

Enrollment Management and Student Success

ADMINISTRATIVE COUNCIL PRESENTATION

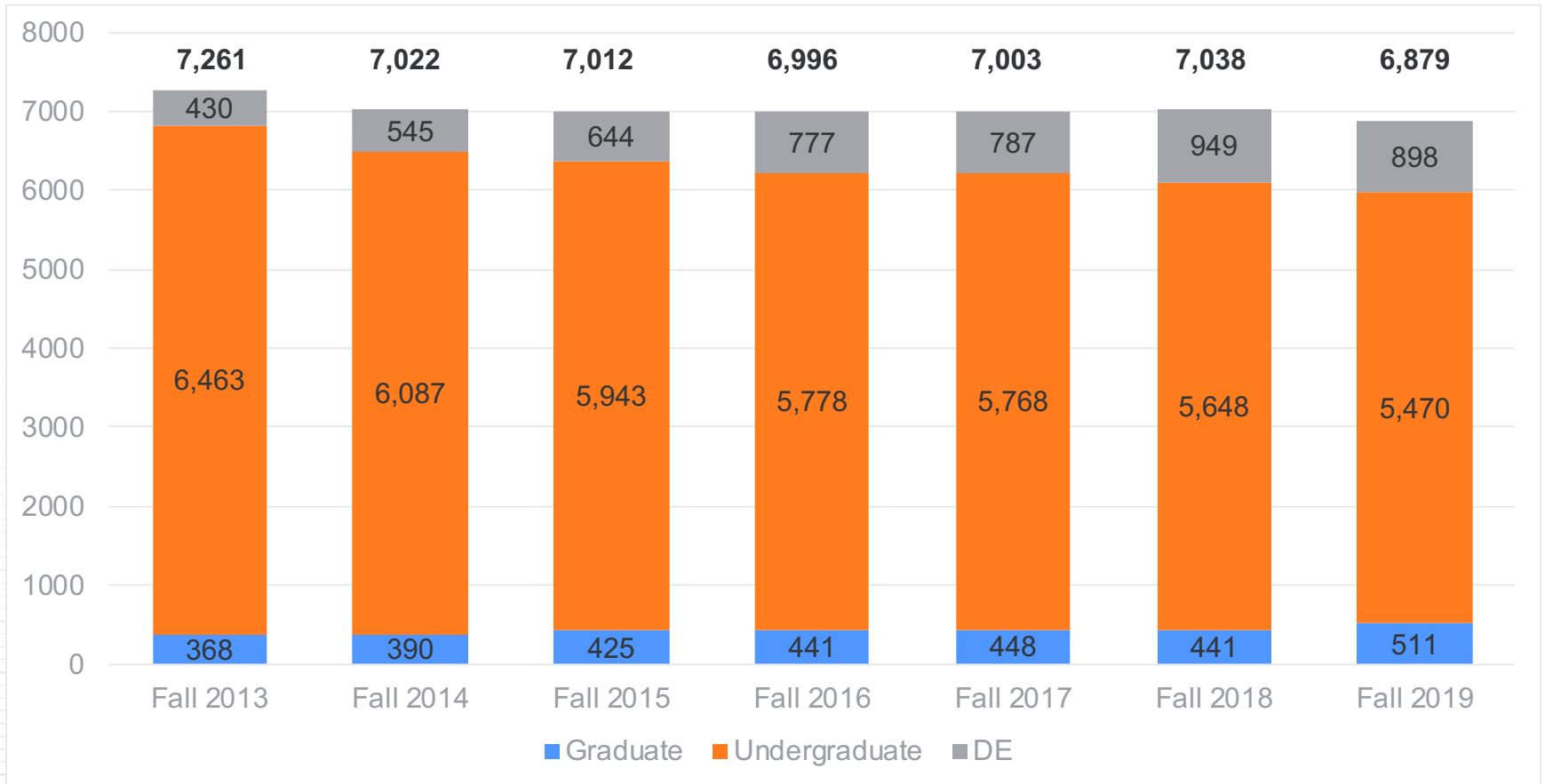
OVERVIEW

- Official Enrollment
- Responses to this Fall
- Projected Trends with National Data

ACADEMIC YEAR ENROLLMENT

| | Fall | Spring | Summer |
|-----------|-------|--------|--------|
| 2016-2017 | 6,996 | 6,715 | 3,034 |
| 2017-2018 | 7,003 | 6,649 | 3,384 |
| 2018-2019 | 7,038 | 6,651 | 3,401 |
| 2019-2020 | 6,879 | 6,667 | 3,426 |

FALL ENROLLMENT



FALL IN REVIEW

We realized a decrease in enrollment of 2.3% for fall 2019 (-1.5% in headcount).

Time to celebrate what went well, reflect on what did not, and develop a plan to change!

CELEBRATION TIME – COME ON!

- IPEDS Cohort Retention Rate Increases – Again!
- Re-registration rates are good.
- Graduate, Graduate, Graduate!!!!!! Woohoo!!!

LOTS TO DO

- Dual Enrollment – Mixed Bag
- Undergraduate New – 2nd year in a row with a decrease

DUAL ENROLLMENT BY COUNTY

| County | Fall 2016 | | | Fall 2017 | | | Fall 2018 | | | Fall 2019 | | |
|--------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|
| | New | Continuing | Total | New | Continuing | Total | New | Continuing | Total | New | Continuing | Total |
| Butts | 2 | | 2 | | 1 | 1 | 1 | | 1 | 0 | 2 | 2 |
| Clayton | 115 | 63 | 178 | 111 | 98 | 209 | 113 | 146 | 259 | 145 | 95 | 240 |
| Cobb | 1 | | 1 | | 1 | 1 | | | 0 | 0 | 1 | 1 |
| Coweta | 25 | 13 | 38 | 20 | 8 | 28 | 20 | 7 | 27 | 9 | 5 | 14 |
| DeKalb | 13 | 3 | 16 | 11 | 8 | 19 | 11 | 11 | 22 | 10 | 6 | 16 |
| Douglas | | | 0 | | | 0 | | | 0 | 1 | 0 | 1 |
| Fayette | 190 | 86 | 276 | 173 | 80 | 253 | 213 | 82 | 295 | 194 | 98 | 292 |
| Fulton | 6 | 3 | 9 | 13 | 3 | 16 | 21 | 8 | 29 | 12 | 7 | 19 |
| Henry | 164 | 84 | 248 | 167 | 87 | 254 | 193 | 119 | 312 | 169 | 139 | 308 |
| Jones | | | 0 | | | 0 | | | 0 | 1 | 0 | 1 |
| Newton | | | 0 | 1 | 1 | 2 | 1 | 1 | 2 | 2 | 1 | 3 |
| Pike | | 1 | 1 | | | 0 | | | 0 | 0 | 0 | 0 |
| Rabun | 5 | | 5 | | | 0 | | | 0 | 0 | 0 | 0 |
| Rockdale | 2 | 1 | 3 | | 1 | 1 | | | 0 | 0 | 1 | 1 |
| Spalding | | | 0 | 1 | | 1 | 1 | 1 | 2 | 0 | 0 | 0 |
| Total | 523 | 254 | 777 | 497 | 288 | 785 | 574 | 375 | 949 | 543 | 355 | 898 |

DUAL ENROLLMENT RESPONSE

- Clayton
 - Offer courses in high schools – Mundy’s Mill (SP20), Charles Drew, Lovejoy, and North Clayton (possibly)
 - Push online option – above high schools and Mount Zion
- Fayette
 - Offer courses in Center for Innovation – FL20
- Henry
 - Increase course offerings

FALL NEW UNDERGRADUATE

| Admit Type | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 |
|---------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| Traditional | 396 | 400 | 428 | 521 | 502 | 463 | 543 | 489 | 510 | 506 | 420 |
| Adult New | 81 | 76 | 70 | 66 | 45 | 46 | 48 | 37 | 50 | 30 | 47 |
| Adult Transfer | 814 | 740 | 865 | 819 | 805 | 739 | 772 | 737 | 802 | 724 | 669 |
| Post Bach | 25 | 31 | 13 | 19 | 16 | 15 | 7 | 10 | 18 | 17 | 18 |
| Transient | 16 | 13 | 24 | 23 | 10 | 18 | 19 | 23 | 9 | 11 | 10 |
| Total UG New | 1332 | 1260 | 1400 | 1448 | 1378 | 1281 | 1389 | 1296 | 1389 | 1288 | 1164 |
| % Change | - | -5.4% | 11.1% | 3.4% | -4.8% | -7.0% | 8.4% | -6.7% | 7.2% | -7.3% | -9.6% |

FALL NEW UNDERGRADUATE

| Total | Apps | Incomplete | % | Complete | % | Denied | % | Admit | % | Enrolled | % |
|-------|------|------------|-------|----------|-------|--------|-------|-------|-------|----------|-------|
| 2017 | 3996 | 934 | 23.4% | 3062 | 76.6% | 1009 | 33.0% | 2053 | 67.0% | 1309 | 63.8% |
| 2018 | 3918 | 949 | 24.2% | 2969 | 75.8% | 958 | 32.3% | 2011 | 67.7% | 1279 | 63.6% |
| 2019 | 4310 | 1227 | 28.5% | 3083 | 71.5% | 1075 | 34.9% | 2008 | 65.1% | 1188 | 59.2% |

- Yield rate and summer melt impacted
- Applications increased by 10%
- Increased completed applications by 3.8%
- Freshmen % denied increased to 49.9% from 45.1%

FALL 2019 BY ENROLLED LOCATION

| Institution | Incomplete | Denied | Admits | Total |
|---|------------|--------|--------|-------|
| GEORGIA STATE UNIVERSITY- PERIMETER COLLEGE | 41 | 110 | 19 | 170 |
| ALBANY STATE UNIVERSITY | 20 | 65 | 9 | 94 |
| GEORGIA STATE UNIVERSITY | 33 | 2 | 50 | 85 |
| GORDON STATE COLLEGE | 18 | 42 | 3 | 63 |
| GEORGIA GWINNETT COLLEGE | 17 | 27 | 9 | 53 |
| UNIVERSITY OF WEST GEORGIA | 19 | 9 | 20 | 48 |
| SAVANNAH STATE UNIVERSITY | 13 | 16 | 13 | 42 |
| MIDDLE GEORGIA STATE UNIVERSITY | 11 | 27 | 3 | 41 |
| GEORGIA SOUTHERN UNIVERSITY | 13 | 5 | 20 | 38 |
| SOUTHERN CRESCENT TECHNICAL COLLEGE | 9 | 19 | 0 | 28 |
| COLUMBUS STATE UNIVERSITY | 6 | 7 | 11 | 24 |
| FORT VALLEY STATE UNIVERSITY | 10 | 9 | 3 | 22 |
| ALABAMA A & M UNIVERSITY | 8 | 9 | 2 | 19 |
| AUGUSTA UNIVERSITY | 3 | 4 | 8 | 15 |
| EAST GEORGIA STATE COLLEGE | 6 | 8 | 0 | 14 |
| ATLANTA TECHNICAL COLLEGE | 6 | 7 | 1 | 14 |
| GEORGIA MILITARY COLLEGE- FAYETTEVILLE | 4 | 8 | 1 | 13 |
| CLARK ATLANTA UNIVERSITY | 7 | 2 | 4 | 13 |
| WEST GEORGIA TECHNICAL COLLEGE | 3 | 8 | 0 | 11 |

NEW UNDERGRADUATE RESPONSE

- New focus on recruiting strategies
- Admitting students for fall 2020 since September
- Increasing yield communication and melt to include: texting, emailing, social media, and calls
- Partnership with Atlanta Metropolitan State College
- Academic Affairs push for program partnerships
- Change of message for summer bridge program

UNDERGRADUATE CONTINUING

IPEDES RETENTION RATES

FITFTR Cohort Retention Rates By Housing Status 2008 - 2017

| Term Entered | | Fall 2008 | Fall 2009 | Fall 2010 | Fall 2011 | Fall 2012 | Fall 2013 | Fall 2014 | Fall 2015 | Fall 2016 | Fall 2017 | Fall 2018 |
|---|--------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| All Students | | | | | | | | | | | | |
| Beginning Cohort | # Enrolled | 373 | 373 | 457 | 454 | 535 | 476 | 458 | 502 | 490 | 551 | 552 |
| Retained One Year | # Enrolled | 249 | 228 | 301 | 308 | 387 | 324 | 321 | 357 | 332 | 389 | 393 |
| | Retention Rate (%) | 66.8 | 61.1 | 65.9 | 67.8 | 72.3 | 68.1 | 70.1 | 71.1 | 67.8 | 70.6 | 71.2 |
| Students Living in On-Campus Housing | | | | | | | | | | | | |
| Beginning Cohort | # Enrolled | 261 | 241 | 244 | 267 | 305 | 296 | 284 | 304 | 289 | 351 | 344 |
| Retained One Year | # Enrolled | 173 | 145 | 157 | 186 | 233 | 201 | 199 | 224 | 192 | 244 | 237 |
| | Retention Rate (%) | 66.3 | 60.2 | 64.3 | 69.7 | 76.4 | 67.9 | 70.1 | 73.7 | 66.4 | 69.5 | 68.9 |
| Students Living Off-Campus | | | | | | | | | | | | |
| Beginning Cohort | # Enrolled | 112 | 132 | 213 | 187 | 230 | 180 | 174 | 198 | 201 | 200 | 208 |
| Retained One Year | # Enrolled | 76 | 83 | 144 | 122 | 154 | 123 | 122 | 133 | 140 | 145 | 156 |
| | Retention Rate (%) | 67.9 | 62.9 | 67.6 | 65.2 | 67.0 | 68.3 | 70.1 | 67.2 | 69.7 | 72.5 | 75.0 |

REREGISTRATION RATES

| Fall to Spring Re-Reg Rates | | | | | | |
|-----------------------------|-------|-------|-------|-------|-------|--------------|
| Undergraduate | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 Goal |
| Re-Registration Rate | 90.4% | 89.1% | 89.5% | 89.8% | 88.6% | 91.1% |

REREGISTRATION RATES

| Spring to Summer Re-Reg Rates | | | | | | |
|-------------------------------|--------------|--------------|--------------|--------------|--------------|--------------|
| Undergraduate | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 |
| Re-Registration Rate | 39.1% | 39.1% | 42.7% | 40.8% | 47.7% | 50.0% |

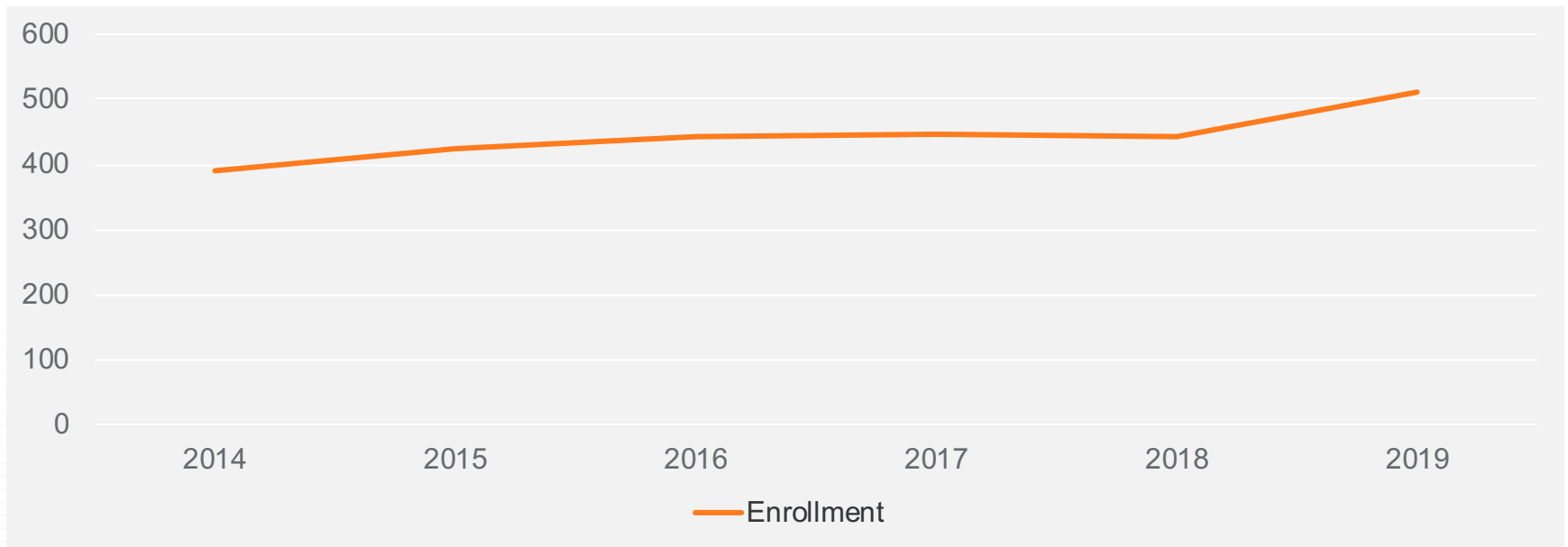
REREGISTRATION RATES

| Undergraduate | SP15 and SM15 | SP16 and SM16 | SP17 and SM17 | SP18 and SM18 | SP19 and SM19 |
|-------------------------------------|---------------|---------------|---------------|---------------|---------------|
| Spring/Summer Re-reg. Rate for Fall | 77.5% | 78.8% | 77.1% | 78.1% | 80.3% |

UNDERGRADUATE CONTINUING RESPONSE

- Laker Hall at-risk freshmen support
- Integration of classroom attendance and online engagement into outreach and intervention strategies
- Increase in supplemental instruction

GRADUATE ENROLLMENT

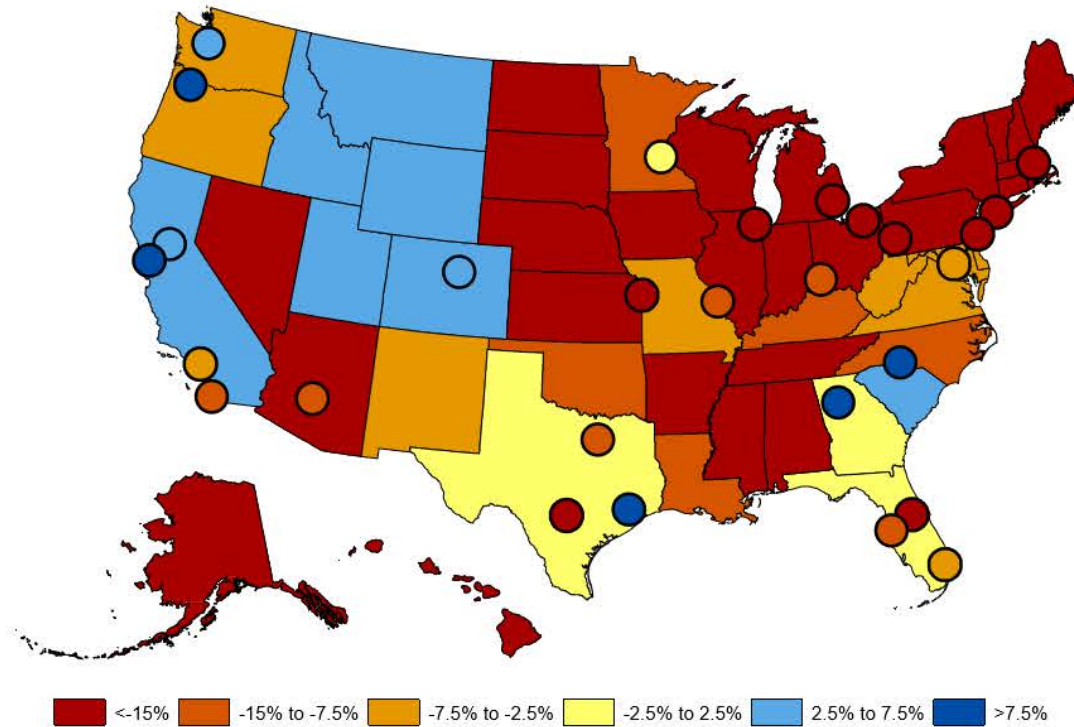


- New enrollment increased from 151 to 201
- MBA is now at 267

GRADUATE RESPONSE

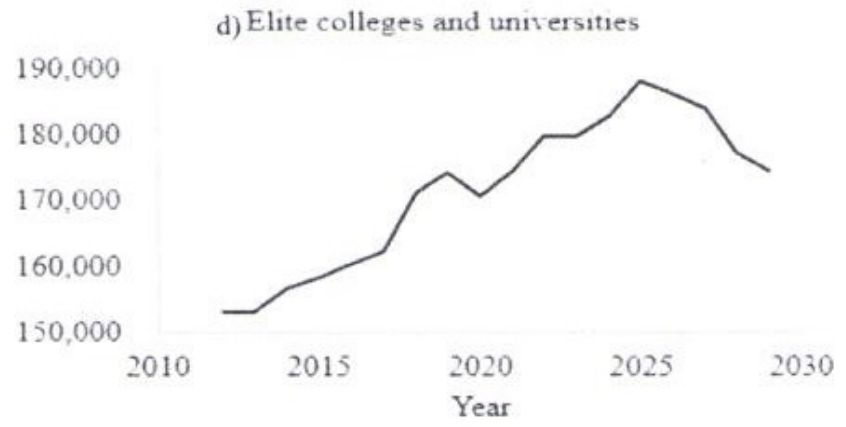
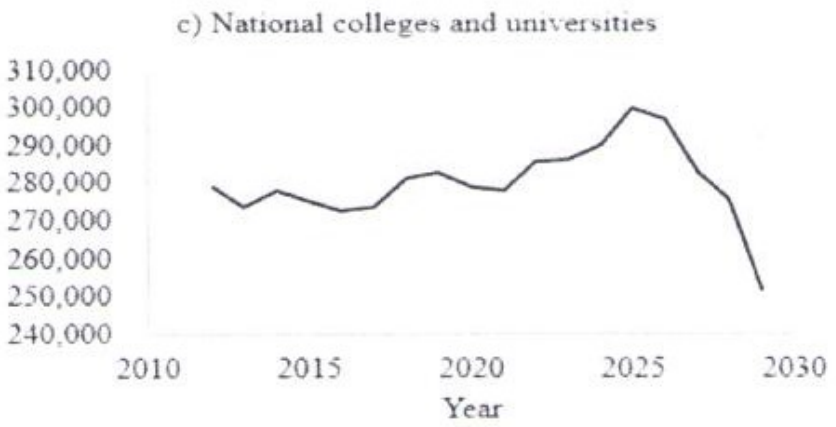
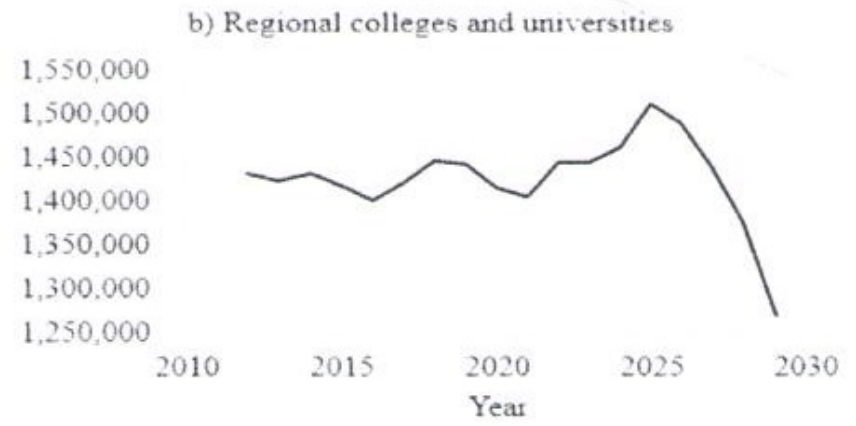
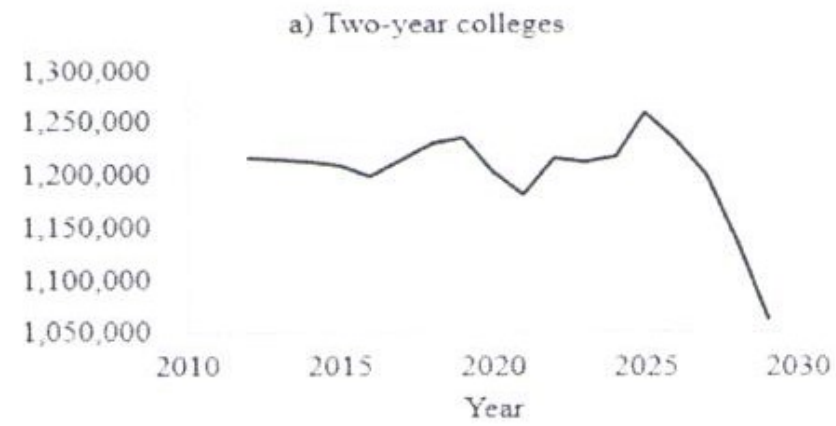
- 2 new additional graduate programs
- Increased recruitment
- Significant coordination between School of Graduate Studies and Graduate Enrollment Services

Forecasted Growth in Students Who Will Attend a Regional Four-Year Institution, 2012 to 2029



Grawe, N. D. (2018). *Demographics and the Demand for Higher Education*. Baltimore, MD: Johns Hopkins University Press.

Enrollment Forecast by Institution Type



Source: Grawe, Nathan D., *Demographics and the Demand for Higher Education*, 2017

Thanks to Brent Gage, University of Iowa, for this resource



QUESTIONS?