



WAYNE STATE UNIVERSITY

Board of Governors
Academic Affairs Committee
September 29, 2023

Fall 2023 Enrollment Update



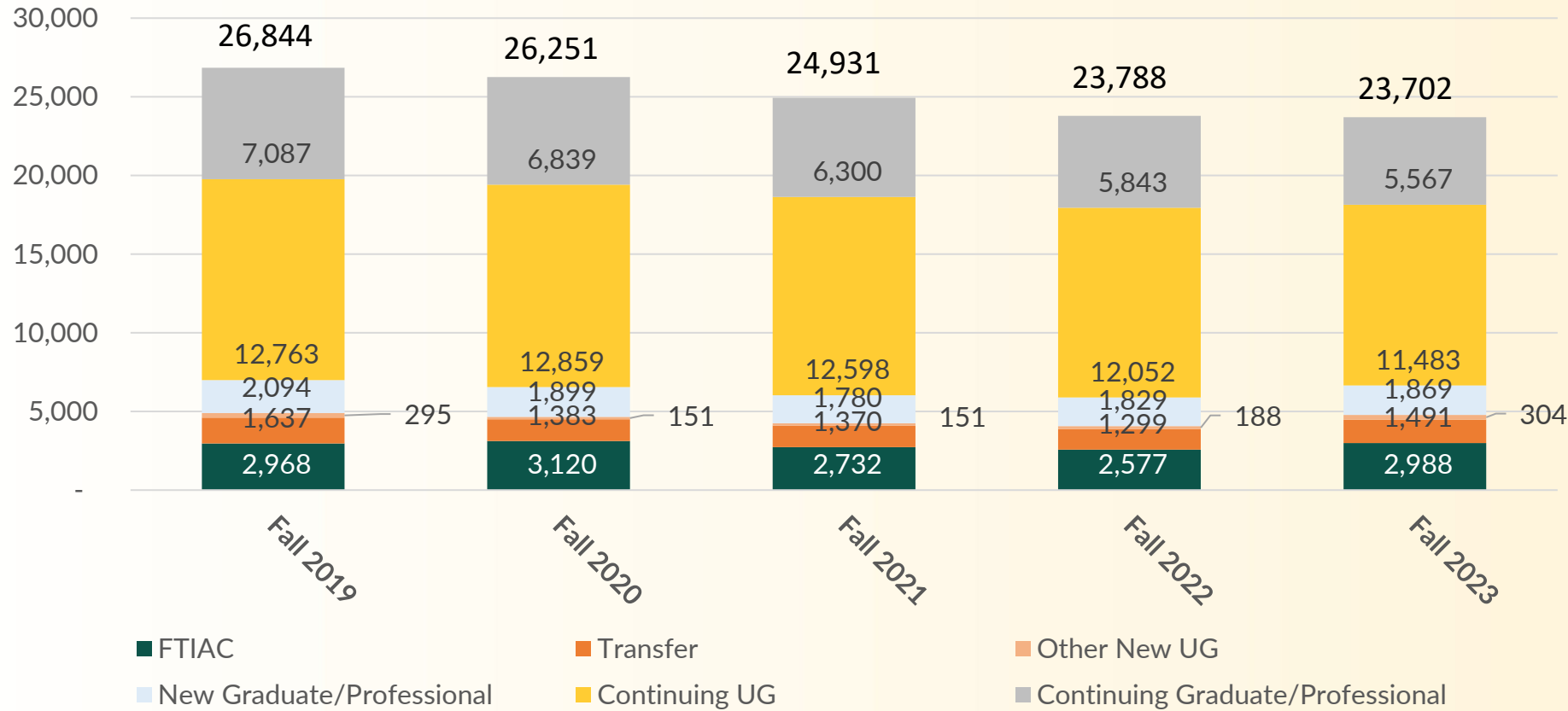


2023 Enrollment Strategies: Undergraduate Students

- Mobilized our resources across the Provost office and the Colleges
- Increased focus on students with financial need
- Used a National consultant: RNL
- Increased focus on academic quality in recruiting
- Marketed our academic programs, improved our websites
- Took full advantage of our Honors College



Enrollment Trend



Fall 2023 Increase

FTIAC:	16%
Transfer:	14.8%
Total UG:	17.4%
International:	7%



Incoming Class of 2023 (FTIAC)



2,989 incoming students:

- Increase of 16%

55% of applicants applied test optional

27% of test optional admits enrolled

Grade Point Average and Test Scores:

Median

GPA:
3.48

(FA22: 3.52)

ACT

Median:
26

(FA22: 27)

SAT

Median:
1090

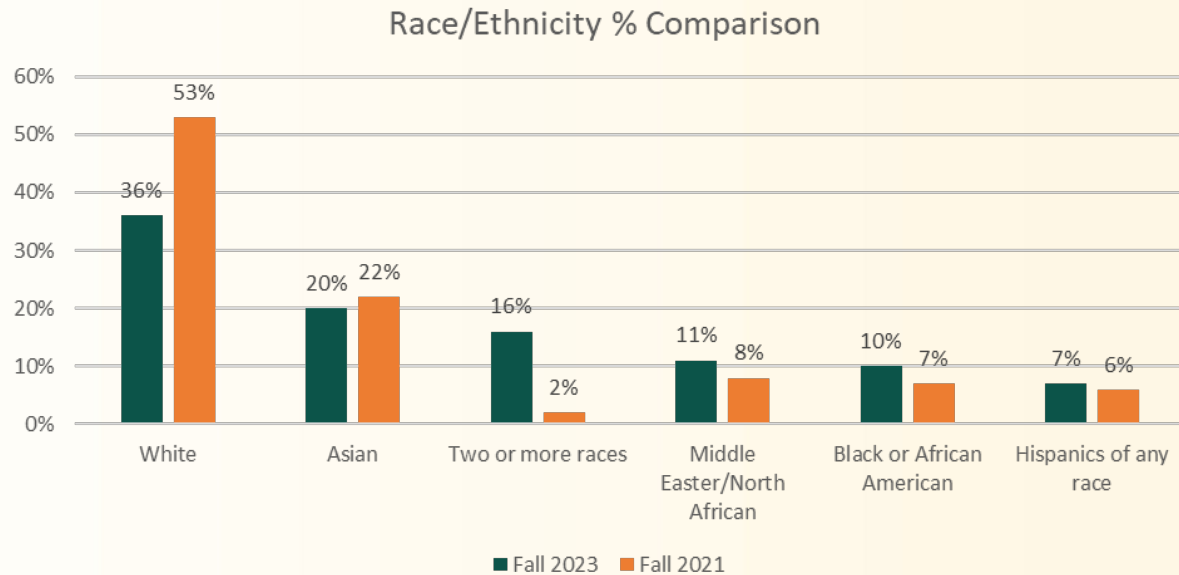
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Source: *WSU Census*, <https://oira.wayne.edu/dashboard/enrollment>

Honors Class of 2027

- 592 FTIAC students at census, vs. 362, a 64% increase from last year
- 116 new Honors Transfer students
- Significant increases in diversity of Honors population since Fall 2021



Wayne State is a University of Opportunity!!!



21%

Heart of Detroit



54%

Michigan
Scholarships



54.8%

Paying \$0
tuition and fees



Source: *WSU Census*, <https://oira.wayne.edu/dashboard/enrollment>

FTIAC Enrollment by College

School/College	2022	2023	Percent Change
Business	353	397	+12.5%
Education	112	149	+33.0%
Engineering	448	525	+17.2%
Fine, Performing & Comm. Arts	195	277	+42.1%
Liberal Arts & Sciences	1,408	1,557	+10.6%
Nursing	38	50	+31.6%
Social Work	21	31	+47.6%
Total	2,575	2,986	+16.0%

*Policy change in 2020



Source: WSU Census, <https://oira.wayne.edu/dashboard/enrollment>

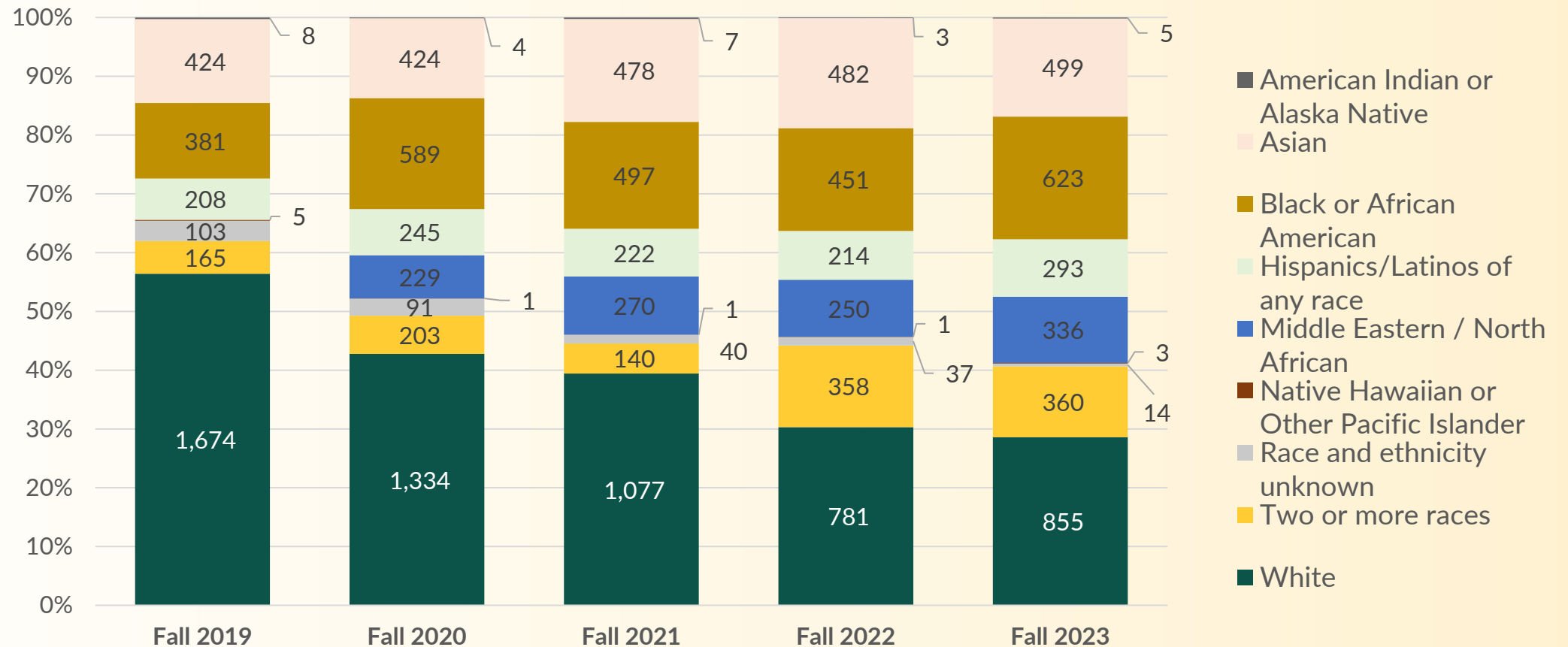
New Transfer Enrollment by College

School/College	2022	2023	Percent Change
Business	287	311	+8.4%
Education	130	150	+15.4%
Engineering	171	182	+6.4%
Fine, Performing & Comm. Arts	113	129	+14.2%
Liberal Arts & Sciences	480	567	+18.1%
Nursing	12	19	+58.3%
Social Work	73	105	+43.8%
Total	1,266	1,463	+15.6%



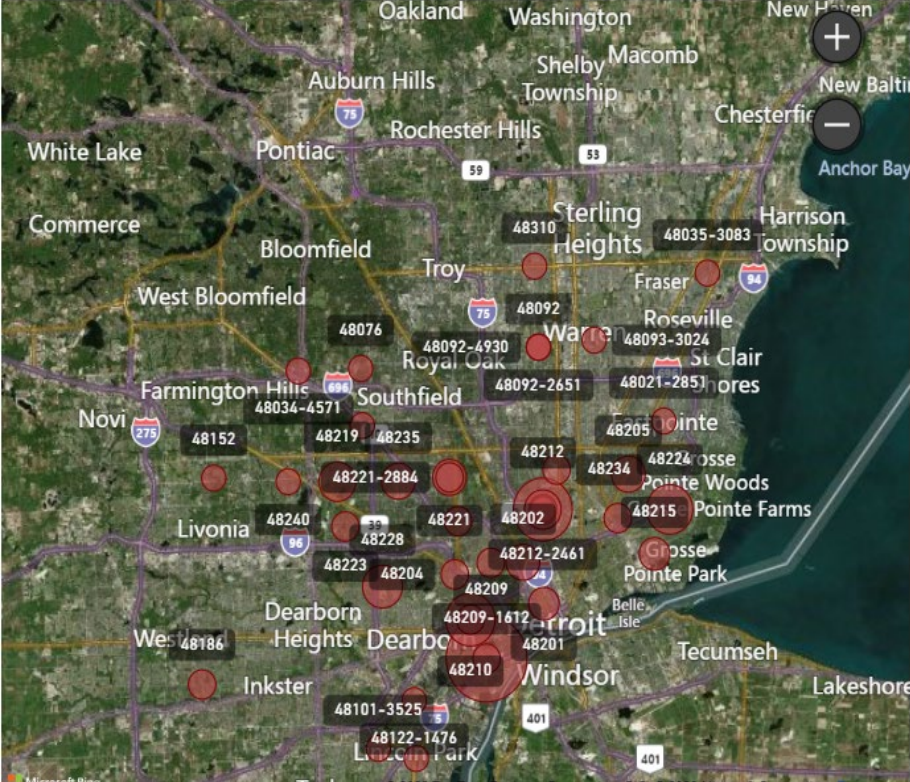
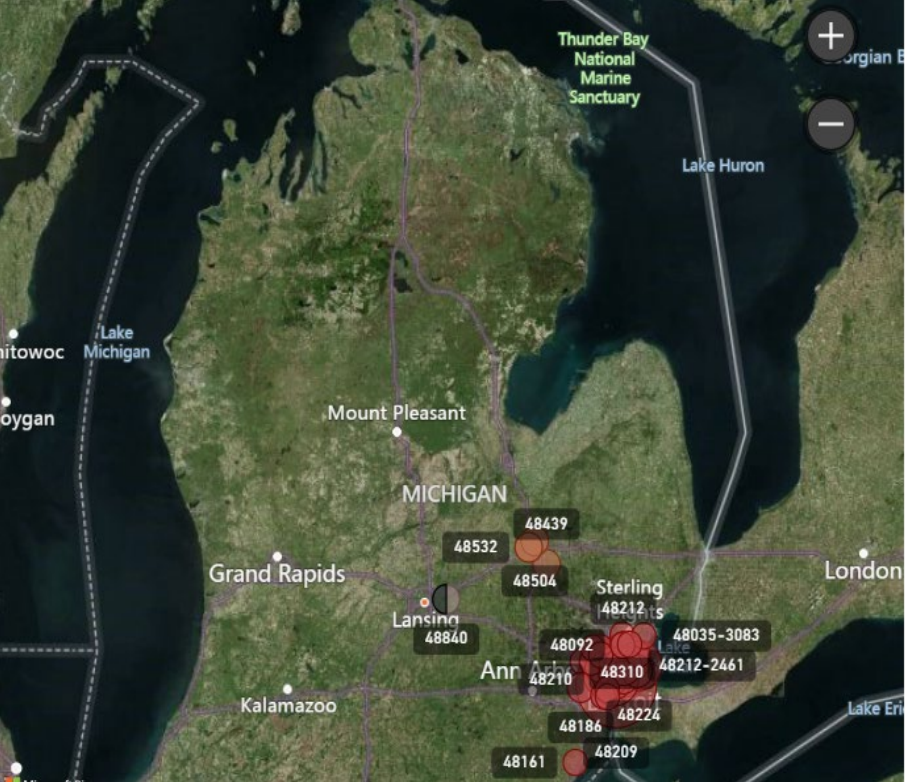
Source: WSU Census, <https://oira.wayne.edu/dashboard/enrollment>

What a Diverse Incoming Class Looks Like!



Source: *WSU Census*, <https://oira.wayne.edu/dashboard/enrollment>

Top Ten FTIAC Enrollment by Geographic Origin



Wayne County	1489 (522 Detroit)
Oakland County	521
Macomb County	506
Washtenaw County	57
Genesee County	41
Kalamazoo County	25
Saginaw County	24
Livingston County	20
Kent County	13
Saint Clair County	16



Source: <https://oira.wayne.edu/institutional-data/enrollment>

Top Ten New Transfer Enrollment by Geographic Origin

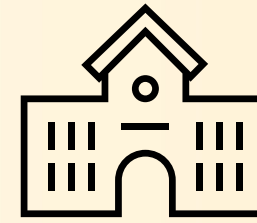


Wayne County	684 (172 Detroit)
Macomb County	325
Oakland County	285
Washtenaw County	34
Saint Clair County	22
Livingston	14
Saginaw	11
Genesee County	9
Ingham County	9
Bay County	5



Source: <https://oira.wayne.edu/institutional-data/enrollment>

Top Ten Enrollment Feeder Schools



FTIAC

1. Cass Technical High School: 130
2. Hamtramck High School: 68
3. Fordson High School: 61
4. Dearborn High School: 55
5. Crestwood High School: 53
6. Salem High School: 48
7. Western Int'l High School: 46
8. Warren Mott Senior High School: 43
9. Athens High School: 41
10. Renaissance High School: 39

NEW TRANSFER

1. Macomb Community College: 295
2. Henry Ford College: 226
3. Oakland Community College: 180
4. Schoolcraft College: 140
5. Wayne County Cmty College: 122
6. Washtenaw Cmty College: 55
7. Michigan State University: 37
8. Oakland University: 36
9. University of Michigan Dearborn: 23
10. Eastern Michigan University: 22



Source: <https://oira.wayne.edu/institutional-data/enrollment>

Clearinghouse Applicant Pool Distribution

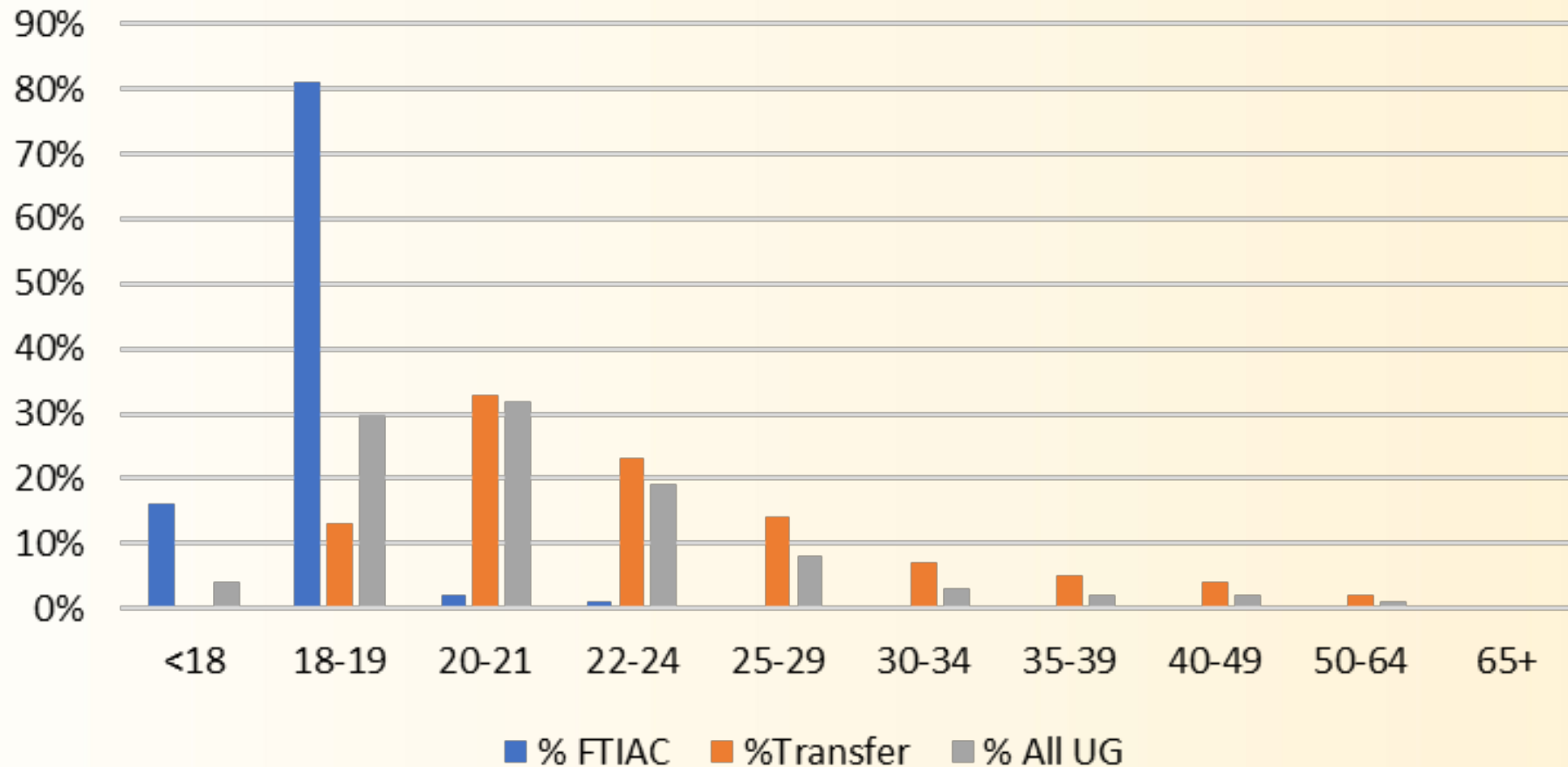
School	Fall 2019			Fall 2020			Fall 2021			Fall 2022		
	Rank	Count	Percentage	Rank	Count	Percentage	Rank	Count	Percentage	Rank	Count	Percentage
Did Not Enroll Anywhere	1	3082	26.33%	1	3212	27.68%	1	2909	28.20%	1	3974	33.84%
Michigan State University	2	1465	12.51%	2	1693	14.59%	2	1664	16.13%	2	1741	14.83%
University Of Michigan	4	823	7.03%	3	946	8.15%	3	843	8.17%	3	985	8.39%
Oakland University	3	1018	8.70%	4	870	7.50%	4	757	7.34%	4	833	7.09%
Eastern Michigan University	7	668	5.71%	8	586	5.05%	6	637	6.17%	5	606	5.16%
University Of Michigan Dearborn	9	529	4.52%	9	529	4.56%	5	652	6.32%	6	589	5.02%
Grand Valley State University	10	477	4.07%	10	397	3.42%	9	403	3.91%	7	520	4.43%
Macomb Community College	5	791	6.76%	5	737	6.35%	8	465	4.51%	8	501	4.27%
Henry Ford College	6	700	5.98%	6	689	5.94%	7	511	4.95%	9	487	4.15%
Oakland Community College	8	659	5.63%	7	619	5.33%	10	379	3.67%	10	387	3.30%
Western Michigan University	14	329	2.81%	13	318	2.74%	NA	0	0.00%	11	329	2.80%
Central Michigan University	13	367	3.14%	12	328	2.83%	13	275	2.67%	12	311	2.65%
Schoolcraft College	11	411	3.51%	11	367	3.16%	12	279	2.70%	13	244	2.08%
University Of Detroit Mercy	NA	0	0.00%	NA	0	0.00%	11	282	2.73%	14	236	2.01%
Wayne County Community College	12	387	3.31%	14	315	2.71%	14	260	2.52%	NA	0	0.00%



Source: <https://oira.wayne.edu/institutional-data/enrollment>

Undergraduate Student Demographics: Age

By Age



Source: <https://oir.wayne.edu/institutional-data/enrollment>

Our Undergraduates are Primarily Full-Time

Student Type	Part Time	Full Time
FTIAC	100	2,888 (97%)
Transfer	435	1,056 (71%)
Other New UG	261	43
Continuing UG	2,926	8,557 (75%)



Source: <https://oira.wayne.edu/institutional-data/enrollment>

Our Students are Succeeding!



WSU Grades	%
A	55
B	22
C	10
D	3
F	6

	First Year	Sophomore	Junior	Senior
Average GPA	3.4	3.2	3.3	3.4
	High School	WSU	WSU	WSU



Source: <https://oira.wayne.edu/institutional-data/enrollment>

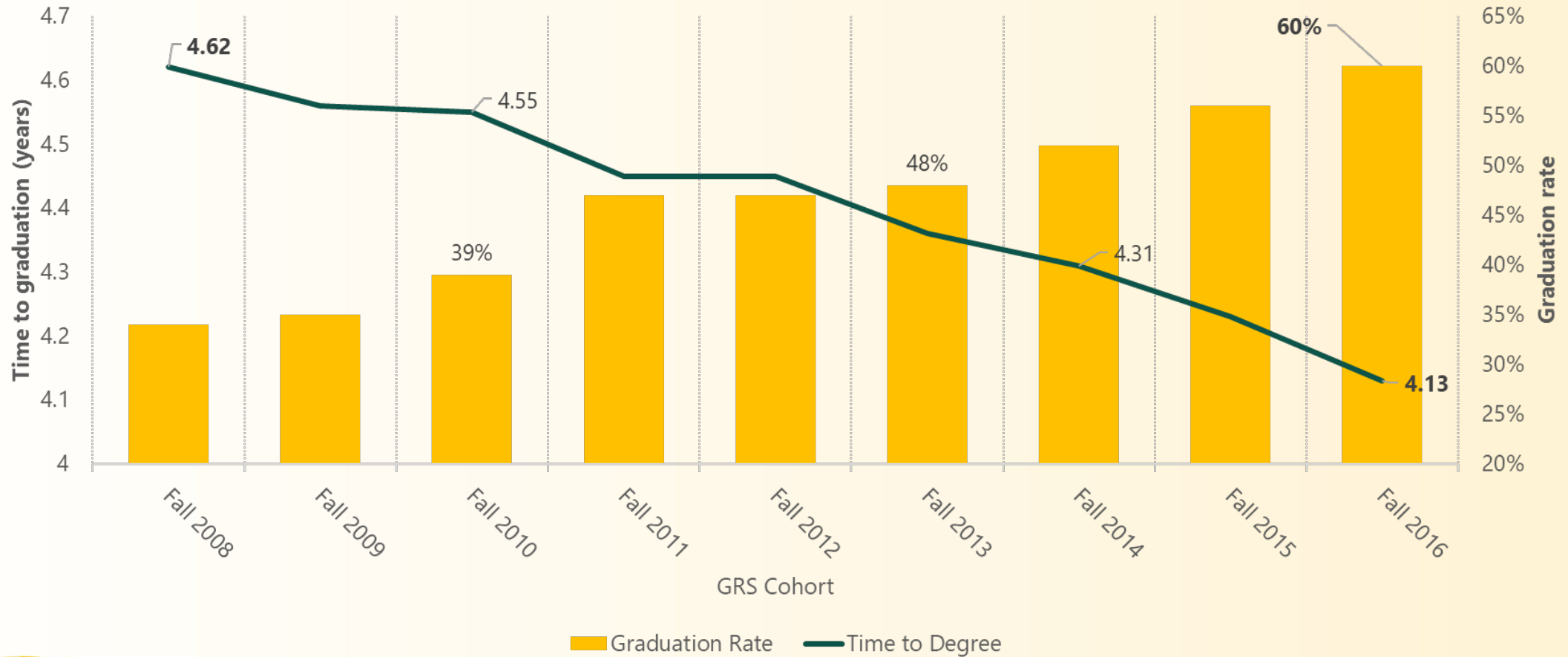
Our Students are Graduating

Six-year Graduation Rates	2022*	One year ago	10 years ago
Overall	60.3%*	55.8%	27.6%
Black Students	39.5%	34.6%	9.2%
Hispanic/Latinx Students	50.3%	38.4%	22.1%
White Students	64.0%	59.6%	37.7%
Fist Gen Students	57.7%	45.4%	18.4%
Low Income Students	55.6%	47.3%	18.7%



Source: <https://oira.wayne.edu/institutional-data/enrollment>

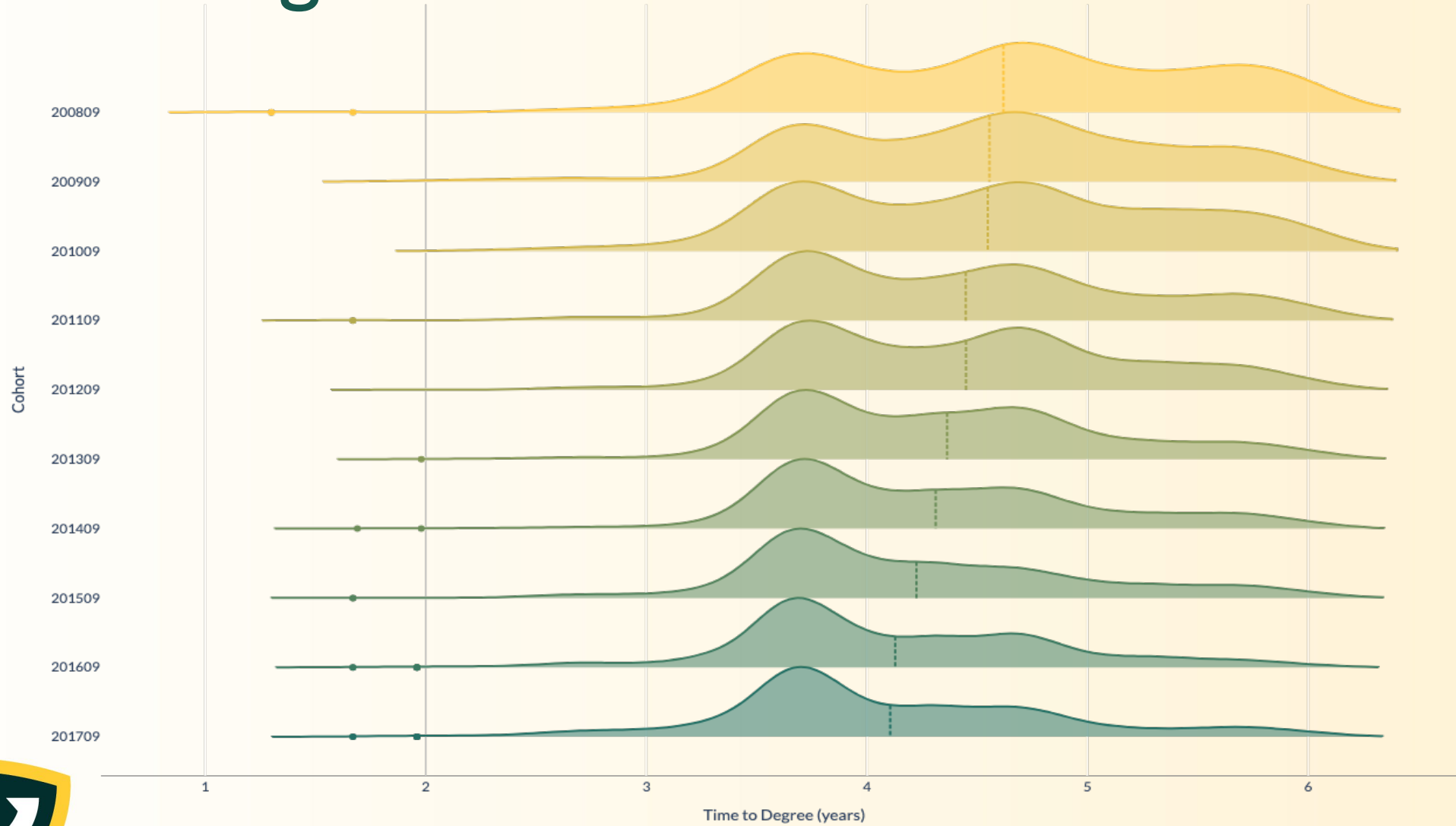
More Degrees Awarded in Less Time



*FTIAC GRS Cohort only

Source: <https://oira.wayne.edu/institutional-data/enrollment>

More Degrees Awarded in Less Time

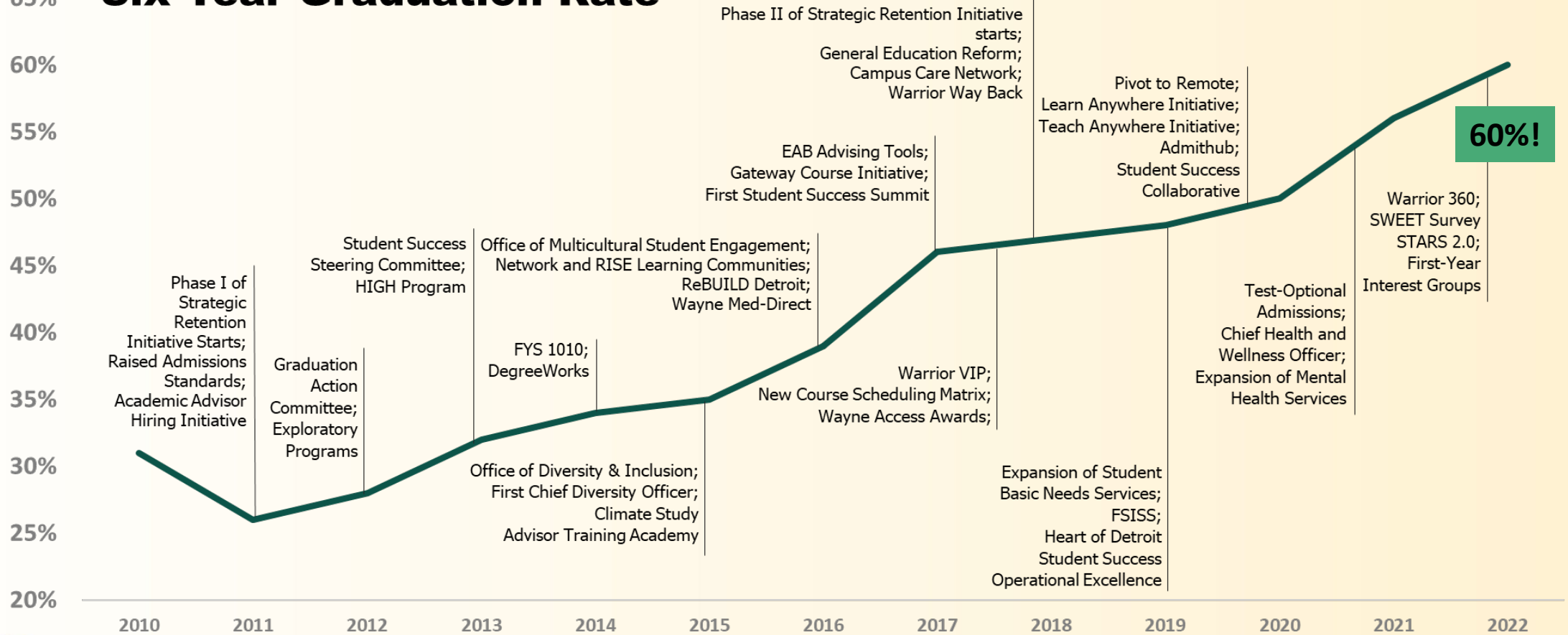


*FTIAC GRS Cohort only

Source: <https://oira.wayne.edu/institutional-data/enrollment>

Student Success Strategic Initiatives Timeline

Six-Year Graduation Rate



Excellence in Academic Programs

2024 U.S. News and World Report Rankings

Category	2024 Ranking	2023 Ranking	Change
Overall Rank – National Universities	#201	#250	49
Top Public Schools – National Universities	#109	#124	15
Best Value Schools – National Universities	#187		New
Undergraduate Nursing Programs	#31	#51	20
Undergraduate Psychology Programs	#98		New
Undergraduate Engineering Programs	#105	#123	18
Undergraduate Computer Science Programs	#139	#141	2
Undergraduate Business Programs	#159	#190	31
Best Colleges for Veterans – National Universities	#141		New



Into the Future: The Impact of Flat Rate Tuition

	Fall 2022	Fall 2023	Change
FTIAC	36,037	42,908	19%
Transfer	14,733	17,577	19%
Other New UG	1,230	1,633	33%
Continuing	147,072	144,896	-1%
TOTAL	199,072	207,014	4%



Source: <https://oir.wayne.edu/institutional-data/enrollment>

Plans for 2024-2025

- Continue to invest in building enrollment management' capacity
 - Search for Associate Vice President for Enrollment Management with expanded scope to include Masters' enrollment
- Build on this year's successful initiatives and data-driven strategies to reach new markets in Michigan and neighboring states
- Expand our partnerships with school districts
- Expand our Transfer Pathways program to at least three more colleges
- Promote our Wayne State Guarantee and other financial aid programs more broadly in Michigan



Fall 2023 Enrollment Update

Questions?

