Wayne State University
Board of Governors

Fall 2008 Enrollment Report
October 29, 2008
Objectives

- Present key Fall-to-Fall enrollment headcount data for Undergraduate and Graduate students
  - Law, Medicine, and Pharmacy not included
- Discuss trends and implications
- Present key strategies for enrollment enhancement

Appendix: Additional Data
Total Enrollment
20 Year History

Large one-year drop merits significant attention
## Overall Enrollment Data

<table>
<thead>
<tr>
<th>Year</th>
<th>Total Enrollment</th>
</tr>
</thead>
<tbody>
<tr>
<td>2002</td>
<td>31,163</td>
</tr>
<tr>
<td>2003</td>
<td>33,091</td>
</tr>
<tr>
<td>2004</td>
<td>33,314</td>
</tr>
<tr>
<td>2005</td>
<td>33,137</td>
</tr>
<tr>
<td>2006</td>
<td>32,982</td>
</tr>
<tr>
<td>2007</td>
<td>33,240</td>
</tr>
<tr>
<td>2008</td>
<td>31,668</td>
</tr>
</tbody>
</table>

Ten-year average 32,107

<table>
<thead>
<tr>
<th></th>
<th>Fall 2008</th>
<th>Change in Enrollment</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Undergraduate</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>First Time (FTIAC)</td>
<td>2,917</td>
<td>-304</td>
</tr>
<tr>
<td>Transfers and other new</td>
<td>2,159</td>
<td>-299</td>
</tr>
<tr>
<td>Continuing</td>
<td>15,047</td>
<td>-419</td>
</tr>
<tr>
<td>TOTAL</td>
<td>20,123</td>
<td>-1,022</td>
</tr>
<tr>
<td><strong>Graduate</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>New Graduates</td>
<td>1,843</td>
<td>-142</td>
</tr>
<tr>
<td>Continuing</td>
<td>6,890</td>
<td>-240</td>
</tr>
<tr>
<td>TOTAL</td>
<td>8,733</td>
<td>-382</td>
</tr>
</tbody>
</table>
Key Enrollment Trends

Overall
• Down by 1,404 students (4.2%) - **significant**
• Enrollment of 31,668 down from last 5 years, but not that far from 10-year average of 32,107
  
*Not an emergency, but we should have a sense of urgency about it.*
• 67% of the decrease was part-time students, 33% full-time
  
*Possibly due to the economy – part timers may have chosen to stop out*

Undergraduate
• Down by 1,022 students (4.8%)
• Good News: increase of 410 bachelor degrees last year
• Decreases nearly the same for FTIACs, transfers, and continuing students

Graduate
• Down by 382 students (4.2%)
• Good News: increase of 68 graduate degrees last year
Total Enrollment by Tri-County Region

Observations of Tri-County Data

• Substantial decrease in Detroit (6.3%)
  o More of students with financial need come from Detroit than other areas

  *Decrease could be impacted by the economy*

• Slight declines in Macomb and Oakland counties
  o Runs counter to slow increases for previous three years

  *Cost of commuting could be a factor*

• Other institutions have gained market share in Tri-County area – particularly in graduate students

  *We need to go head-to-head with them and compete*
New Student Enrollment Picture

Undergraduates

• FTIACs – 10-year history
• FTIACs – Tri-County Region
• Transfer Students
• Percent Full Time
FTIAC Enrollment
10 Year History – Fall Semester

Year
1999
2000
2001
2002
2003
2004
2005
2006
2007
2008

Enrollment
2,014
2,120
2,585
2,038
2,867
3,120
2,879
2,945
3,221
2,917

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Undergraduate Transfer Enrollment
Fall 2004 – Fall 2008

<table>
<thead>
<tr>
<th>Year</th>
<th>Enrollment</th>
</tr>
</thead>
<tbody>
<tr>
<td>2004</td>
<td>2568</td>
</tr>
<tr>
<td>2005</td>
<td>2732</td>
</tr>
<tr>
<td>2006</td>
<td>2609</td>
</tr>
<tr>
<td>2007</td>
<td>2458</td>
</tr>
<tr>
<td>2008</td>
<td>2161</td>
</tr>
</tbody>
</table>
Percent Undergraduate Full-Time Enrollment

- FTIAC: 49% to 55%
- Total Undergraduates: 49% to 61%
- New Transfers: 50% to 55%

Years: 2003 to 2008

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Summary

• 2007 FTIAC enrollment higher than predicted

  Last year the focus was on undergraduate recruiting

• 2008 FTIAC at 2006 levels by location

• Transfers continued downward – most come from community colleges
  
  o Most likely a reflection of the economy
  
  o Will focus on transfers this year: Winter and Fall

WayneDirect and Macomb Initiatives
WayneDirect and Macomb Initiatives

WayneDirect (New in the last two years)
- HFCC, WCCCD, MCCD all have programs – working on one with OCC
- Potential transfer students sign up while enrolled in CC and get *connected* with WSU services, including:
  - Advising and financial aid counseling
  - One-Card and access to campus services, including the Library
  - Special programs on campus to acquaint them with WSU
- 294 WayneDirect students at Wayne County and Henry Ford CC’s (Macomb pilot in Winter, 2009)
  - About 50 are nearing completion at the community colleges and will transfer soon!

Macomb Initiatives
- Major expansion of our programs in Macomb County announced at a press conference on October 13
  - Over 200 attended, excellent media coverage
- Full degree programs offered at MCCD South campus – *Advanced Technology Education Center* to be built on site by MCCD
  - 5 undergraduate, 2 graduate programs in technological fields
New Student Enrollment Picture

Graduate

• 10-year history
• Tri-County enrollments
New Graduate Enrollment
10 Year History

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New Graduates by Tri-County Region

- Detroit: 148, 170, 150
- Wayne (excl. Detroit): 326, 351, 396, 457
- Oakland: 413, 425, 417
- Macomb: 174, 222, 237, 188

• Increase since 2004 didn’t continue – back to 2006 level
• Loss mostly in International students
  Other universities didn’t experience this decrease
• Tri-County strong in Wayne and Oakland – some decline in Macomb
  Macomb Initiative, more targeted offerings at Extension Centers
### Students Receiving Financial Aid (2007 – 2008)

<table>
<thead>
<tr>
<th>Initial Disbursement (End of August)</th>
<th>No. of students</th>
<th>$ (million)</th>
</tr>
</thead>
<tbody>
<tr>
<td>F 2006</td>
<td>10481</td>
<td>42.3</td>
</tr>
<tr>
<td>F2007</td>
<td>12209</td>
<td>54.5</td>
</tr>
<tr>
<td>F2008</td>
<td>12811</td>
<td>59.6</td>
</tr>
</tbody>
</table>

**Financial Aid**

- Disbursed record amount at end of August to a record number of students – *processing not an issue (see chart)*
- Looking at financial aid packages – specifically the amount of grant aid (federal, state, and institutional sources)

*Will report in December*
Formal Survey Under Way
Center for Urban Studies – follow up to 2005 survey
  o Investigating why people didn’t enroll and where they went
  o Targeting admitted FTIACs and new graduate students, and stop outs

Report by the end of November – will use for strategic guidance on Recruitment and Retention efforts
Non-scientific survey of email responses to concerns/issues students had who hadn’t yet registered as of July (n = 152)

- **Academic Issues**
  - course problems including permits-to-register or overrides for holds
  - GPA issues, mostly probation

- **Personal Problems** 7%
- **Admissions/Financial Aid Problems** 5%
- **Financial Issues** 35%
- **Academic issues** 24%
- **Advising Issues** 14%
- **Transfer/Dropout** 15%
Key Strategies for Enrollment Enhancement

Location, Location, Location

• Enhance marketing and recruitment in key locations
  o Macomb and Oakland Counties - in addition to the Macomb Initiatives, have assigned another full-time recruiter to Oakland County
  o Detroit and Wayne County – hit competition from other schools head on
• Market and recruit in Monroe County and Toledo area
  o University of Toledo out-recruits us – we have assigned a half-time recruiter to this market
• International recruitment team and advisory board in place
  o Focus on key markets in China, India, and the Middle East – visits, relationships with consulate offices, etc.
Key Strategies for Enrollment Enhancement

University Marketing Initiatives
- New campaign: “Aim Higher”
- New Customer Relations Management technology –
  - Undergraduate and Graduate Admissions, Financial Aid, Colleges/Schools
- Coordinated efforts with Admissions and Housing

University Strategic Enrollment Directions Group
- Administrative group charged with managing enrollment – includes recruitment and retention
- Strategic Enrollment Plan in November – including enrollment “dashboard”
- Meets regularly and reports periodically to the Cabinet
- Sub-groups:
  - Operations – coordination, communication, co-planning
  - Data and Analysis – monitor “dashboard” and perform analyses such as enrollment prediction, retention, etc.
Some New Undergraduate Recruiting Efforts

• 100 more recruiting visits to high schools and community colleges (500 last year)
• Recruiting receptions increased from 4 to 7
  o New for 2009: Special receptions for Detroit students at Welcome Center, Canton Community Center, WSU Oakland Center
• Additional Parent Information Sessions for parents of students who have been admitted
  o Provide academic program, housing, learning communities, and financial aid information, etc.
  o 5 last year, 10 this year, including Oakland and Macomb counties
• Assigned a student assistant to each of 8 freshmen recruiters for communication before and after high school visits
• Special middle school brochure to K-12 summer program participants
• More print and electronic communications to admitted students, including new “Possibilities” magazine
Conclusions

• Although new student enrollment is in line with the recent past (*assuming* last year was an aberration), we are not resting on our laurels
• We have had and will continue to have aggressive goals for student enrollment
  o Includes undergraduate, graduate, new and continuing
• We will continue and expand our current efforts in our key markets
• Will bring increased attention to
  o Detroit and Oakland counties to bring in more FTIACs
  o Community college transfers
  o International students – Canada, China/India, Middle East
  o Other metropolitan areas – including Toledo and NW Ohio
Appendix

Additional Data
Total Enrollment by Race/Ethnicity
Fall 2006 – Fall 2008
### Total Enrollment by Country of Origin

<table>
<thead>
<tr>
<th>Country</th>
<th>Undergraduate</th>
<th>Graduate</th>
<th>Change F07-F08</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>U. S.</strong></td>
<td>20,186</td>
<td>7,555</td>
<td>-797 (-12)</td>
</tr>
<tr>
<td><strong>Canada</strong></td>
<td>670</td>
<td>326</td>
<td>-138 (-88)</td>
</tr>
<tr>
<td><strong>India and China</strong></td>
<td>83</td>
<td>815</td>
<td>-30 (-215)</td>
</tr>
<tr>
<td><strong>Other Countries</strong></td>
<td>206</td>
<td>419</td>
<td>-57 (-67)</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>21,145</td>
<td>9,115</td>
<td>-1022 (-382)</td>
</tr>
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Undergraduate Enrollment
20 Year History – Fall Semester

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## Undergraduate Enrollment by Ethnicity/Race

<table>
<thead>
<tr>
<th>Ethnicity</th>
<th>2007</th>
<th>2008</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>White</td>
<td>10,194</td>
<td>9,828</td>
<td>-366</td>
</tr>
<tr>
<td>Minority</td>
<td>8,681</td>
<td>8,210</td>
<td>-471</td>
</tr>
<tr>
<td>International</td>
<td>959</td>
<td>734</td>
<td>-225</td>
</tr>
<tr>
<td>Unknown</td>
<td>1,311</td>
<td>1,351</td>
<td>+40</td>
</tr>
<tr>
<td>Total</td>
<td>21,145</td>
<td>20,123</td>
<td>-1,022</td>
</tr>
</tbody>
</table>
Undergraduate ethnicity/Race Breakdown

Fall, 2008

- White: 49%
- Minority: 41%
- International: 3%
- Unknown: 7%

Fall, 2007

- White: 48%
- Minority: 41%
- International: 5%
- Unknown: 6%

Virtually no change
FTIAC Enrollment by Race/Ethnicity
Fall 2005 to Fall 2008

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Graduate Enrollment
20 Year History – Fall Semester

[Graph showing enrollment numbers from 1989 to 2009]
New Graduate Enrollment by Racial/Ethnic Category (Fall 2005 – Fall 2008)
Total Graduates by Tri-County Region

<table>
<thead>
<tr>
<th></th>
<th>2005</th>
<th>2006</th>
<th>2007</th>
<th>2008</th>
</tr>
</thead>
<tbody>
<tr>
<td>Detroit</td>
<td>1,229</td>
<td>1,213</td>
<td>1,122</td>
<td>1,092</td>
</tr>
<tr>
<td>Wayne (excl. Detroit)</td>
<td>1,994</td>
<td>1,926</td>
<td>1,959</td>
<td>1,887</td>
</tr>
<tr>
<td>Oakland</td>
<td>2,200</td>
<td>2,146</td>
<td>2,093</td>
<td>2,136</td>
</tr>
<tr>
<td>Macomb</td>
<td>1,090</td>
<td>1,081</td>
<td>1,107</td>
<td>1,046</td>
</tr>
</tbody>
</table>
Number of Students Who Graduated

Degrees Completed by Level
FY 2004 - FY 2008

<table>
<thead>
<tr>
<th></th>
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<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>UG</td>
<td>2,399</td>
<td>2,310</td>
<td>2,404</td>
<td>2,814</td>
<td>2,404</td>
<td>6,005</td>
</tr>
<tr>
<td>GR</td>
<td>2,838</td>
<td>2,646</td>
<td>2,713</td>
<td>2,586</td>
<td>2,654</td>
<td>11,363</td>
</tr>
<tr>
<td>PR</td>
<td>2,175</td>
<td>507</td>
<td>1,000</td>
<td>2,814</td>
<td>2,537</td>
<td>7,493</td>
</tr>
<tr>
<td>Total</td>
<td>5,744</td>
<td>5,411</td>
<td>5,471</td>
<td>5,465</td>
<td>5,471</td>
<td>26,364</td>
</tr>
</tbody>
</table>

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