



WAYNE STATE UNIVERSITY



Fall 2019 Enrollment Update

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Fall 2019 Enrollment Update

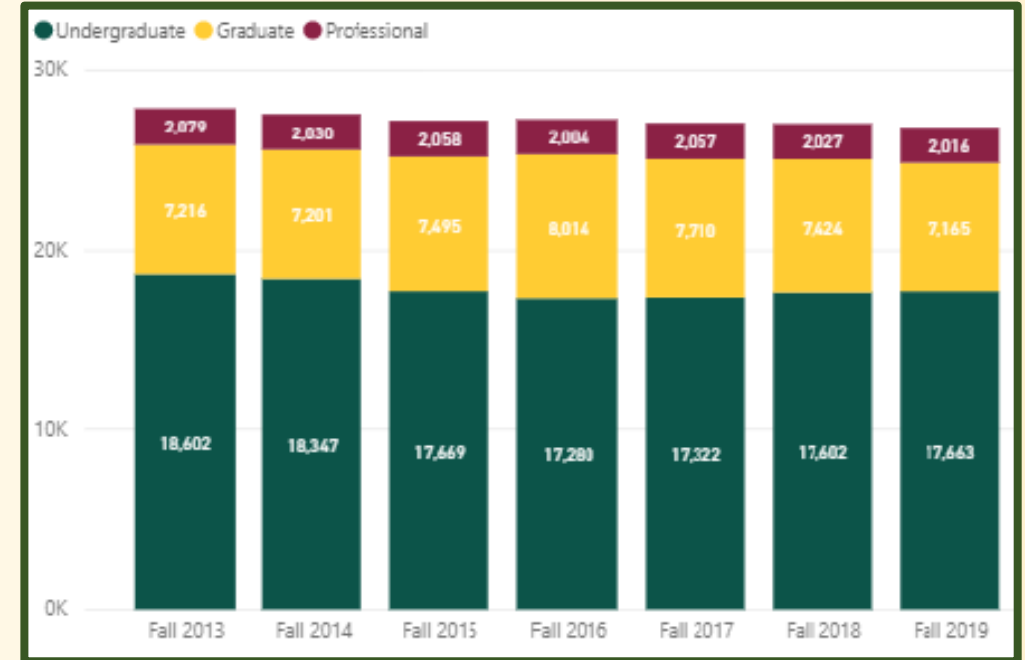
- What We Accomplished
- What We Plan
- What To Expect

















Enrollment Overview

- Total headcount enrollment = 26,844
 - -0.8% or 209 students
- Total undergraduate enrollment = 17,663
 - +1% or 61 students
- FTIACs down 2.3%
 - A decrease of 70 students
 - Yield rate is 25.8%
- Transfer down 0.8%
 - A decrease of 13 students
- Graduate enrollment down 3.5%
 - A decrease of 259 students
- Undergraduate enrollment increases in:
 - Business, Information Sciences, Nursing & Pharmacy and Health Sciences

Total Headcount Enrollment



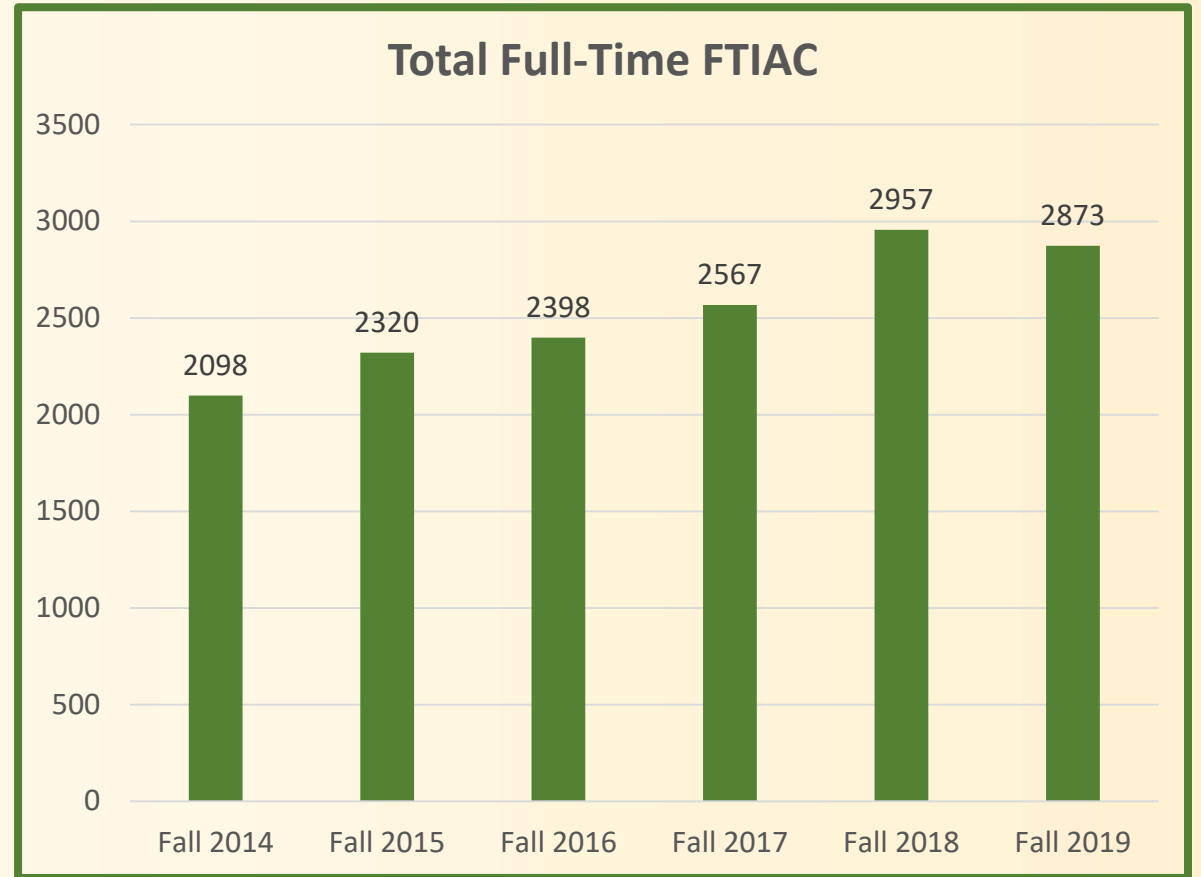
Overall Headcount Enrollment

Population	Fall 2018	Fall 2019	% Difference
FTIAC	3,038	2,969	-2.3% 
New Transfers	1,650	1,637	-0.8% 
UG Other New	313	294	-6.1% 
UG Continuing	12,601	12,763	1.3% 
Total UG	17,602	17,663	0.3% 
New Masters*	1,504	1,263	-16.0% 
Masters Continuing	4,256	4,169	-2.0% 
New Doctoral	254	303	19.3% 
Doct. Continuing	1,410	1,430	1.4% 
Total GR	7,424	7,165	-3.5% 
New Professional	523	528	1.0% 
Continuing Professional	1,504	1,488	-1.1% 
Total PR	2,027	2,016	-0.5% 
Total	27,053	26,844	-0.8% 

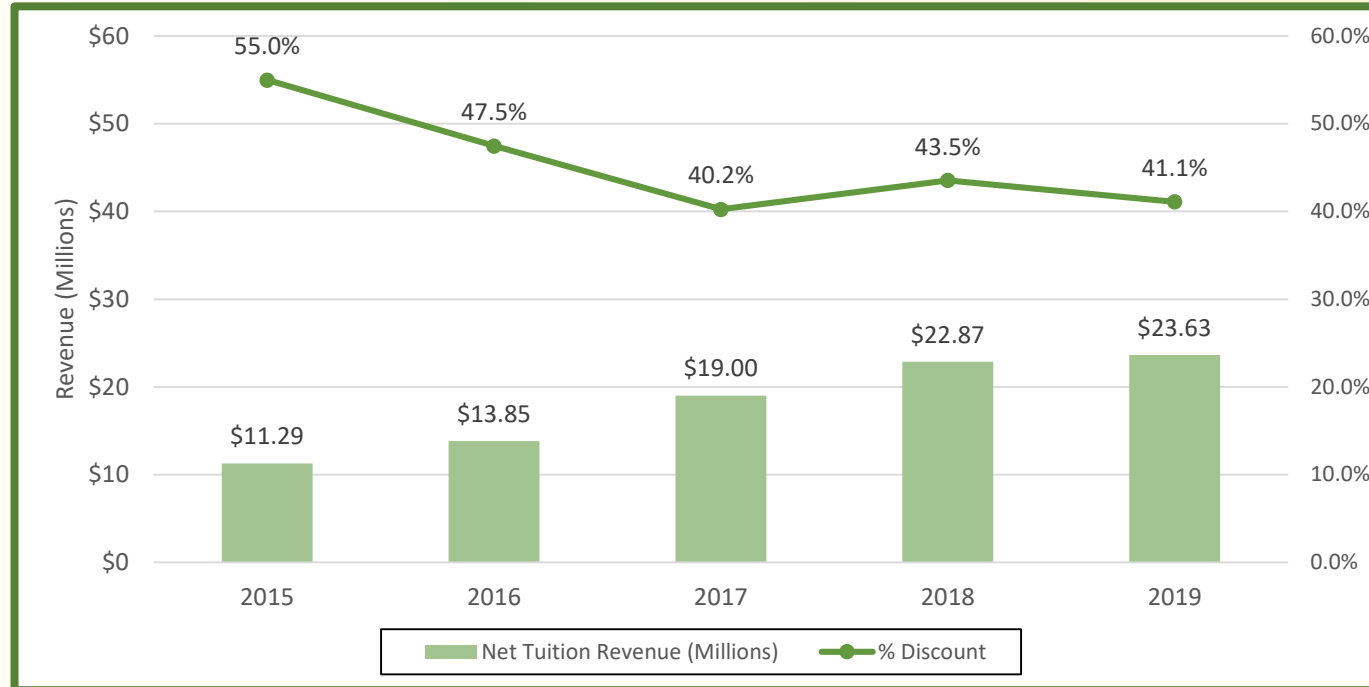


Undergraduate Enrollment

- Undergraduate enrollment increase from 17,602 to 17,663
 - FTIACs down from 3,038 to 2,968
 - -2.3%
 - CC Transfers are steady/flat
- **96.8% of FTIACs are full-time**
 - 12% growth in full-time FTIACS from 2017
 - 2014: 2098
 - 2015: 2320
 - 2016: 2398
 - 2017: 2567
 - 2018: 2957
 - 2019: 2873



Impact of First Time Full-Time Growth and Scholarship Changes



	2015	2016	2017	2018	2019
Freshmen Enrollment	2303	2407	2572	2957	2873
Annual Tuition & Fees (In-State)	\$10,890	\$10,951	\$12,360	\$13,120	\$13,914
Avg Net Tuition Rev Per Student	\$4,904	\$5,754	\$7,386	\$7,408	\$8,196
Tuition Waivers	\$86,825	\$52,305	\$142,367	\$167,804	\$286,015



2019 FTIAC Class Highlights

- Second largest full-time freshman cohort in WSU History
- Grade point average and test scores are rising
 - HS GPA 3.44 (2018: 3.38)
 - ACT 24.21 (2018: 23.86), SAT 1131 (2018: 1117)
- Over 1,100+ ACCESS/Promise Eligible
- Diversity Increases 2018 to 2019
 - Hispanics of any race: 198 to 208 (+5.1%)
 - Black or African American: 484 to 380 (- 21.49%) {Two or More AA-94= 474 (-2%)}
 - Two or more races: 141 to 165 (+17%)
 - Asian: 378 to 423 (+11.9%)
 - Native Hawaiian or Other Pacific Islander: 2 to 5 (+150%)



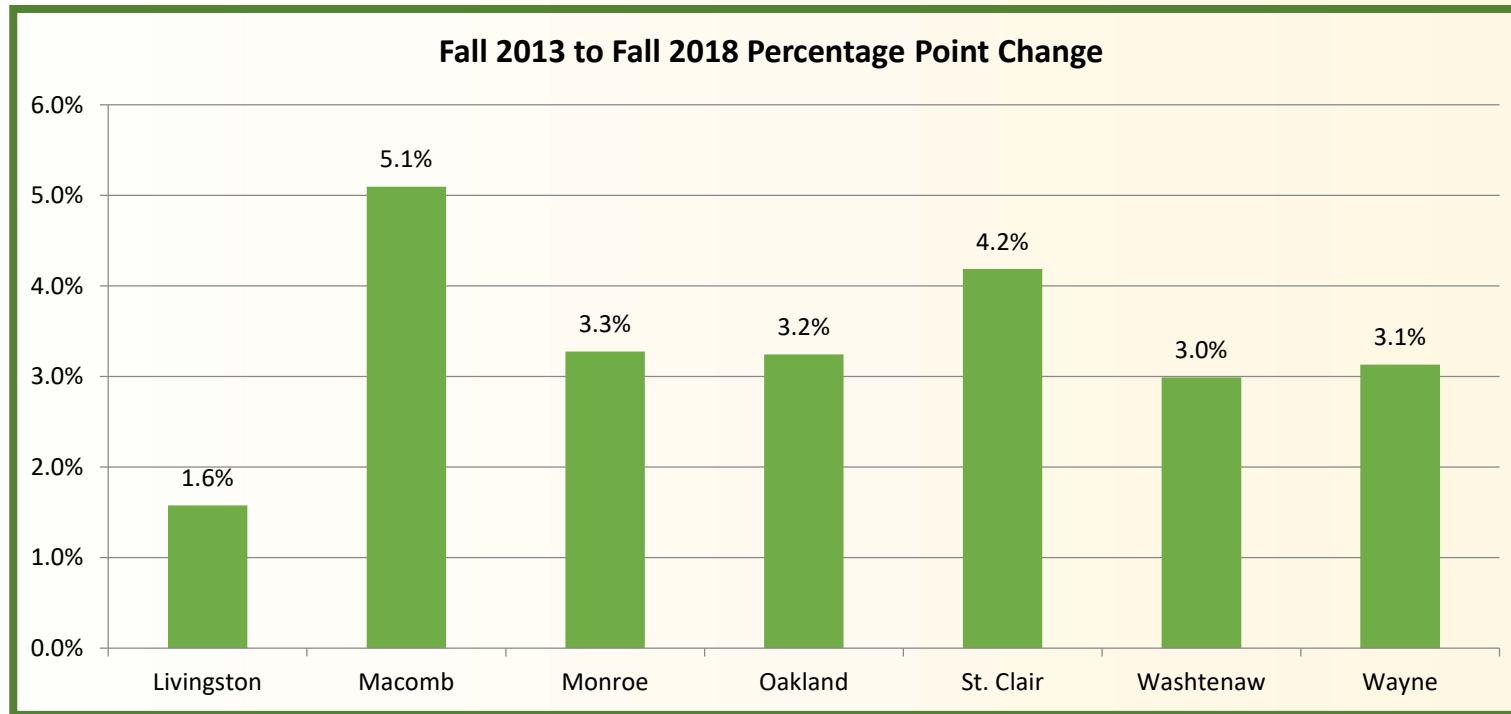
FTIAC Enrollment by College

Undergraduate	First Time		
	2018	2019	Change %
Business	303	363	19.8%
Education	115	105	-8.7%
Engineering	419	386	-7.9%
Fine, Performing & Communication Arts	284	227	-20.1%
Liberal Arts & Sciences	1,881	1,854	-1.4%
Nursing	35	32	-8.6%
Pharmacy and Health Sciences	0	0	--
Social Work	1	1	0.0%
Subtotal	3,038	2,968	-2.3%



FTIAC Market Share Analysis

- Longitudinal growth from Fall 2013 to Fall 2018
Growth in all counties over a 5 year period



2018-2019

Growth for Tri-Counties

Wayne County

- +1.8% (1245 to 1269)

Oakland County

- +0.7% (698 to 703)

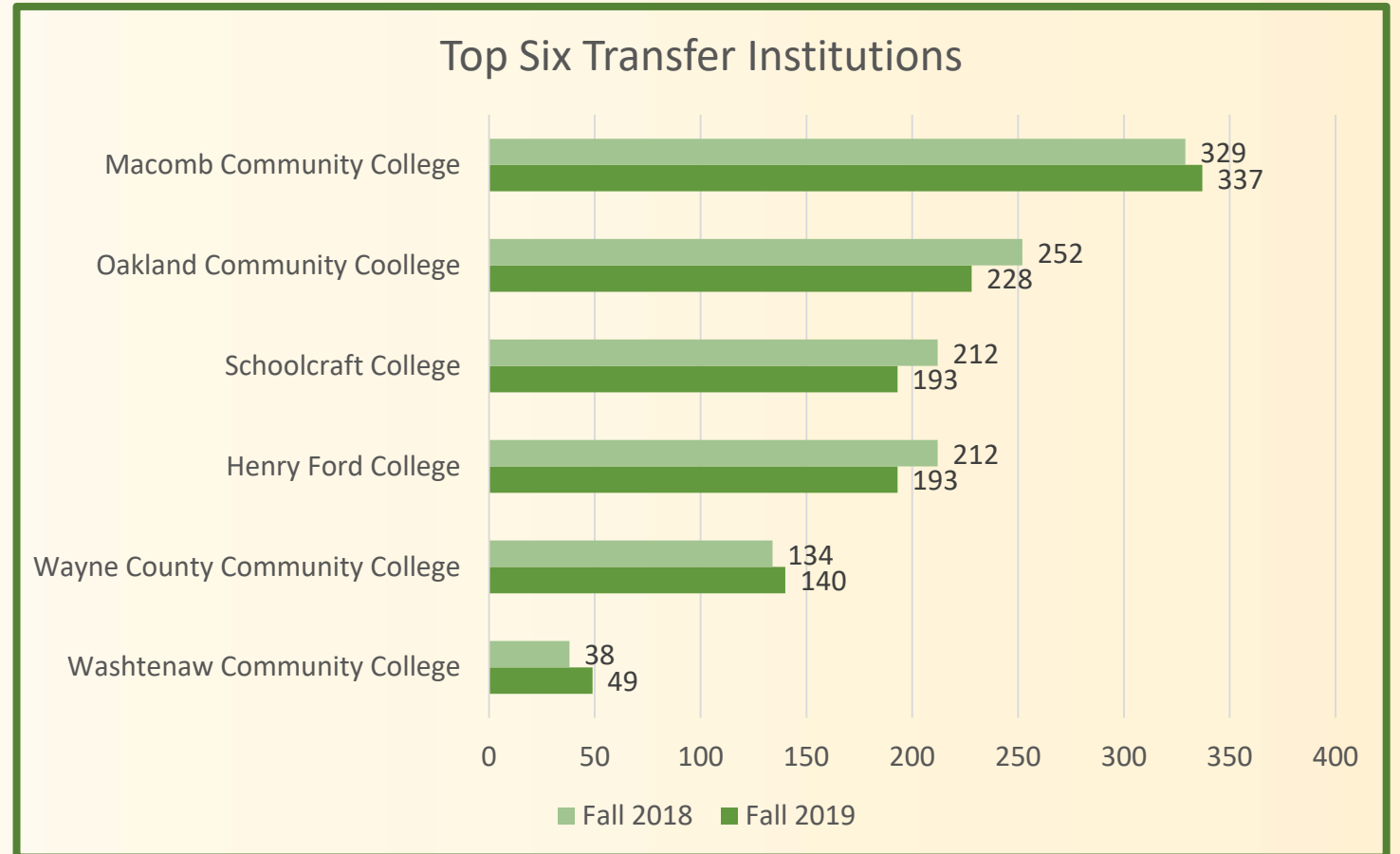
Macomb County

- -9.5% (608 to 550)



Community College Transfer Enrollment

- Increased enrollment from:
 - Macomb Community College
 - Wayne County Community College
 - Washtenaw Community College
- Michigan total Community College enrollment declining



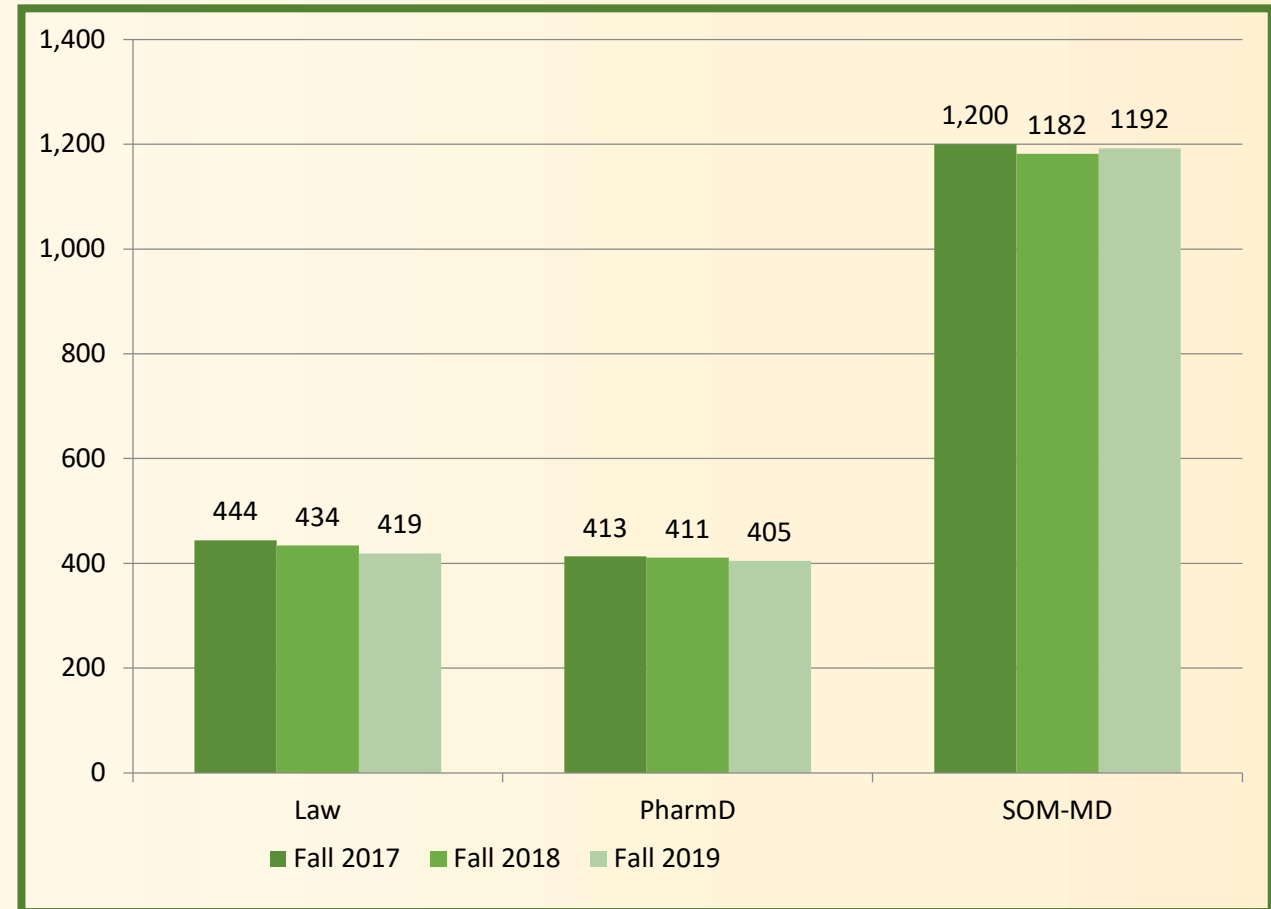
Transfer Enrollment by College

Undergraduate	Transfers		
	2018	2019	Change %
Business	361	368	1.9%
Education	122	121	-0.8%
Engineering	214	216	0.9%
Fine, Performing & Communication Arts	178	195	9.6%
Liberal Arts & Sciences	653	667	2.1%
Nursing	19	7	-63.2%
Pharmacy and Health Sciences	28	25	-10.7%
Social Work	75	38	-49.3%
Subtotal	1,650	1,637	-0.8%



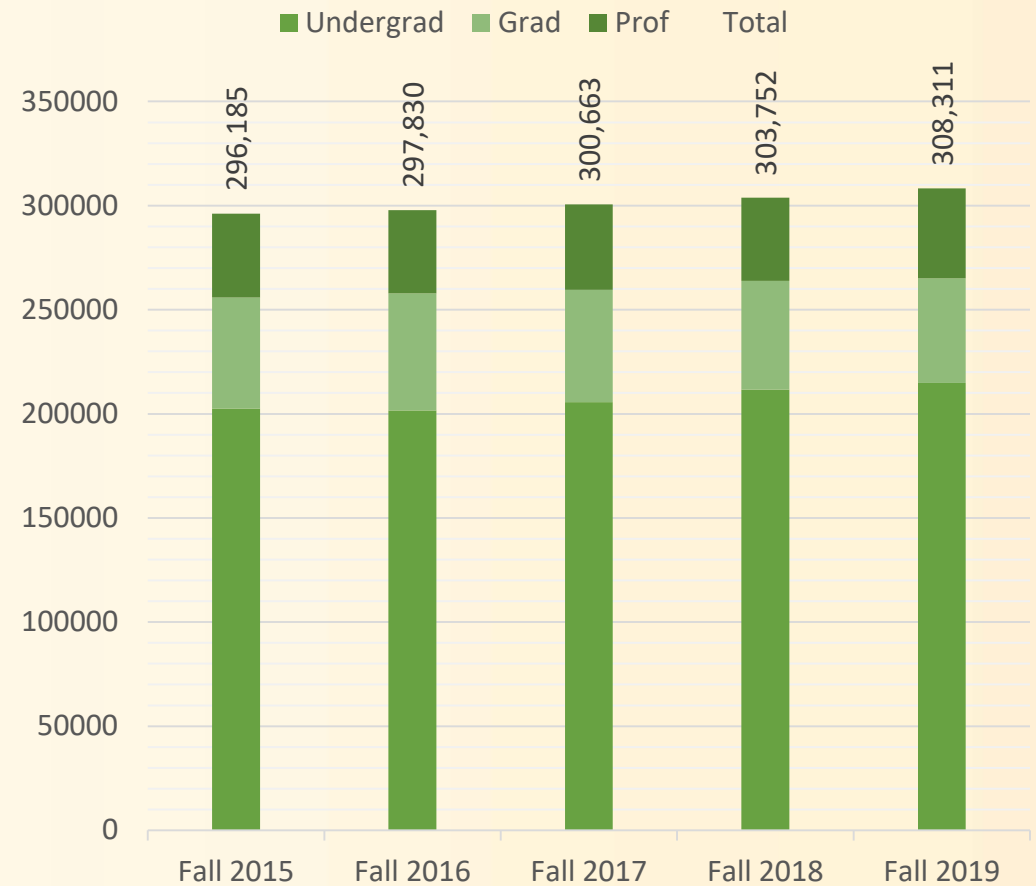
Professional Level Enrollment

- Law School
 - Enrollment of 419 (-3.5%)
- PharmD
 - Enrollment of 405 (-1.5%)
- School of Medicine, MD Program
 - Enrollment of 1,192 (+0.8%)



Student Credit Hour Analysis

- Overall student credit hours increased by 1.5%
 - Undergraduate: +1.5%
 - Graduate: -3.8%
 - Professional: +8.2%



Enrollment Wins

- Overall credit hour increase
- Total headcount slightly higher
- Community College Transfers held steady in tough market
- National Recognition

THE CHRONICLE OF
HIGHER EDUCATION

Can 'Microscholarships' Steer
Student Behavior?

INSIDE
HIGHER ED

*A Second Chance at
Detroit Colleges*

IHEP
INSTITUTE FOR HIGHER EDUCATION POLICY

*Innovative Strategies to
Close Postsecondary
Attainment Gaps*

Institutional Debt Forgiveness Programs
- ROI Calculator based on WSU Model -

 Lumina[™]
FOUNDATION

*Powerful Partnerships
Fuel Rebirth*
Detroit a Mecca for Second Chances



Enrollment Wins

- Warrior Laptop Program
- Returning Citizen Engagement with Social Work and CLAS
- DetroitEd411 AI Chatbot
 - New APLU Award
 - Partnership with University of New Orleans and Cleveland State University
- Warrior Way Back/Returning Warrior
 - 142 total students enrolled since Fall 2018 (WWB)
 - 20 Graduates by December
 - 50 Returning Warriors Enrolled Fall 2019
 - \$500,000 positive ROI the first year



Student Service Center (SSC) Reintroduction

- New director – Latonia Garrett
- “Solutions Start Here”
 - Establishes a growth mindset and manages expectations around the student experience
- SSC Express program launched
 - Hosted seven groups totaling over 750 students
 - Campus literacy workshop
- Across all platforms the SSC significantly improved in output, turnaround and service to students
 - Decreased student issues by 2,006 compared to Fall 2018-much smoother experience
- New survey implemented
 - 85% of students believed staff were helpful and the students felt welcomed and valued



Collaboration

- Connections
- Ear to the Ground
- Suggestions and Ideas

