## Enrollment Management Committee

Purpose:

To establish and oversee an enrollment management plan that will develop enrollment and retention strategies and unit goals consistent with the University enrollment and retention objectives based on data indicators and metrics consistent with the overall direction of the UAHuntsville Strategic Plan. The tactical work of implementation regarding identification, recruitment, enrollment, and retention of students is done in the individual units.
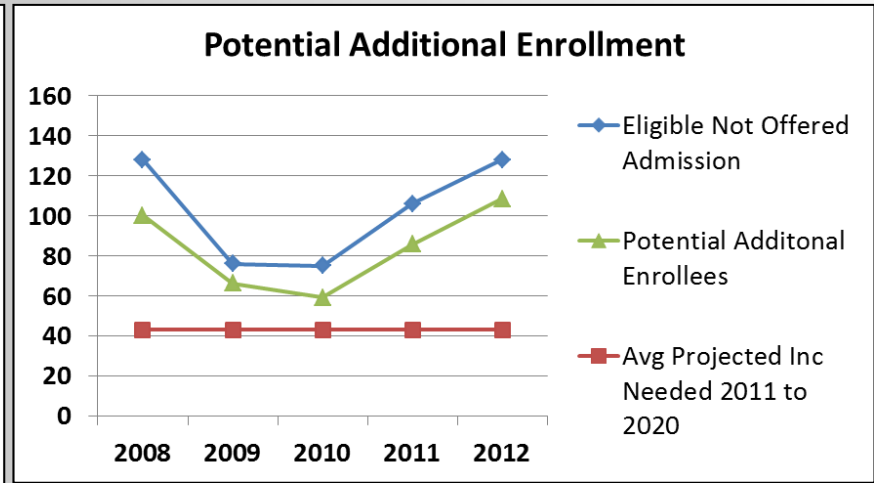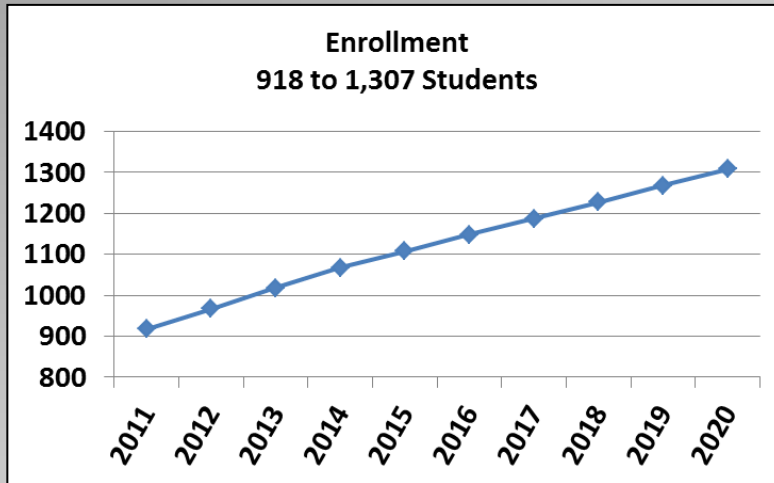
# UAHuntsville
### THE UNIVERSITY OF ALABAMA IN HUNTSVILLE
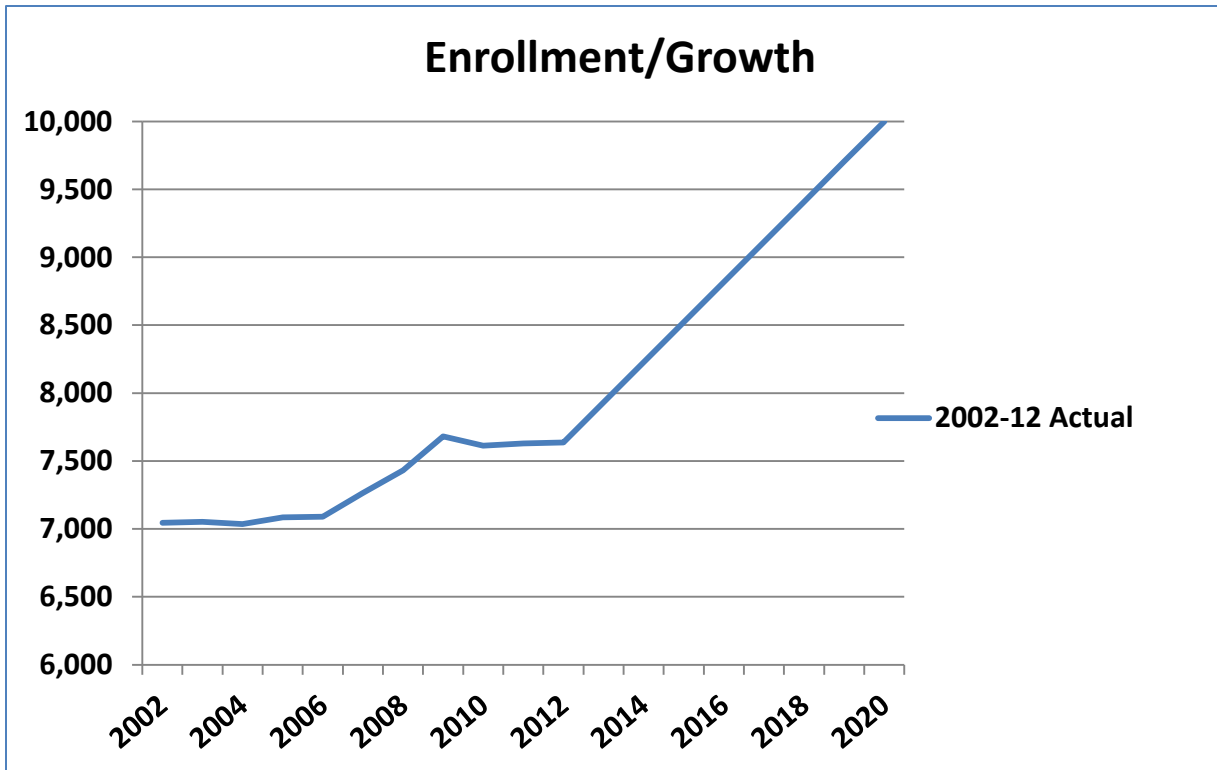
## Enrollment/Growth



| Fall | Enrollment | Growth |
|------|-----------|--------|
| 2001 | 6,754 | |
| 2002 | 7,045 | 4.3% |
| 2003 | 7,051 | 0.1% |
| 2004 | 7,036 | -0.2% |
| 2005 | 7,084 | 0.7% |
| 2006 | 7,091 | 0.1% |
| 2007 | 7,264 | 2.4% |
| 2008 | 7,431 | 2.3% |
| 2009 | 7,681 | 3.4% |
| 2010 | 7,614 | -0.9% |
| 2011 | 7,629 | 0.2% |
| 2012 | 7,636 | 0.1% |
| 2013 | 7,932 | 3.9% |
| 2014 | 8,227 | 3.7% |
| 2015 | 8,523 | 3.6% |
| 2016 | 8,818 | 3.5% |
| 2017 | 9,114 | 3.4% |
| 2018 | 9,409 | 3.2% |
| 2019 | 9,705 | 3.1% |
| 2020 | 10,000 | 3.0% |

| Year | 2007 | 2011 | 2020 | 11 to 20 Δ |
|---|---|---|---|---|
|  |  |  |  |  |
| Enrollment | 7,264 | 7,629 | 10,000 | 2,371 |
| % Grad | 20.8% | 22.2% | 25.0% | 806 |
| % UG | 79.2% | 77.8% | 75.0% | 1,565 |
| % Dom UG Out-of-State | 12.5% | 11.0% | 15.0% | 870 |
| % Int UG | 2.7% | 2.5% | 2.5% | 58 |
| % Int G | 3.6% | 2.5% | 2.5% | 62 |

| Fall | Enrollment | % Growth | Nursing |
|------|-----------|----------|---------|
|  |  |  |  |
| 2012 | 7,636 |  |  |
| 2013 | 7,932 | 3.9% | 0.64% |
| 2014 | 8,227 | 3.7% | 0.63% |
| 2015 | 8,523 | 3.6% | 0.61% |
| 2016 | 8,818 | 3.5% | 0.47% |
| 2017 | 9,114 | 3.4% | 0.45% |
| 2018 | 9,409 | 3.2% | 0.44% |
| 2019 | 9,705 | 3.1% | 0.43% |
| 2020 | 10,000 | 3.0% | 0.41% |

**Enrollment
918 to 1,307 Students**

**Potential Additional Enrollment**

- Eligible Not Offered Admission
- Potential Additonal Enrollees
- Avg Projected Inc Needed 2011 to 2020

- **Market demand**
  - **ADIR Labor Market Information Division-Nursing 1st on high demand occupation list 2008-2018**
  - **IOM-increase # nurses with BS and Grad degrees**
  - **US nursing shortage expected to grow to 160,000 by 2015**
- **Program strength: Top quarter, 2011 US News Best Graduate Nursing Programs**

Nursing Enrollment Growth
918 to 1,307 Students
Revenue/Expenditure
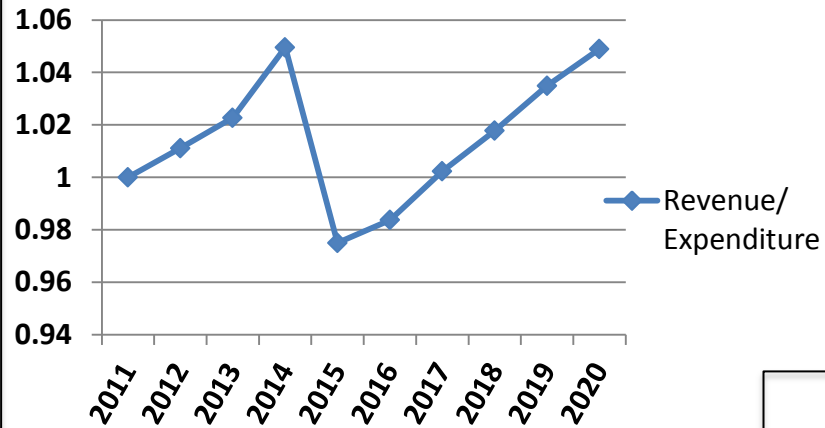


Cumulative Net Revenue
918 to 1,307 Students
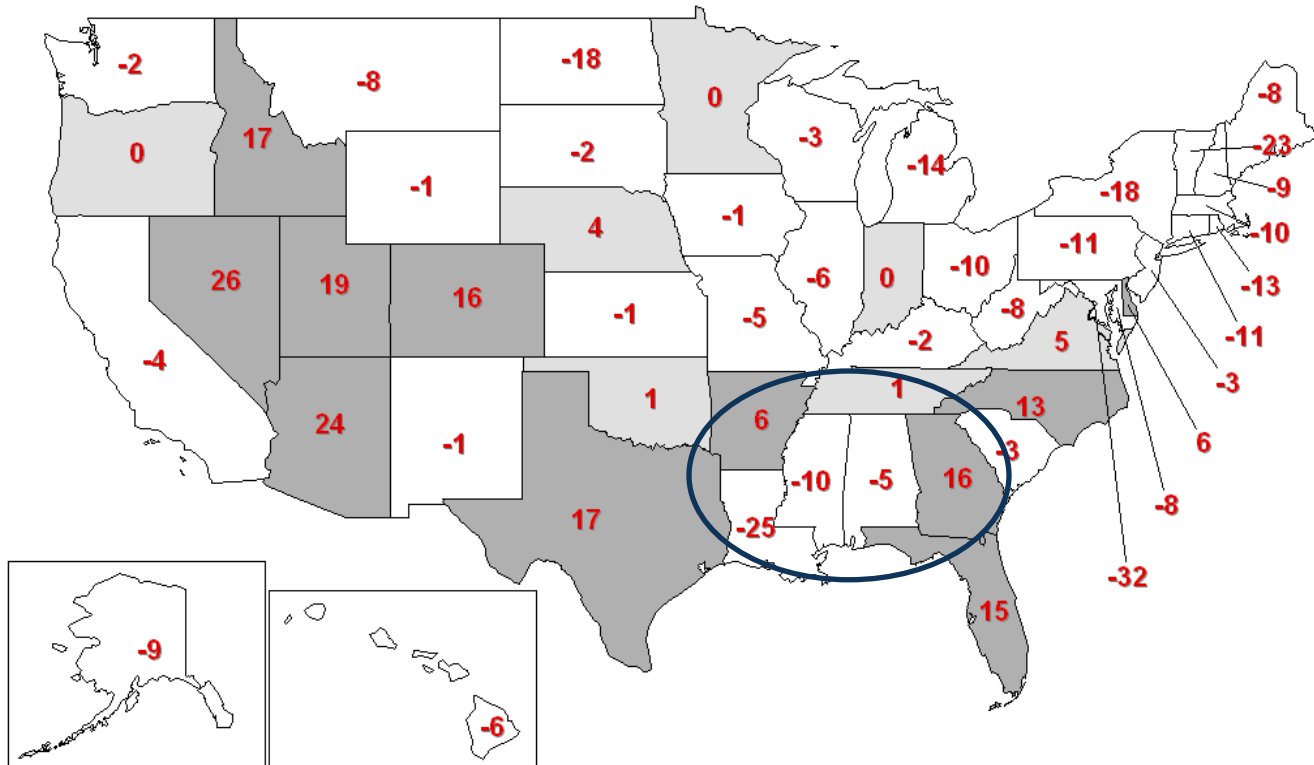Cumulative Revenue
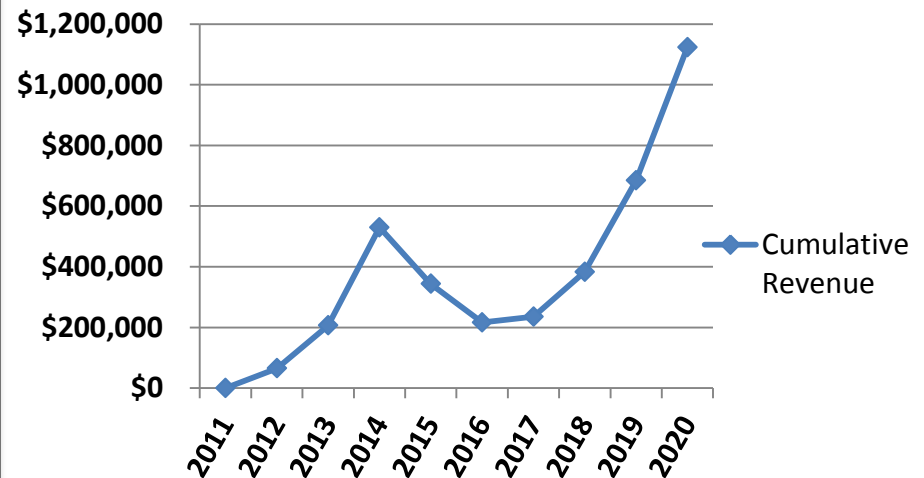
# Nursing Enrollment Plan

Priority: Admit more qualified applicants

Objective: Increase enrollment by 40% (400 students) by 2020

Tactics:

- Minimize cost increases
- Add appropriate number of faculty
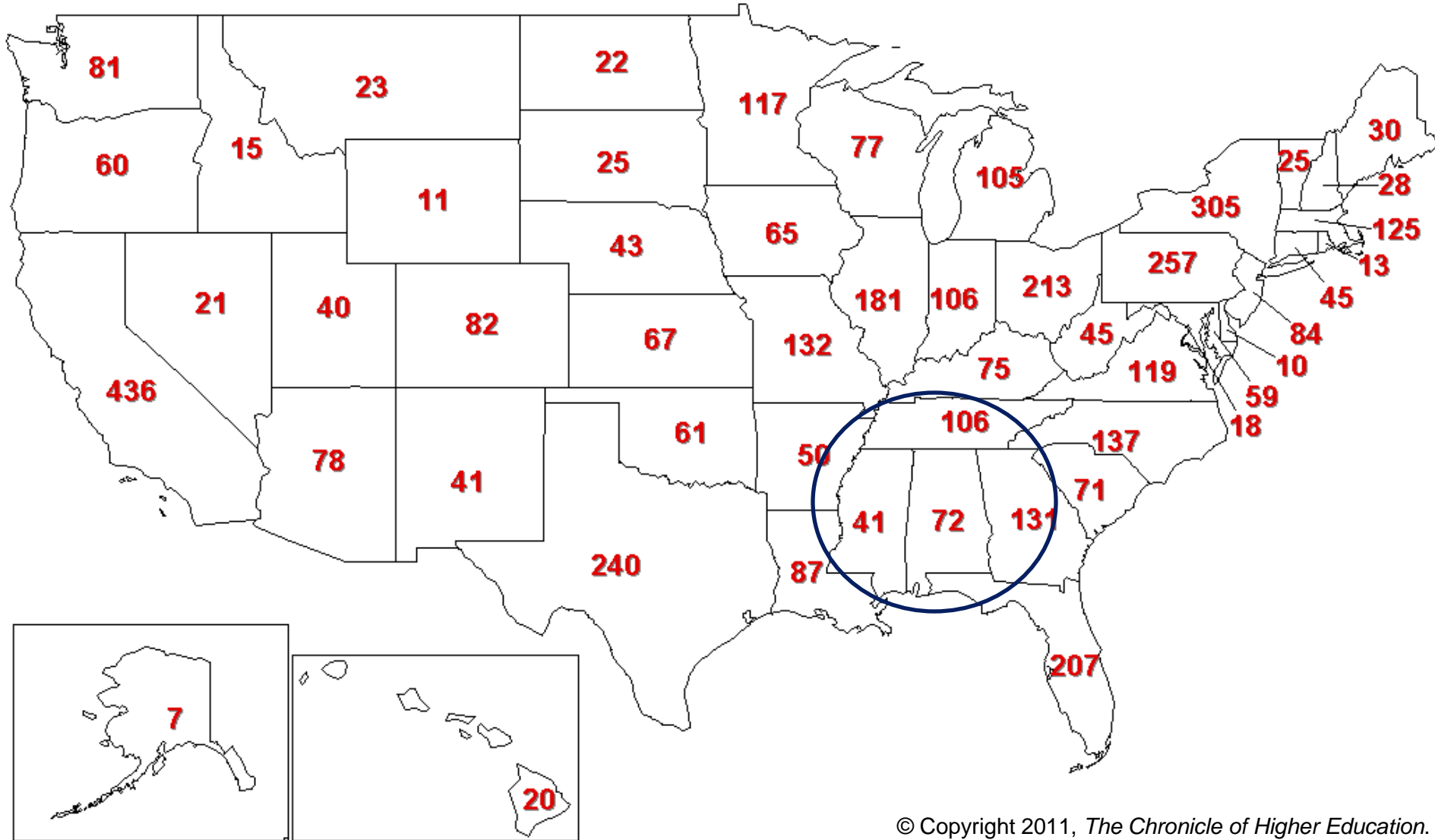- Expand facility

# Projected change in number of high school graduates, 2009-10 to 2019-20

# Number of colleges and universities, 2011-12

# **Alabama:** The competition factor

- 46,098 high school seniors / 2011-12*

- 72 institutions of higher education**

- 66.7% college continuation rate (30,747)***
(ranks 14th among states)

- 9.4% leave the state to go to college (2,884)****
(ranks 46th among states)

| Three Largest Institutions[†*****] | Number of In-state Freshmen[*****] |
|---|---|
| The University of Alabama | 3,082 |
| Auburn University | 2,274 |
| University of Alabama at Birmingham | 1,356 |

21,151 students ÷ 69 institutions = 307 students per institution[††]

[†] In-state institutions receiving the largest number of in-state freshmen.
[††] Competition factor equals college continuation rate less number of students migrating and the three in-state institutions receiving the largest number of in-state freshmen.

Fall 2011: UAH=652 FTFTF

Sources:
*Western Interstate Commission for Higher Education, 2008
**The Chronicle of Higher Education, 2010
***Postsecondary Education Opportunity, 2010
****Postsecondary Education Opportunity, Interstate Migration Data, 2010
*****National Center for Education Statistics, IPEDS Fall Enrollment Survey (2010)

**Recent Freshmen Enrollment Results ***

| Stage/ Year | 2012 | 2011 | 2010 | 2009 | 2008 |
|---|---|---|---|---|---|
| Inquiries | 5,451 | 4,983 | 5,154 | 6,699 | 2,142 |
| Applications | 1,871 | 1,901 | 1,762 | 1.861 | 1,840 |
| Conversion % | 34.3% | 38.2% | 34.2% | 27.8% | 85..9% |
| Accepted | 1,476 | 1,214 | 1,175 | 1,349 | 1,637 |
| Accepted % | 78.9% | 63.9% | 66.7% | 72.5% | 89% |
| Enrolled | 621 | 660 | 606 | 774 | 762 |
| Yield % | 42.1% | 54.4% | 51.6% | 57.4% | 46.5% |

* Includes both Full time and Part time students

## Table 1: Public Universities—FTIC First-Year Student Funnel Rates

| Median Funnel Rates | 2010 | 2009 | 2008 | 2007 | 2006 | 2005 | 2004 | 2003 |
|---|---|---|---|---|---|---|---|---|
| **Inquiry to application** | 35% | 34% | 33% | 31% | 28% | 25% | 27% | 24% |
| **Application to admit (all applications)** | 66% | 65% | 66% | 67% | 70% | 73% | 70% | 72% |
| **Application to admit (completed applications only)** | 82% | 85% | 71% | 74% | 83% | 83% | NA | NA |
| **Admit to enroll (yield)** | **41%** | **43%** | 38% | 39% | 42% | 43% | 47% | 49% |
| **Deposited/confirmed to enroll** | 93% (Melt: 7%) | 91% (Melt: 9%) | 92% (Melt: 8%) | 93% (Melt: 7%) | 92% (Melt: 8%) | 92% (Melt: 8%) | NA | NA |

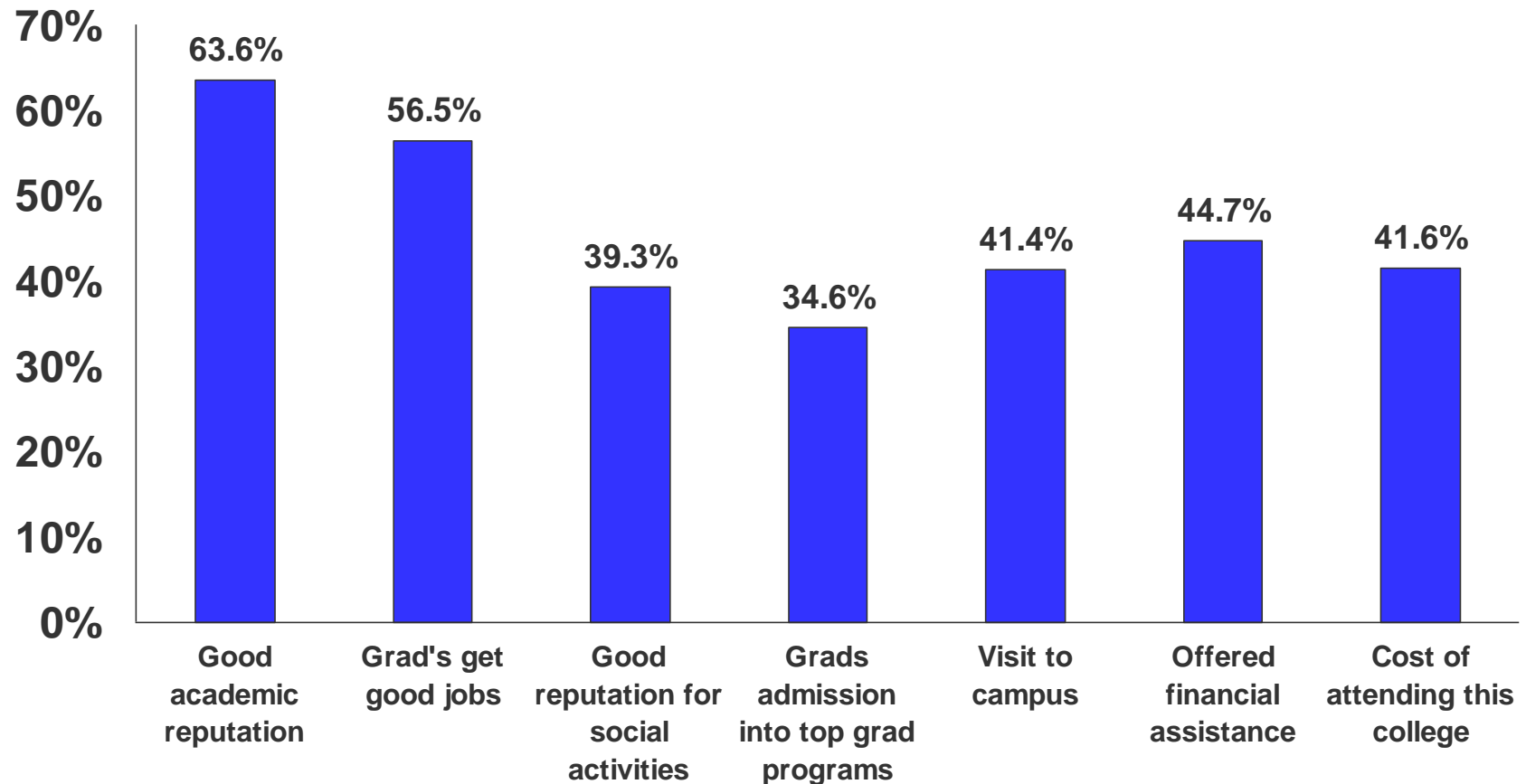## Table 2: Private Colleges and Universities—FTIC First-Year Student Funnel Rates

| Median Funnel Rates | 2010 | 2009 | 2008 | 2007 | 2006 | 2005 | 2004 | 2003 |
|---|---|---|---|---|---|---|---|---|
| **Inquiry to application** | 15% | 15% | 13% | 13% | 14% | 13% | 12% | 10% |
| **Application to admit (all applications)** | 66% | 65% | 71% | 73% | 70% | 72% | 75% | 76% |
| **Application to admit (completed applications only)** | 86% | 86% | 87% | 87% | 91% | 87% | NA | NA |
| **Admit to enroll (yield)** | **29%** | **29%** | 31% | 33% | 35% | 35% | 36% | 36% |
| **Deposited to enroll** | 88% (Melt: 12%) | 88% (Melt: 12%) | 90% (Melt: 10%) | 91% (Melt: 9%) | 90% (Melt: 10%) | 89% (Melt: 11%) | NA | NA |

2010 Admissions Funnel Benchmarks for Four-Year Public and Private Institutions

# The strategic enrollment plan should provide vision and direction consistent with the new institutional strategic plan

# Top reasons noted as "very important" in influencing a student's decision to attend this particular college

It's all about academic quality, outcomes, and cost



| Reason | Percentage |
|---|---|
| Good academic reputation | 63.6% |
| Grad's get good jobs | 56.5% |
| Good reputation for social activities | 39.3% |
| Grads admission into top grad programs | 34.6% |
| Visit to campus | 41.4% |
| Offered financial assistance | 44.7% |
| Cost of attending this college | 41.6% |

# Why pay close attention to your Web site?

- Can you think of a specific school you have *taken off your list* because of the experience you had with the Web?

- Yes 24%

- *Noel-Levitz, E-Expectations survey of 1,043 college-bound seniors ©2010*

# Can you think of a school you *became more interested in* because of the Web site?

**Yes**
**65%**

# Enrollment Growth

Larger share of AL HS graduates

Larger out-of-state enrollment

Larger graduate enrollment

More on-line offerings

Larger part-time/adult enrollment

Larger international enrollment

| Priority | TF # | Objective | Tactics |
|---|---|---|---|
| | | | |
| Recruit and retain an outstanding and diverse student body of broad interests and of sufficient size to ensure a rewarding campus life experience | #1 | Grow university enrollment to 10,000 headcount and a mix of 75% undergraduates and 25% graduate students by 2020, while increasing the percentage of full-time enrolled students. | • PK-12 Pipeline Center<br>• Create campus enrollment management and retention committees<br>• Engage a marketing firm to assist in developing and communicating a brand identity<br>• Website redesign<br>• Enhance visitors' experiences<br>• Community college partnerships<br>• Diversify/broaden academic opportunities<br>• Leverage financial assistance<br>• Increase admin/faculty/alumni/student involvement in recruiting<br>• Leverage community resources<br>• Enhance international partnerships for recruiting<br>• Develop prospective student immersion experiences |

# Enrollment Growth Planning

- Unit by unit consistent with University Enrollment Plan
- Strategy
- Objective(s) with targets
- Tactics using University tactics as leverage