

Wayne State University Enrollment Management

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Where We Are:

Enrollment Snapshot

Declining Market/Increased Competition

Experienced Leadership in New Roles

Plans/Partnerships

Assistance/Challenges



Enrollment Snapshot Fall 2016

- Overall enrollment up slightly (0.4%)
- Increase in new students (3.2% UG, 4.5% GR/PR)
- Some student demographics stayed stable
 - Gender composition (~55% female)
 - Average age (UG: 24, GR: 31, PR: 25)
- Race/Ethnicity composition shifting



Race and Ethnicity Shifts Fall 2016

- Undergraduate Composition
 - Increases in White, Asian, Hispanic, 2 or more races
 - Decreases in African-American, International, Unknown
- Grad/Professional Composition
 - Increase in number of African-American and Hispanic, but stable proportion of overall enrollment
 - Slight decrease in proportion of Asian, despite absolute increase in number of Asian.
 - Decrease in Unknown
 - <https://budget.wayne.edu/institutional-data/enrollment>



State of Michigan

2008 123,576 High School Graduates in Michigan
2019 <99,000

WSU 90% of our students within 30 miles
 98% of our students within 100 miles
 Geodemographic Analysis for Market
 Penetration Study is Underway

<http://www.wiche.edu/info/knocking-8th/profiles/mi.pdf>



Provost Office Leadership Alignment/Charge

- Diversity Focus
- Graduate Outreach
- Student Success Partnership
- Data Integrity
- C&IT Support/CRM/Data
- Transfer
- International
- Focused, collaborative, committed team



Enrollment Management Leadership Changes

Ericka Matthews Jackson-Admissions

Cathy Kay-Financial Aid

Nicole Brandenburg-Student Relationships/Data

Improved linkages, institutional partnerships, and new initiatives—focus on serving/outreach/diversity



New Efforts & Partnerships

Academic Partnerships/CLAS Visits
FAFSA Fridays
Raise Me-Micro-Scholarships
Promise Program Linkage/Open Support
Wayne Access-Increased Need-Based Awards
Hope Inside--Financial Literacy Education
Increasing Financial Aid Staffing
DPS Outreach Expansion/Service to Counselors
Targeted Minority Student Yield Event
Advising Partnership
Alumni Partnership for Noel Night



Challenges

Radical Hospitality Focus

Staffing Shortages

Expand Recruitment

Increase Outreach

Community Connections

Declining Population

Increasing Competition



Connections and Guidance

Support for Resources and Connections

Areas of Improvement

Advice and Guidance from the Board of Governors

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