



WAYNE STATE UNIVERSITY



Fall 2019 Enrollment Update

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Office of the Provost



Fall 2019 Enrollment Update

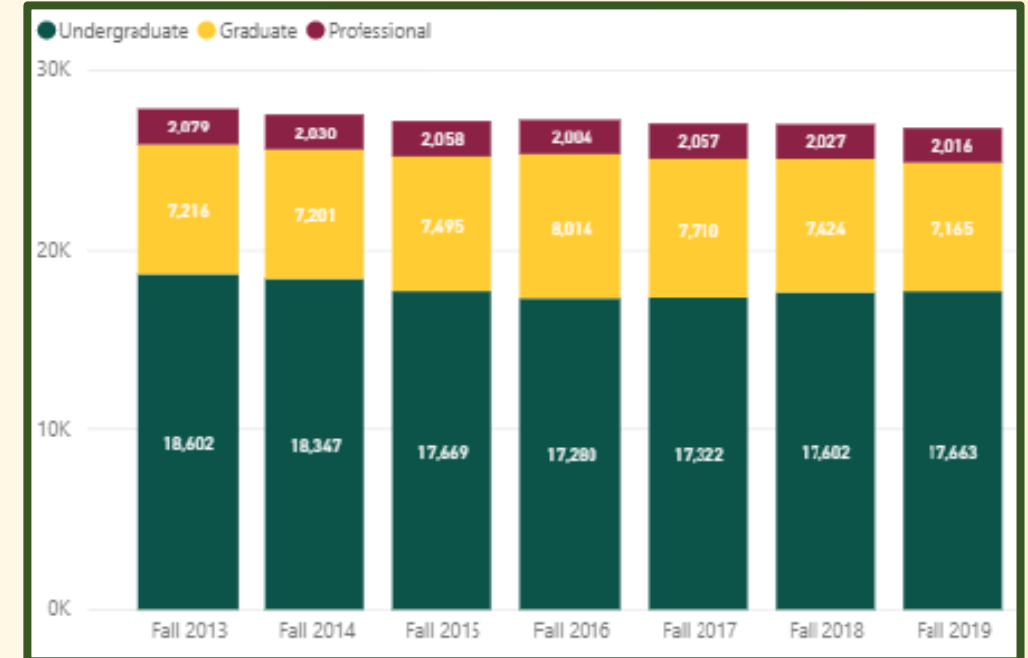
- What We Accomplished
- What We Plan
- What To Expect

















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



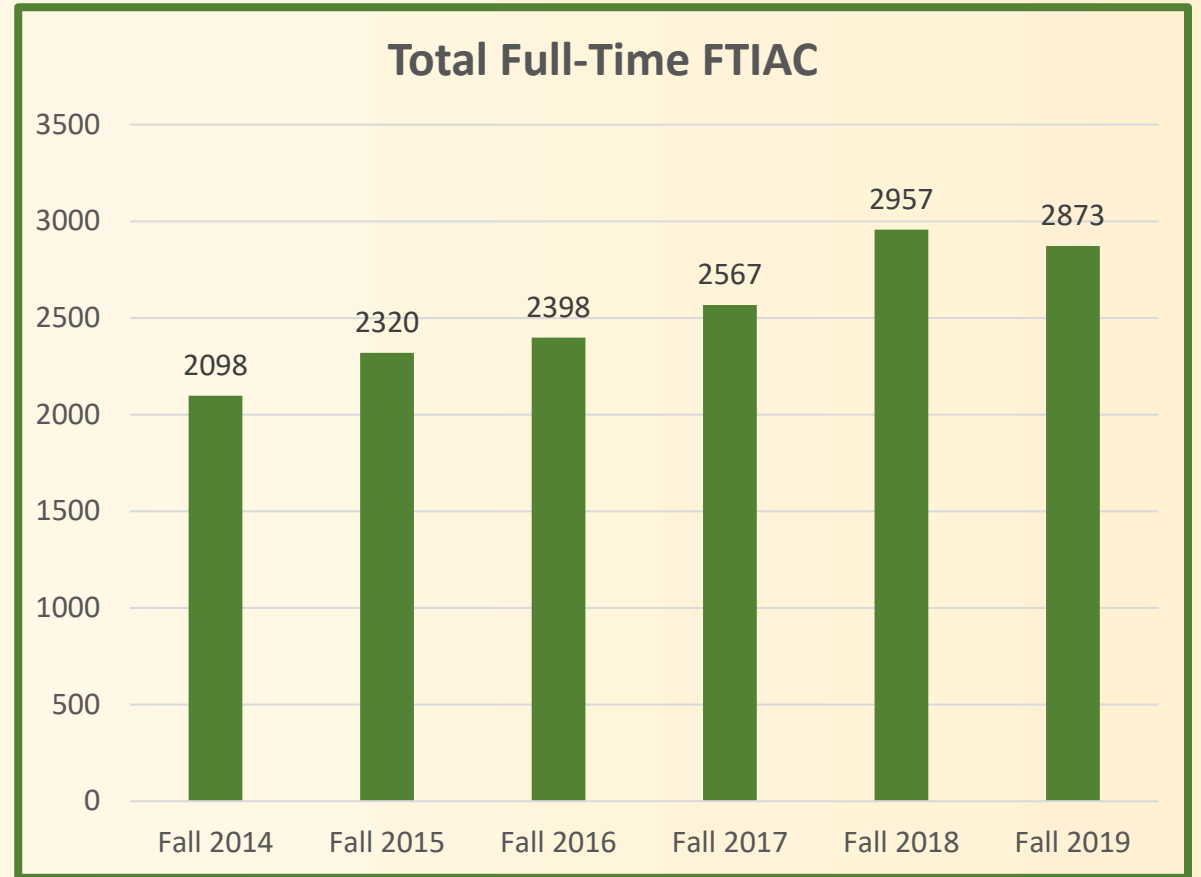
Overall Headcount Enrollment

| 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%  |

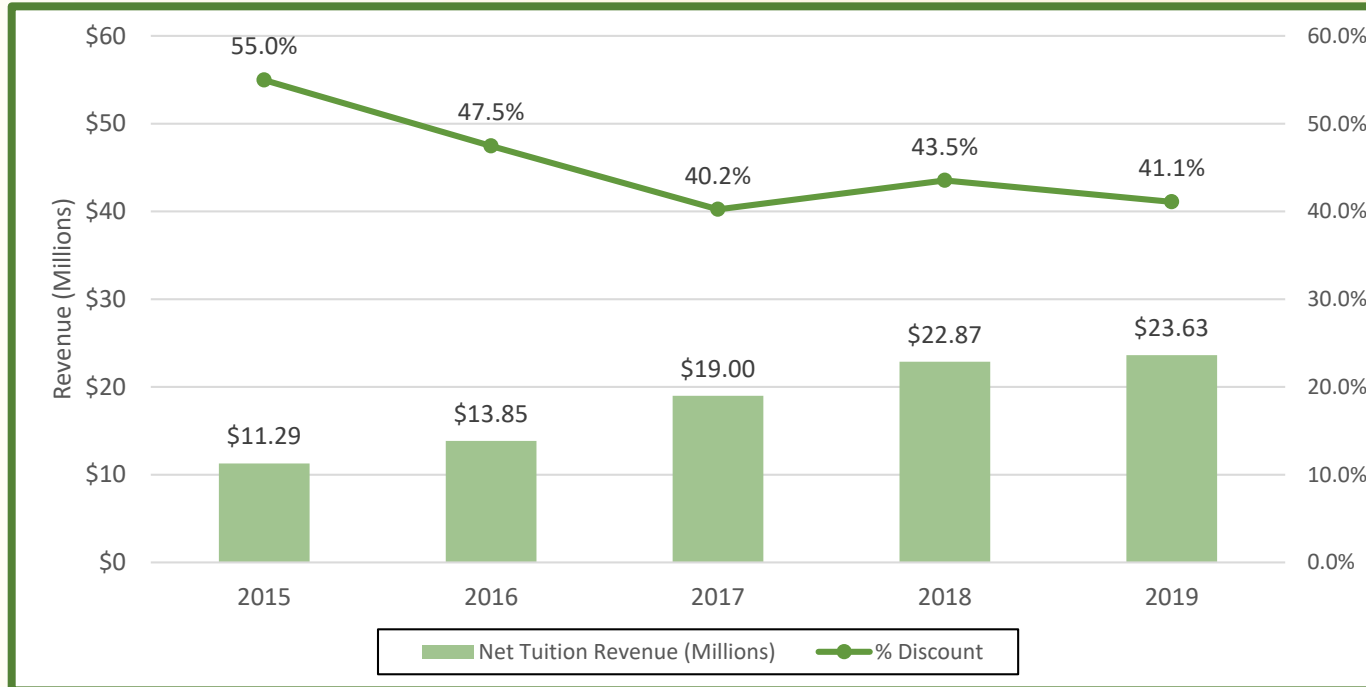


Undergraduate Enrollment

- 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%)



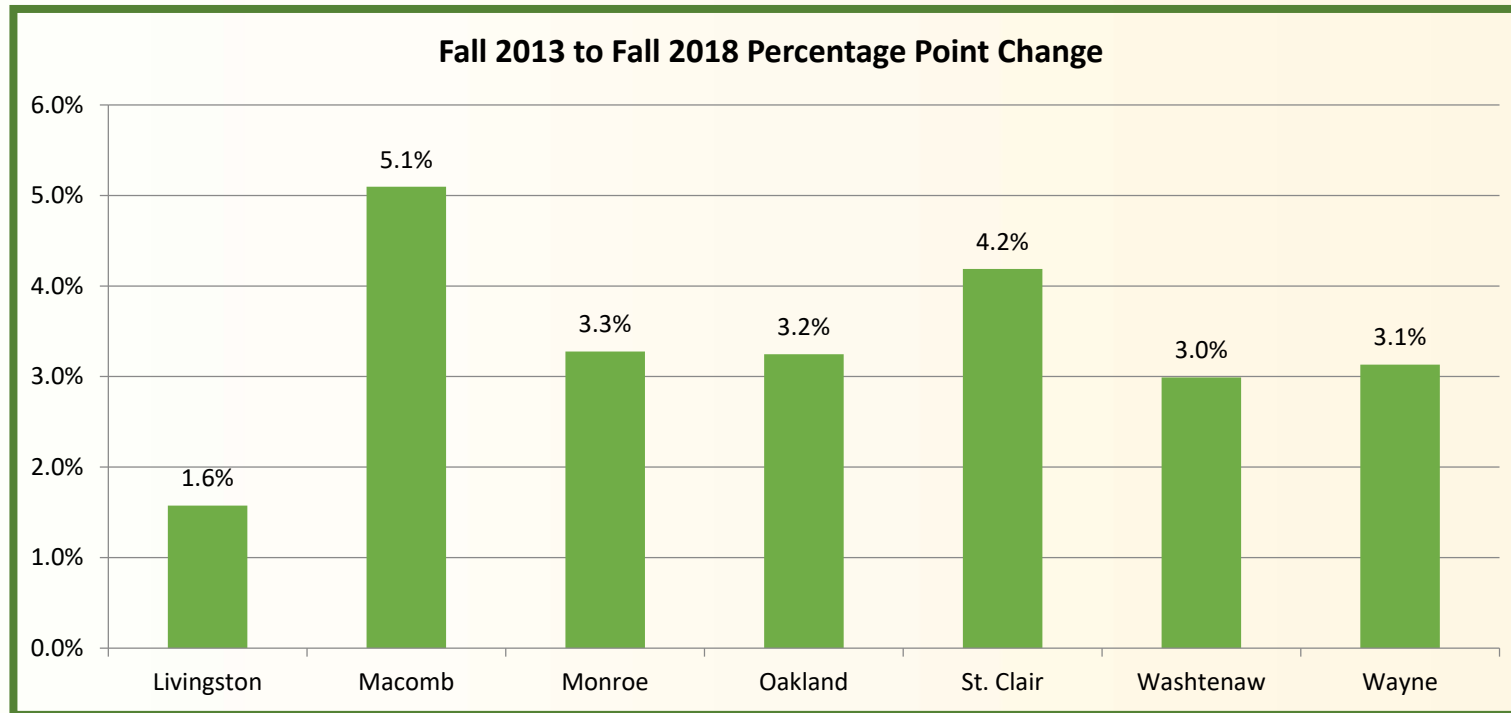
FTIAC Enrollment by College

| 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)

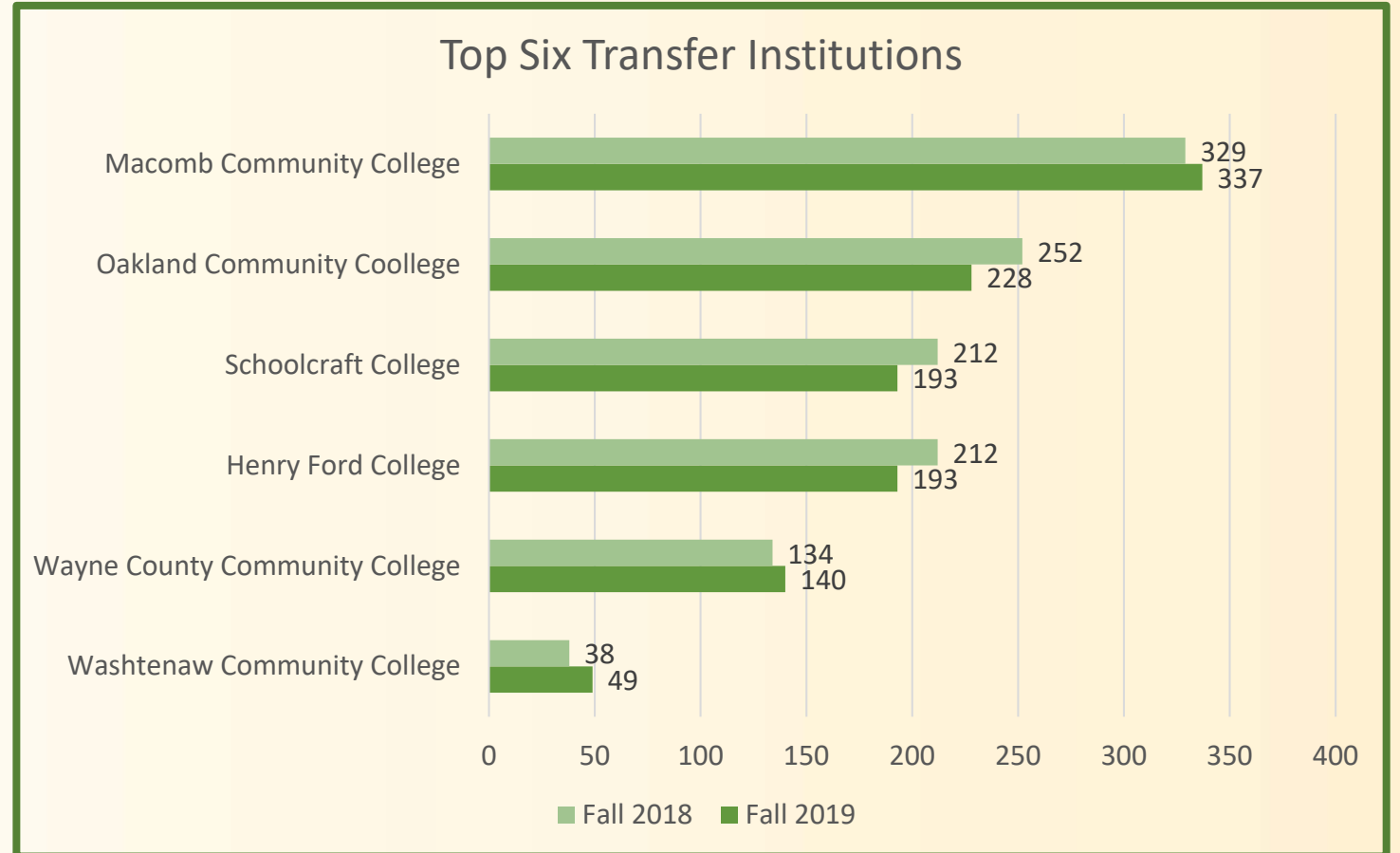
Macomb County

- -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



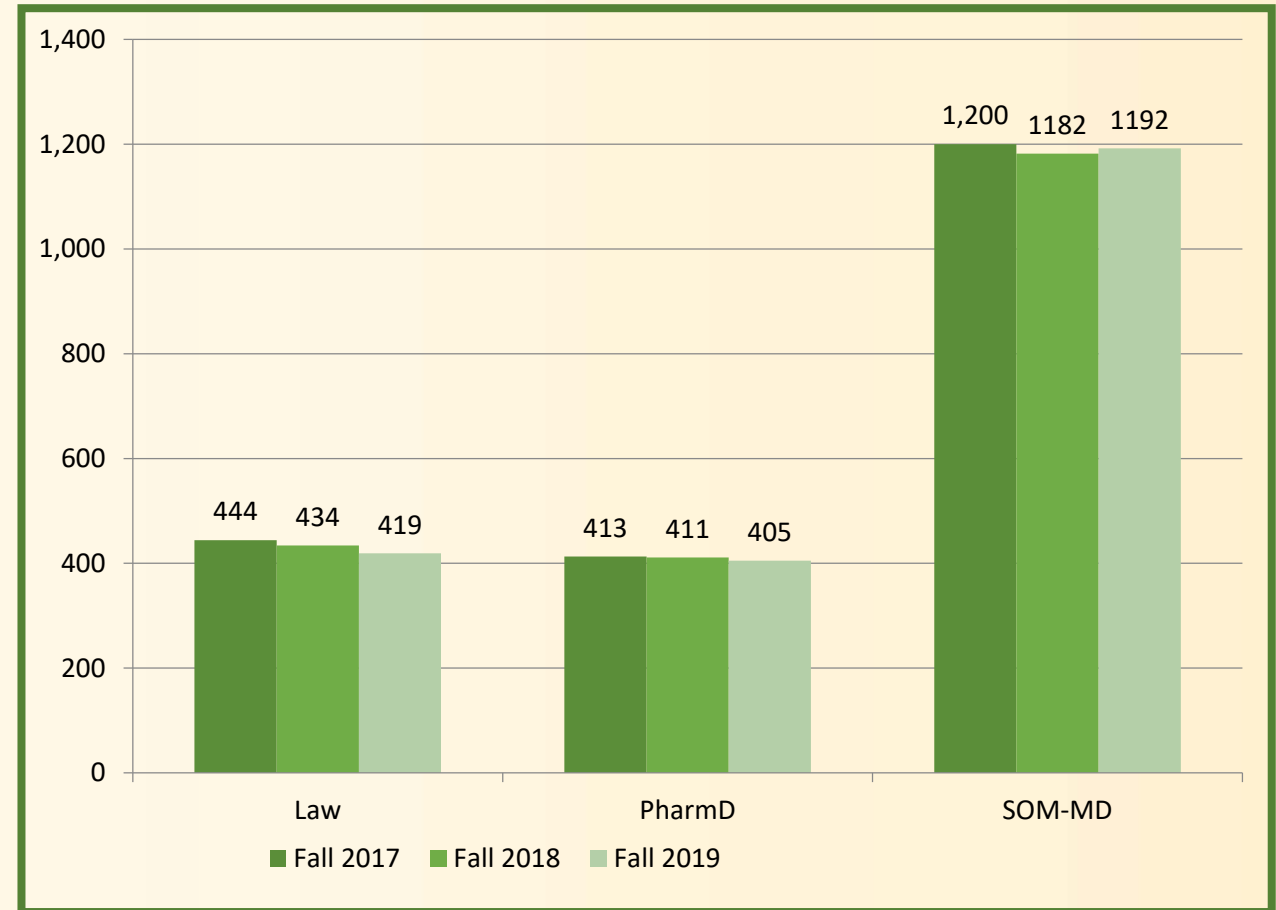
Transfer Enrollment by College

| 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% |



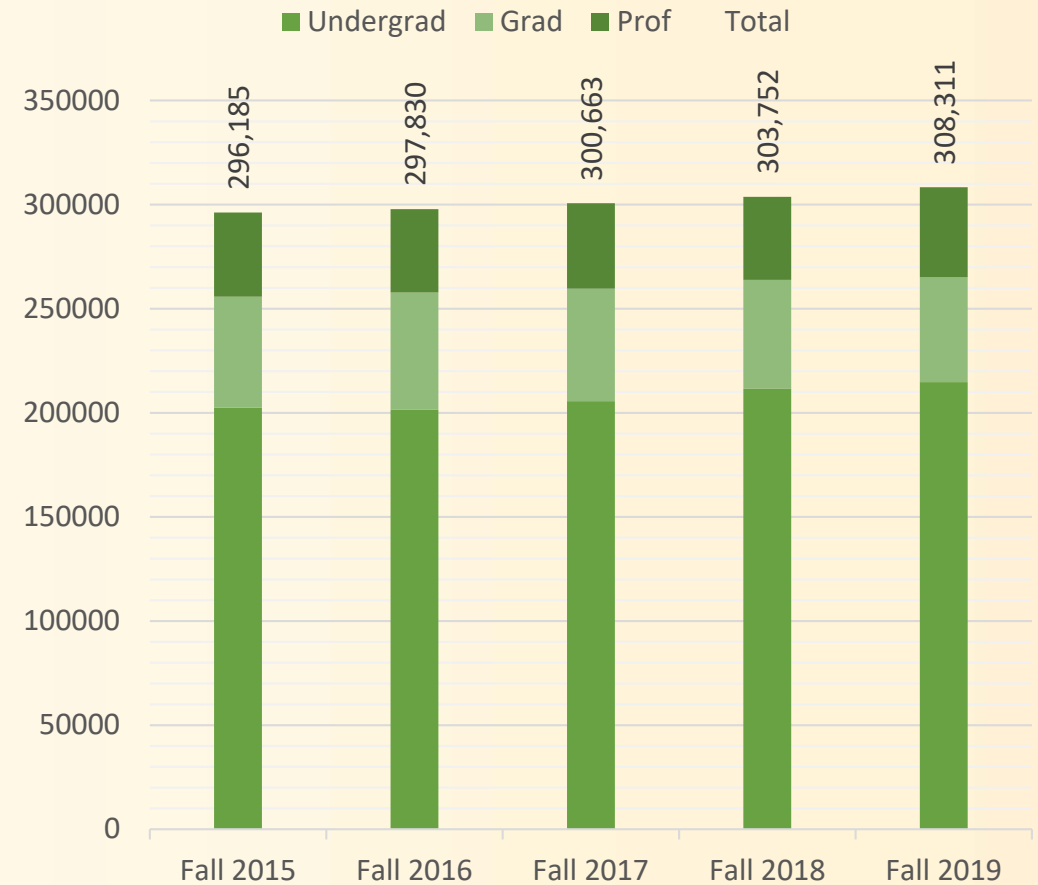
Professional Level Enrollment

- 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

