

Fall 2017 Enrollment Update

Dawn Medley

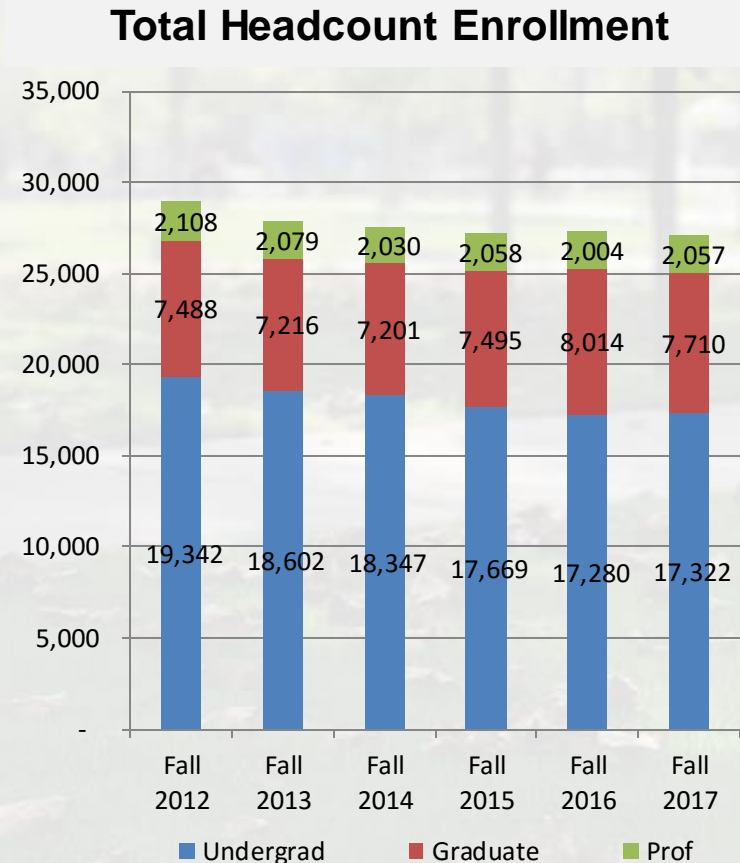
Provost's Office

AVP Enrollment Management

- **What We Accomplished**
- **What We Plan**
- **What You Expect**

Enrollment Overview

- Total headcount enrollment of 27,089 (Essentially Flat <1%)
 - FTIACs and Transfers Up
 - Graduate enrollment dropped due to decrease in international enrollment
- Undergraduate increases:
 - Business, Engineering, and Nursing
- Graduate increases:
 - Business and Nursing



WAYNE STATE UNIVERSITY Overall Headcount Enrollment

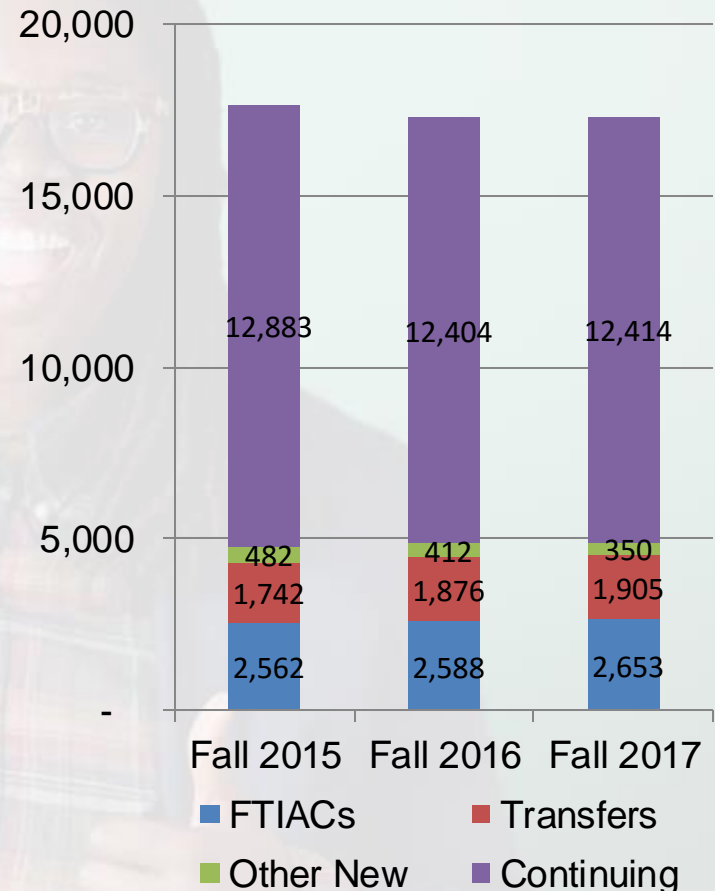
<u>Fall 2017 Summary</u>	<u>Fall 2016</u>	<u>Fall 2017</u>	<u>Variance</u>	
			<u>#</u>	<u>%</u>
<u>Undergraduate</u>				
FTIACs	2,588	2,653	65	2.5%
Transfers	1,876	1,905	29	1.5%
Others	412	350	-62	-15.0%
Total New	4,876	4,908	32	0.7%
Continuing	12,404	12,414	10	0.1%
Total	17,280	17,322	42	0.2%
<u>Graduate</u>				
New	2,055	1,773	-282	-13.7%
Continuing	5,959	5,937	-22	-0.4%
Total	8,014	7,710	-304	-3.8%
<u>Professional</u>				
Law	423	444	21	5.0%
Medicine	1188	1200	12	1.0%
PharmD	393	413	20	5.1%
Total	2,004	2,057	53	2.6%
<u>Total</u>				
Undergraduate	17,280	17,322	42	0.2%
Graduate	8,014	7,710	-304	-3.8%
Professional	2,004	2,057	53	2.6%
Total	27,298	27,089	-209	-0.8%

Historical continuing undergraduates are adjusted to remove the spring/summer transfer students.

Undergraduate Enrollment

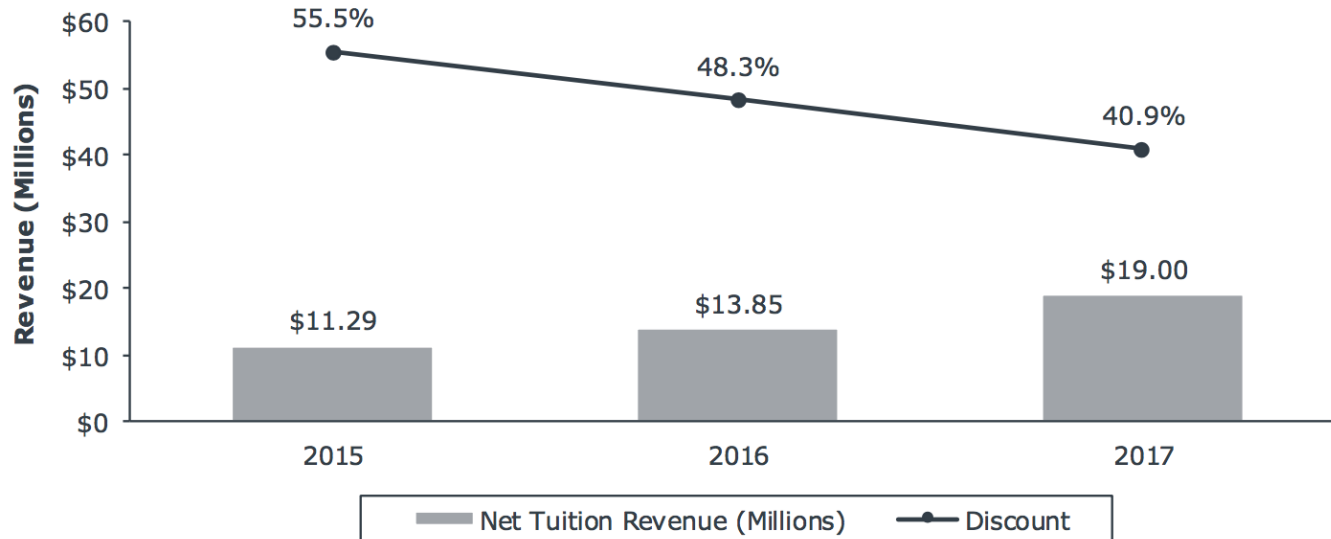
- Undergraduate enrollment up 0.2%
 - FTIAC up 2.5%
 - Transfers up 1.5%
 - Cont Undergrad up 0.6%
- 97% of FTIACs are Full Time
 - 2015 2016 2017
 - FT 2303 2407 2572
 - 11.6% growth in two years
- 96% of UG students are from Michigan
- First-year retention (fresh to soph) stable 81.6% to 81.1%

Undergrad Headcount Enrollment



Historical continuing undergraduates are adjusted to remove the spring/summer transfer students.

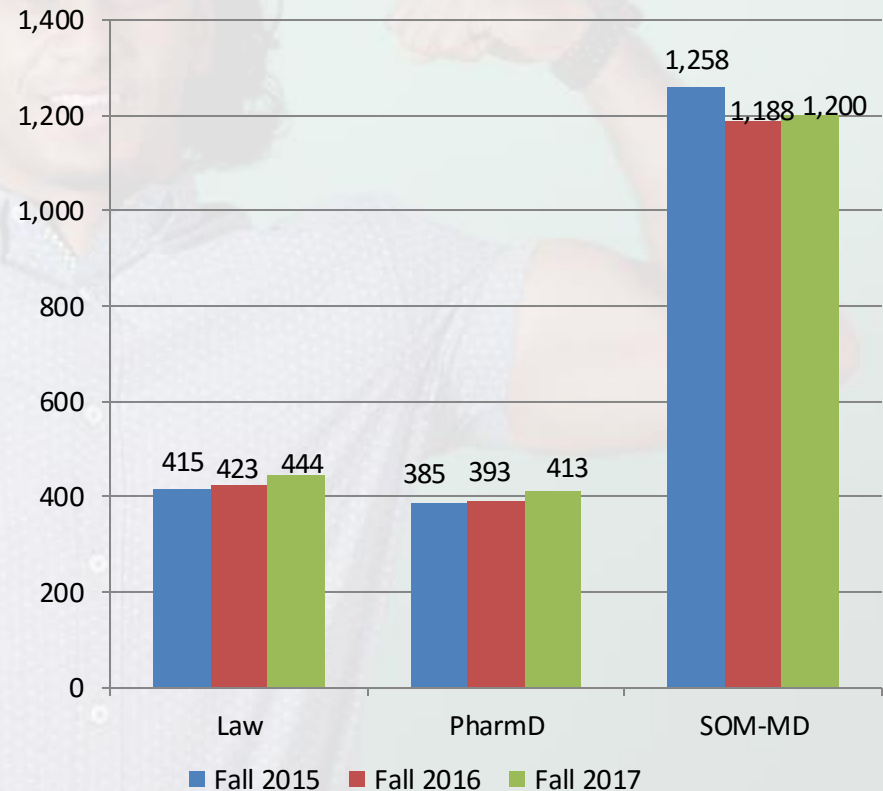
Impact of First Time Full-Time Growth and Scholarship Changes (3% PT)



<i>Freshmen Enrollment:</i>	2,303	2,407	2,572
<i>Annual Tuition & Fees (In-State)</i>	\$10,890	\$10,951	\$12,360
<i>Avg Net Tuition Rev Per Student:</i>	\$4,904	\$5,754	\$7,386
<i>Average Test Score:</i>	1165	1182	1135
<i>Tuition Waivers:</i>	\$86,825	\$52,305	\$142,367

Professional Level Enrollment

- Law School
 - Enrollment of 444, an increase of 5.0%
 - First year student increase of 6.6% and continuing student increase of 2.9%
- PharmD
 - PharmD enrollment of 413 students, an increase of 5.1%
- SOM—MD Program
 - MD enrollments increased to 1,200, up 1.0%










FTIAC Enrollment by Race & Ethnicity

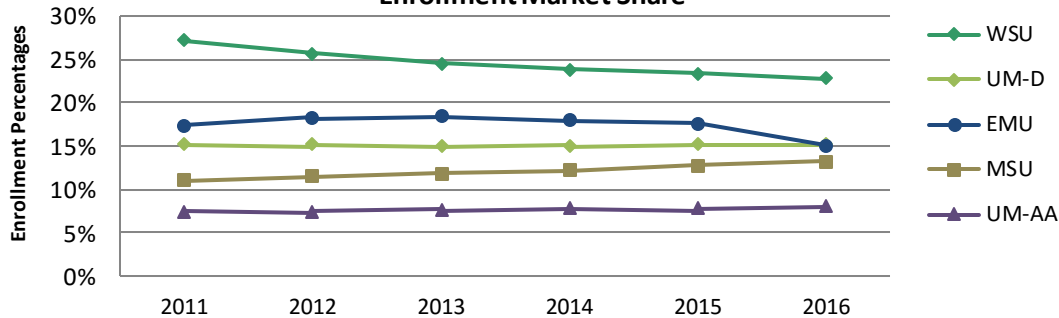
FTIAC	Fall 2016	Fall 2017	% Difference	
American Indian or Alaska Native	3	5	66.7%	●
Asian	340	364	7.1%	●
Black or African American	360	429	19.2%	●
Hispanics of any race	166	155	-6.6%	◆
Native Hawaiian or Other Pacific Islander	1	2	100.0%	●
Non-Resident Alien	60	54	-10.0%	◆
Race and ethnicity unknown	81	83	2.5%	●
Two or more races	119	114	-4.2%	◆
White	1458	1447	-0.8%	◆
Total	2588	2653	2.5%	●

FTIAC Enrollment by College

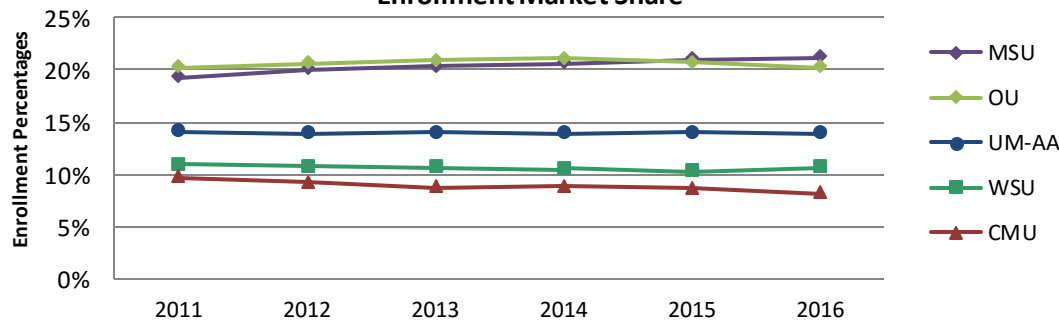
FTIAC

School/College	Fall 2016	Fall 2017	% Difference	
School of Business Administration	232	224	-3.4%	
College of Education	80	85	6.3%	
College of Engineering	361	349	-3.3%	
Fine, Performing & Comm. Arts	203	260	28.1%	
Liberal Arts & Sciences	1690	1711	1.2%	
College of Nursing	22	24	9.1%	
Total	2588	2653	2.5%	

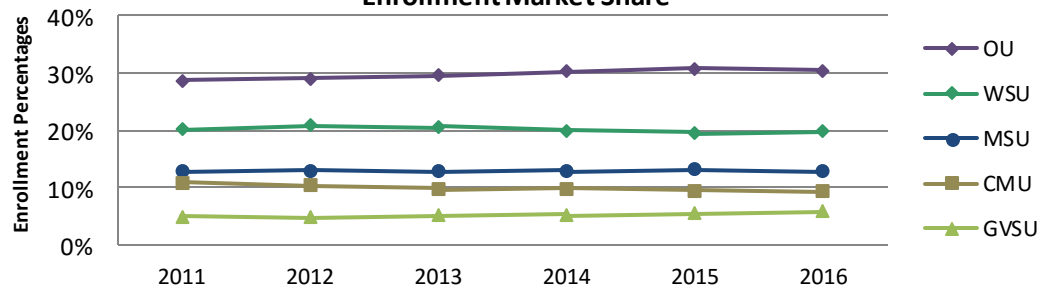
Wayne County MPU Undergraduate (including FTIAC)
Enrollment Market Share



Oakland County MPU Undergraduate (including FTIAC)
Enrollment Market Share



Macomb County MPU Undergraduate (including FTIAC)
Enrollment Market Share



Largest changes in 5 Year MPU Undergraduate Market Share:

- Wayne County :
 - Tough Competition but still Number 1
- Oakland County
 - Gaining
- Macomb County
 - Steady/slight uptick

Wayne, Oakland, and Macomb dominate the enrollments as they are the most populous counties of Southeastern Michigan. The charts provide each county's top 4 enrollments vs WSU.

Community College Transfer Enrollment

- Top 10 Community College transfers up 32 students (+2.4%)
- Many Michigan 4 year schools saw a decline this year

Top Feeder Community Colleges	Fall 2015	Fall 2016	Fall 2017	1 Year % Change
Macomb Community College	348	403	388	-3.7%
Oakland Community College	270	261	271	3.8%
Schoolcraft College	158	182	213	17.0%
Henry Ford Community College	222	216	199	-7.9%
Wayne County Community College	152	176	182	3.4%
Washtenaw Community College	38	46	50	8.7%
St. Clair County Community College	18	13	23	76.9%
Lansing Community College	17	18	22	22.2%
Charles S. Mott Community College	10	15	13	-13.3%
Delta College	12	8	9	12.5%
Total Top Ten Feeder Community Colleges	1,245	1,338	1,370	2.4%

Transfer Enrollment by College

Transfer School/College	Fall 2016	Fall 2017	% Difference	
School of Business	343	365	6.4%	●
College of Education	125	134	7.2%	●
College of Engineering	247	285	15.4%	●
Fine, Performing & Comm. Arts	175	181	3.4%	●
Liberal Arts & Sciences	792	766	-3.3%	◆
College of Nursing	90	71	-21.1%	◆
Pharmacy and Health Sciences	39	46	17.9%	●
School of Social Work	65	57	-12.3%	◆
Total	1876	1905	1.5%	●

*Transfer students also include summer matriculates.

Graduation Rates

Group	2011	2014	2017
Six Year Graduation Rates			
Cohort Overall	26%	34%	47%
Black	8%	13%	20%
White	39%	49%	55%
Latino/Latina	17%	26%	28%
First generation	18%	26%	36%
Pell Recipient	18%	24%	38%
Family Income < \$40K	15%	22%	34%
ACT 16-20	19%	24%	30%
ACT 21-24	38%	41%	47%
ACT 25-29	41%	64%	68%

Enrollment Big Wins

- African American FTIAC increase of 19.2%
- Discount rate down 15% in 2 years
- Detroit Enrollment Up 15%--Macomb and Oakland County Up
- Graduation Rates Climbing
- NTR for Full-Time Freshman up almost 8 million in 2 years
- Aid increased by 6 million for Fall 2017
- Wayne Access/Promise Awards to almost **900** freshman
- Grew transfers in a tough market
- Increased Detroit Leadership Awards
- Destination School
- Financial Aid Staffing

What's Happening Next

- Scholarships/Aid Refining
 - Technology
 - Partnerships/Data
- Keep Building/Detroit is Hot
 - 30 Years in 15
- What Areas of Concern Do You Have?

Scholarship/Aid Changes

- Better Strategy and Utilization of Endowed Awards
- More In House Processes/Cost Savings
- Elimination of Over-Awards/Refund Checks
- Restructuring of scholarship dollars to address deficit spending and increase effectiveness
 - Not the removal of scholarships but a comprehensive review to ensure that we are maximizing dollars for needy students and decreasing debt
 - Some growing pains and resistance—working through it
 - National data being used to refine the scholarship process
 - Structural changes to schools and colleges awarding process
 - No more leaky buckets

Scholarship/Aid Changes Cont.

Emergency Grant Program \$150,000.00 Winter 18

Completion Grants to Help Graduation

First Gen Fee Waiver

Monthly Saturday Campus Visits-Possible Evenings

31% Increase YTD FTIAC App

Non-Resident Tuition Scholarship

- Aims to support specialized programs

- Attract students from out of state

- Help us grow as the high school graduates decrease

- Partners with recruitment roll-out in the spring for Fall 2019



Technology

- New CRM System Implementation
- Banner 9 Reimplementation
- Virtual Viewbook
- Academic Works Scholarship Program
- AdmitHUB-Artificial Intelligence "Ask W"
 - Increase yield
 - Increase retention
 - Meets students where they are
 - Improve customer service/staffing shortages
 - Demo when we are live in March/April

Partnerships/Data

- Detroit Chamber
- Lumina Talent Hub Proposal for “comebackers”
- United Way
- Life Remodeled
- Urban League
- Data Compact/Cleveland Compact
- Interface for Financial Aid Info with Macomb CC
- WCCC-new agreement and dual admission
- Student Retention
- Budget and Planning Office Tuition Discussions
- Capacity of programs and resources
- Mining Clearinghouse to Bring Students Back

Collaboration

Connections

Ear to the Ground

Suggestions and Ideas