



WAYNE STATE UNIVERSITY



Academic Student Affairs and Global Engagement

Spring 2022 Enrollment
and Student Success Updates

Six-Year Graduation Rates

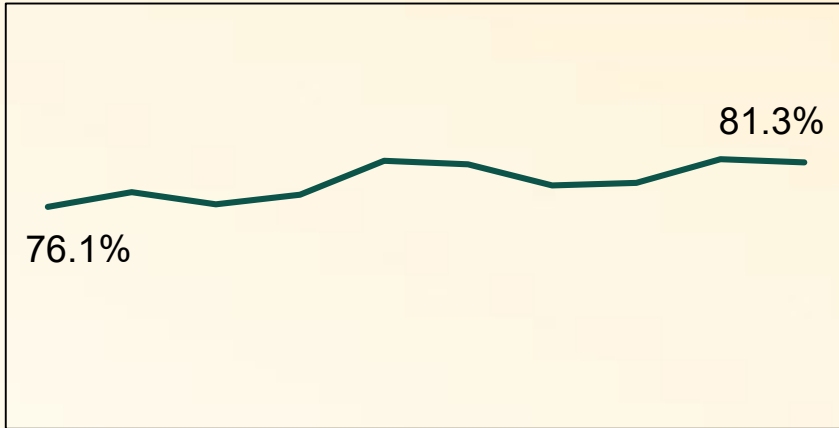
	2022*	One year ago	Two years ago	2011
Overall	57.4%*	55.8%	51.9%	26.0%
Black Students	36.0%*	34.6%	24.8%	7.6%
Hispanic/Latinx Students	48.4%*	38.4%	35.2%	16.7%
White Students	61.2%*	59.6%	59.9%	38.7%
First Gen Students	50.8%*	44.6%	43.0%	18.4%
Low Income Students	51.0%*	47.3%	44.8%	16.1%

*Unofficial; Based on degrees certified through 4/4/2022.

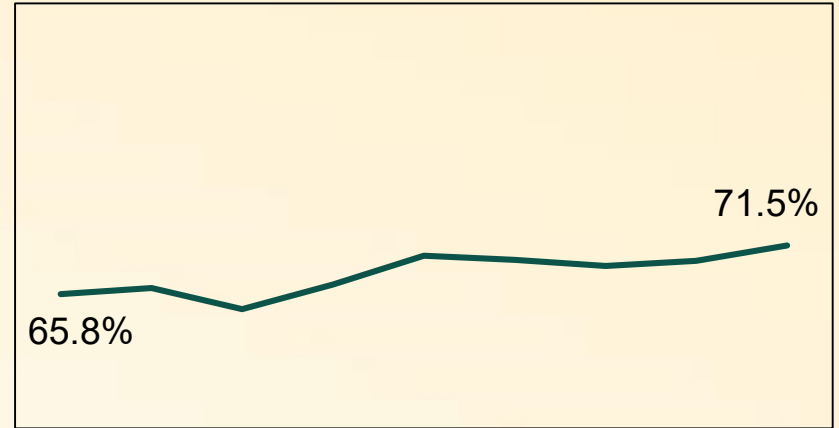
Retention Rates

Fall 2011-Fall 2021

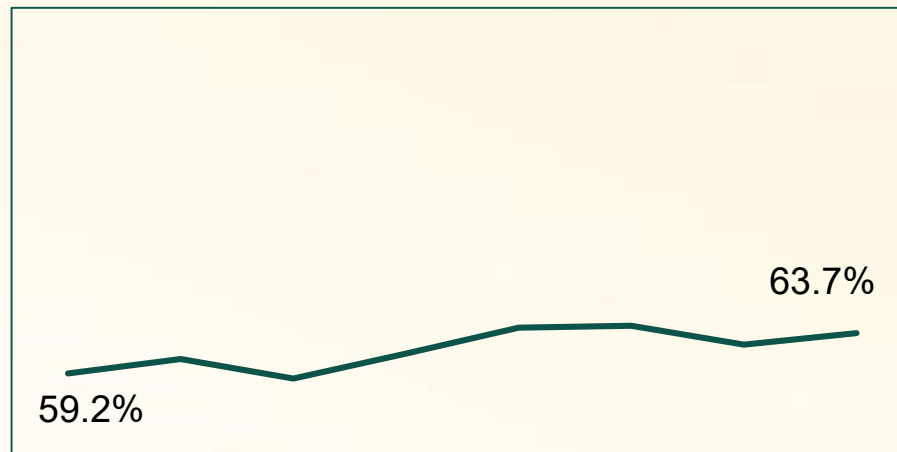
2nd Year Retention



3rd Year Retention



4th Year Retention



SWEET Survey

- New instrument to measure student engagement and attitudes
- Home grown; replacement of National Survey for Student Engagement (NSSE)
- Reduce student survey fatigue
- Deployed annually to elevate students' voices
- Continuous improvement of student services

Warrior 360

New framework to support high need students

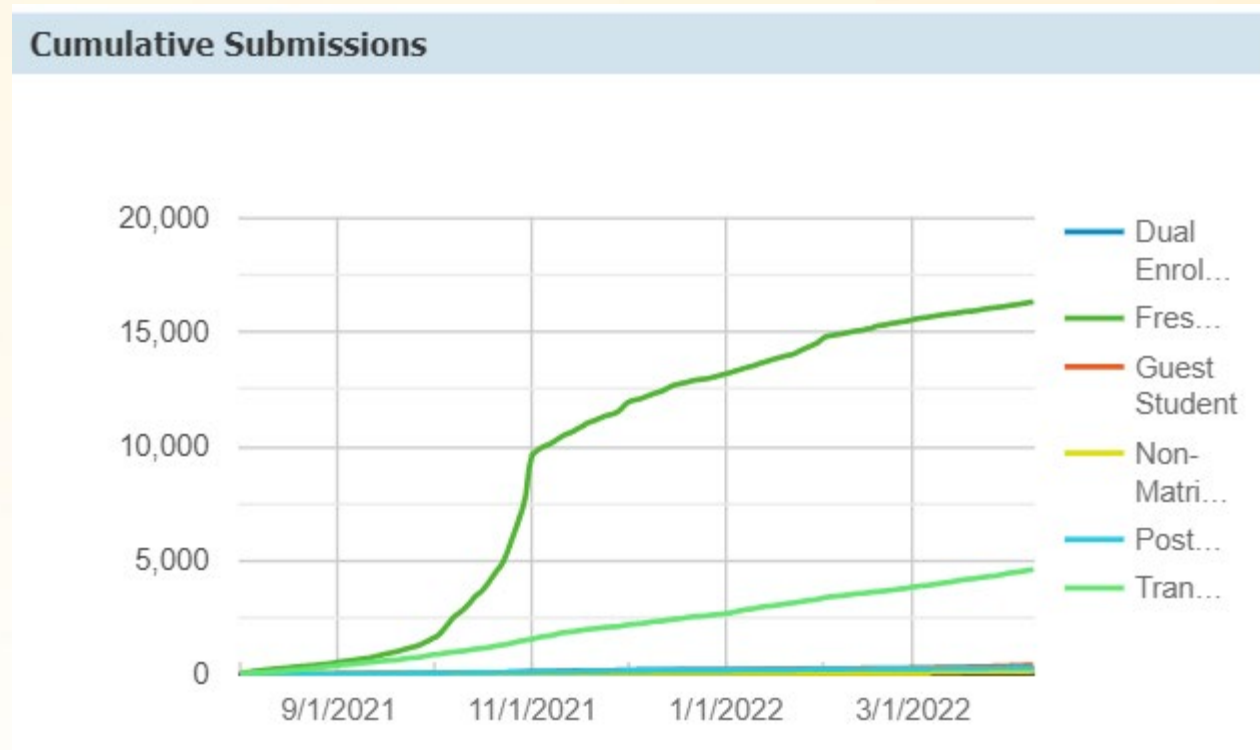
- Leverage strengths of APEX Scholars and Warrior VIP
- Holistic, wraparound support
- Support over entire student lifecycle (recruitment to graduation)
- Deepen classroom support

Key Components

- Academic Success Coaching
- Pre First-Year Experience
- Peer mentorship
- First-Year Seminar
- First-Year Interest Groups
- Belonging Support and Engagement
- Student Success Faculty Fellows

2022 FTIAC Application Cycle Trends *

- Applications submitted up 8% (over 15,000 applications received)
- 46% of applications are test optional
- Admits up 5%
- Orientation reservations down 30%



* As of April 12, 2022

National and Local Enrollment Trends

National:

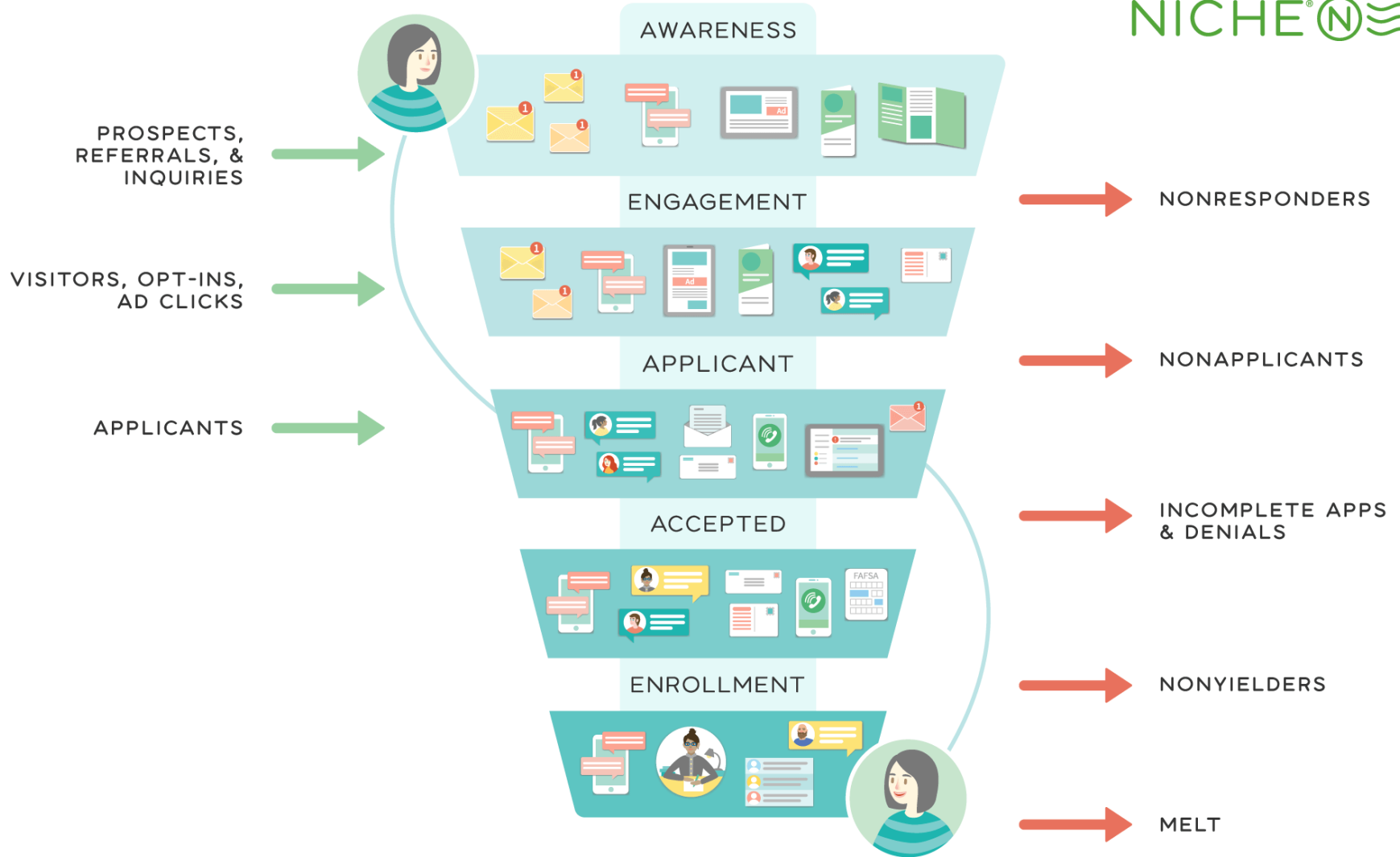
- The Great Interruption in Higher Education: Significant decline from straight from high school to college enrollment
- Undergraduate enrollment fell by 3.6% in 2020 and by 3.1 % in 2021
- Total undergraduate enrollment declined by 6.6% from Fall 2019 to Fall 2021, a loss of just over one million students
- College applicants are applying to more schools on average

Michigan:

- MI Public four-year institution enrollment fell by 9.5%; 17,493 students from 2020 to 2021; on top of 3.8% decrease from Fall 2019
- Total estimated college enrollment in MI in Fall 2021 was 430,017, a decline of 1.7% from Fall 2020
- Factors include demographic changes, the cost of college, economy and job market
- MI Public two-year institutions enrollment fell by 14.9% or 41,403 students from 2015-16 to 2020-21 (234,792 total students; non-degree and degree-seeking)

Higher Education Enrollment Funnel

NICHE® 



Admissions Recruitment & Yield Initiatives

Outreach & Recruitment

Outreach Activities

- High school visits, college fairs, recruitment travel
- Fall and Spring Open House

Campus Visit Program

Partnerships w/ College Access Networks

High School Advisory Board

College Search Platforms

- Cappex, Niche, College Xpress

Strategic Communication Campaigns

- Senior Search
- Admitted Student Yield
- W Chatbot text campaigns
- Junior Search

Yield Activities

Admitted Student Days (February & April)

Warrior Days for Admits at top feeder schools

Special Campus Visit Days for Admits

Student Success Day w/ DCAN

Strategic Communication Campaigns

- Admitted Students
- Parents
- Alumni Postcard Campaign
- School/College Post Card/ Letter Campaigns
- Admitted Student Enrollment Survey

May 1 Decision Day IG Campaign

Digital IP Targeted Marketing to Admits

Orientation Programs (May – August)

Campus Engagement: School/College New Student Yield – Fall 2022

Collaboration with UGA, OSFA, TSSC, SSC & Orientation

School/College Postcard Campaign – April – May

School/College Letter Writing Campaign – i.e. MISB BOV letters to admitted students

Admitted Student Enrollment Survey – April 6 launch; followed by targeted outreach

Special Campus Visit Days for Admits – April 15 & April 30

TSSC & Welcome Center Workshops – Comprehensive virtual sessions for student success and onboarding

Orientation Programs: School/College direct advising and registration activities
Transfer program (April – August)
First year programs (May – August)

WSU FTIAC Enrollment 2017-2021

FTIACs	Apps	AD	EN	% Yield
Fall 2021	15,352	9,499	2,732	28.8%
Fall 2020	17,248	11,392	3,119	27.4%
Fall 2019	17,212	11,513	2,968	25.7%
Fall 2018	18,636	11,499	3,038	26.4%
Fall 2017	18,820	10,280	2,653	25.8%

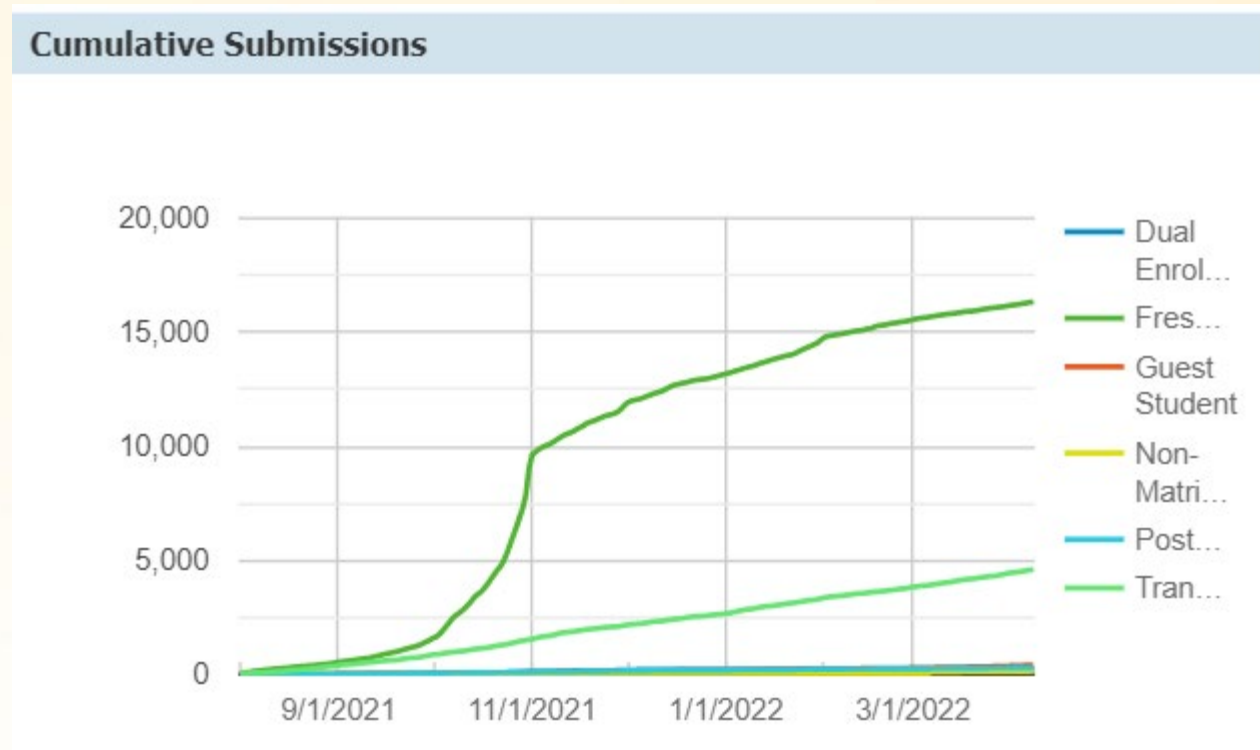
** Record WSU Enrollment in 2018 & 2020*

WSU Transfer Enrollment 2018-2021

Transfer	Apps	AD	EN	% Yield
Fall 2021	4,028	2,520	1,370	54.4%
Fall 2020	4,546	2,694	1,383	51.4%
Fall 2019	5,345	3,090	1,637	53.0%
Fall 2018	5,833	3,096	1,650	53.3%

2022 Transfer Application Cycle Trends*

- Applications submitted up 4% (over 2,000 applications received)
- 64.8% CC applicants; 35.1% other 4 year college applicants
- Admits down 2% (over 1,000 admits)
- Orientation reservations down 4%



* As of April 12, 2022

Transfer Initiatives

Outreach & Recruitment

CC Visit Strategies

- Admission
- Advising (co-advising)
- Leadership (CC presidents)
- Counselor updates

Student Engagement (*in-person & virtual*)

- MCC, OCC, Schoolcraft, and WCCCD weekly transfer advising
- Transfer Success Appointments
- Transfer Chat (*student-to-student*)
- Living, Learning Community (*new*)
- Transfer Student Club

Transfer Pathways (*new*)

- Clear, student-friendly pathway (*roadmap*)
- Eliminate inequity in awarding of credits
- Remove transferability issues
- Incentivizes stackable credentials

Yield Activities

- Admitted Student Days (February & April)
- Transfer credit & MTA check-ups
- Special CC campus invitations/visits
- Transfer Advising Committee (advocacy/training)

Strategic Communication Campaigns

- Prospective, applicant, and admitted student campaigns
- Transfer Newsletter
- Pathway student tracking and campaign
- Merit scholarships awareness

Equity transfer initiatives (*pathways, policies, admission*)

Transfer credit restructure/review

State of Michigan initiatives

Orientation Programs (May-August)