

Intentional Enrollment Management Committee Update – May 3, 2017



Committee Members

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Past Meetings

April 19 – Enrollment Update, Sharing of Enrollment Management Plan, Identifying priorities

April 26 – Consultant presentation and review of priorities worksheet, discussion of how committee is going to operate

USFSM Fall to Fall Enrollment

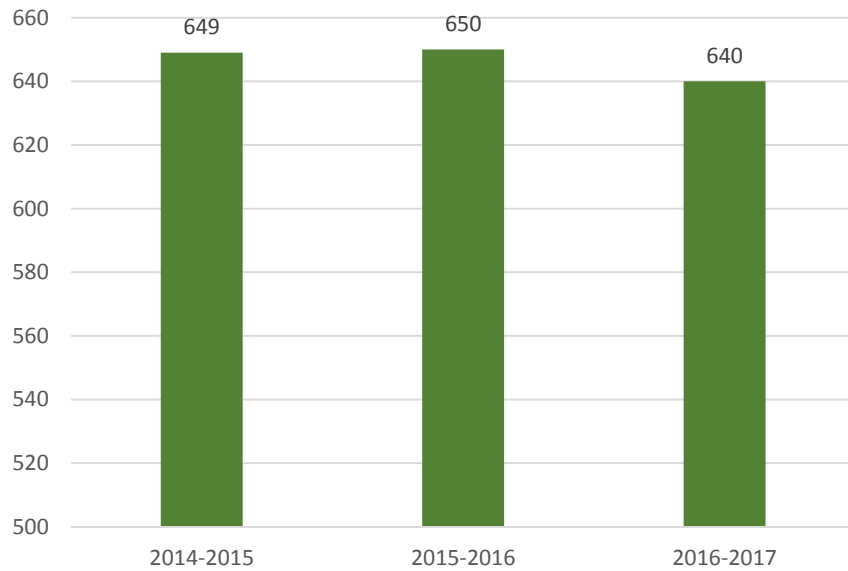
	Fall 2014	Fall 2015	% Change
Overall Enrollment	1,917	2,044	6.6%
Undergrad	1,697	1,767	4.1%
Graduate	120	174	45%
Non Degree	100	103	3%

	Fall 2015	Fall 2016	% Change
Overall Enrollment	2,044	2,081	1.8%
Undergrad	1,767	1,795	1.6%
Graduate	174	178	2.3%
Non Degree	103	108	4.9%

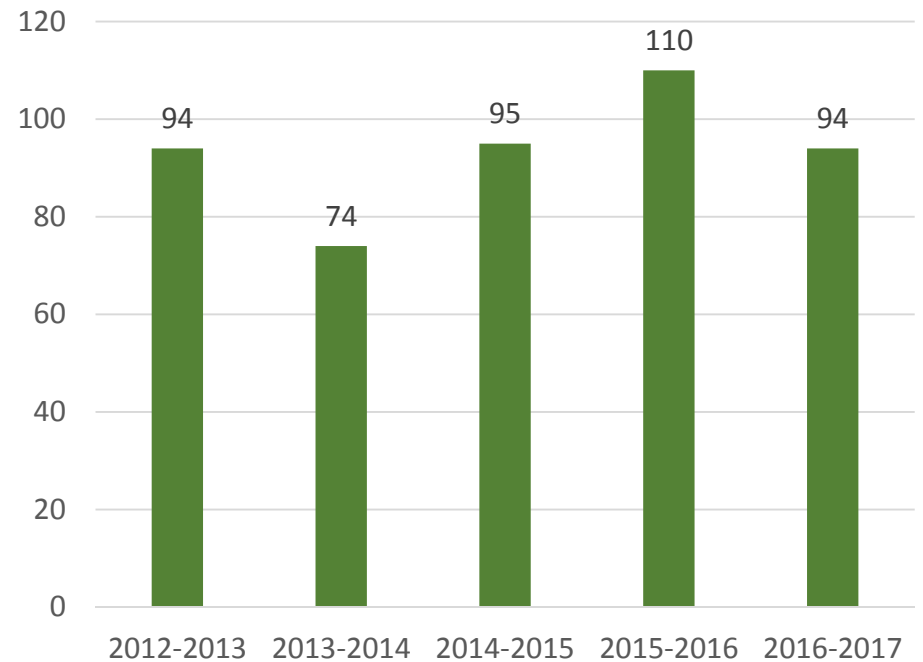
- 8.6% overall enrollment growth over the past 2 years
- 8 semesters in a row of overall increased enrollment

Transfer & Graduate Enrollment

New Enrolled Transfers by Year

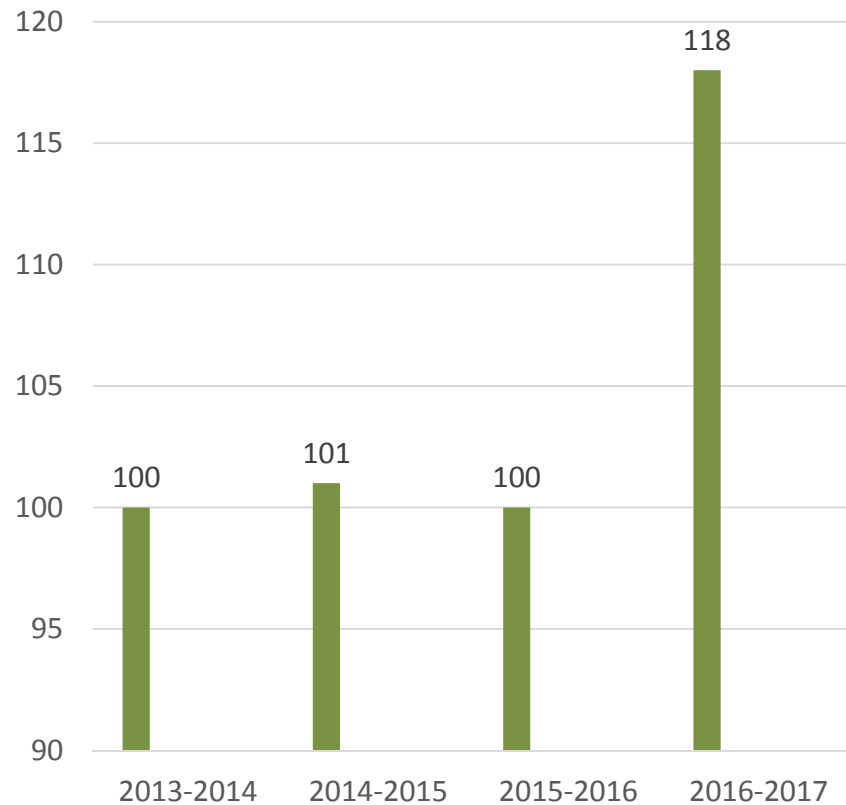


New Graduate Students by Year



USFSM Freshmen Enrollment

New Enrolled Freshmen by Academic Year



USFSM Fall FTIC Academic Profiles

	Fall 2013	Fall 2014	Fall 2015	Fall 2016
Average GPA	3.60	3.78	3.78	3.90
Mid 50% GPA	3.31 – 3.86	3.37 – 4.05	3.37 – 4.22	3.52 – 4.17
Average ACT	24	24	25	25
Mid 50% ACT	23 – 25	22 – 26	23 – 27	22 – 26
Avg SAT (CR+M)	1,100	1,119	1,151	1,133
Mid 50% SAT	1,010 – 1,160	1,040 – 1,170	1,060 – 1,200	1,060 – 1,190
# Top 10% / 20%	7 / 18	20 / 36	20 / 38	20 / 32

Goals

- Increase overall USFSM enrollment
- Supplement and assist with execution of Enrollment Management Plan. Monitor plan, make adjustments. Communicate results of plan
- Prioritize target markets and identify programs of emphasis for marketing and recruitment
- Bring faculty and staff's expertise and connections to assist with recruitment efforts
- Strengthen communication plan
- Lead charge of getting everyone on campus to think about recruitment

Upcoming Meetings Topics

May 8 – Transfers/FUSE Program

June 14 – Diversity

July 12 – FTIC

August 9 – Programs of Strategic Emphasis

Priorities Worksheet

Increasing Attendance/Participation

- Hobson's Lists
- Purchased Names
- Event Outreach
- Other (e.g., SCF lists)

Bolstering the Content

- What is the content?
- How is it delivered and by whom?
- What materials are shared?
(handouts, PowerPoint, web references)

Ensuring Follow-up

- Hobson's Tracking Procedure
- Who? Admissions Personnel & Others
- How? (e.g., Email, postcard, letter, phone call, text)

Providing Web Presence

- Website location
- Links to website
- Content

Supplementing with Print Materials

- Types
- When give out?

Evaluating Effectiveness

- Goals
- Reporting

-Issues

Initial ideas and goals

- Faculty and staff recruitment workshop
- Utilize Career Services connections for returning and adult students
- Have every unit identify enrollment strategies in their assessment plans
- Faculty survey to find faculty's strengths and interests in assisting with recruitment
- Prioritize target audiences
- Utilizing EAB resources
- Identify key messaging and plan for distribution to current faculty/staff/students to use as brand ambassadors
- Determine roles of faculty and staff in the recruitment process.
- Identify key programs to use in developing an identity for USFSM in the community