Management Planning Comprehensive Report
Landing page views increased 452% last year; with almost half a million views.

Campus Visitors since July 1, 2018
2,197 visits
with 3,144 guests in addition to student (i.e. parents, siblings, etc.)

Text messages from Cowboy Joe
788,269

Print pieces that were either sent here for events or sent to prospective students last year
412,589

~$70 Million Total aid awarded

Submitted applications from 7/1/2018-6/30/2019:
12,659

Campus Visitors since July 1, 2018:
2,197 visits
with 3,144 guests in addition to student (i.e. parents, siblings, etc.)
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
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

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

<table>
<thead>
<tr>
<th>Benefits</th>
<th>Challenges</th>
</tr>
</thead>
<tbody>
<tr>
<td>Blueprint for (some) transfer students.</td>
<td>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.</td>
</tr>
<tr>
<td>Agreements encourage degree completion at both WYCC and UW.</td>
<td>Labor intensive and quickly out of date: of the 189 current MOUs, 86% of them are less than 2 years old and already out of curricular alignment.</td>
</tr>
</tbody>
</table>
Student-focused delivery of services

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

DECREASE OF 120,000 GRADS BETWEEN 2013 AND 2030

2013-2030
Nation: -4.0%

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Western Interstate Commission for Higher Education
Projected number of high school graduates

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

Table:

<table>
<thead>
<tr>
<th>School Year</th>
<th>Public Schools</th>
<th>Hispanic</th>
<th>White</th>
<th>Black</th>
<th>Amer Ind/AK Nat</th>
<th>Asian Pac-Isl</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017-18</td>
<td>5,720</td>
<td>718</td>
<td>4,742</td>
<td>86</td>
<td>100</td>
<td>65</td>
</tr>
<tr>
<td>2022-23</td>
<td>6,294</td>
<td>951</td>
<td>5,028</td>
<td>84</td>
<td>137</td>
<td>70</td>
</tr>
<tr>
<td>Change</td>
<td>10.1%</td>
<td>32.5%</td>
<td>6.0%</td>
<td>-1.7%</td>
<td>36.8%</td>
<td>8.2%</td>
</tr>
</tbody>
</table>
 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)

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

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

† 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.

<table>
<thead>
<tr>
<th>Three Largest Institutions†∗∗∗∗</th>
<th>Number of In-state Freshmen†∗∗∗∗</th>
</tr>
</thead>
<tbody>
<tr>
<td>University of Wyoming</td>
<td>776</td>
</tr>
<tr>
<td>Casper College</td>
<td>408</td>
</tr>
<tr>
<td>Sheridan College</td>
<td>303</td>
</tr>
</tbody>
</table>

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)