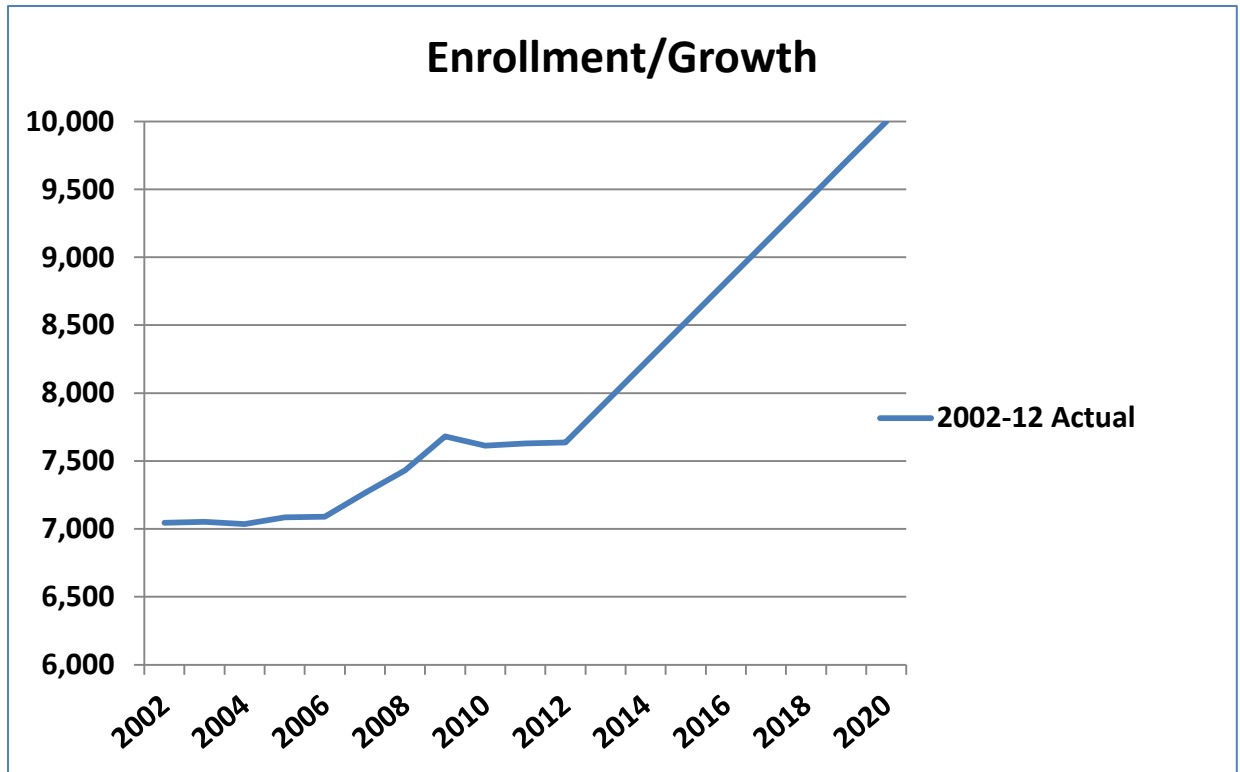


## Enrollment Management Committee

### 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.

### 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%

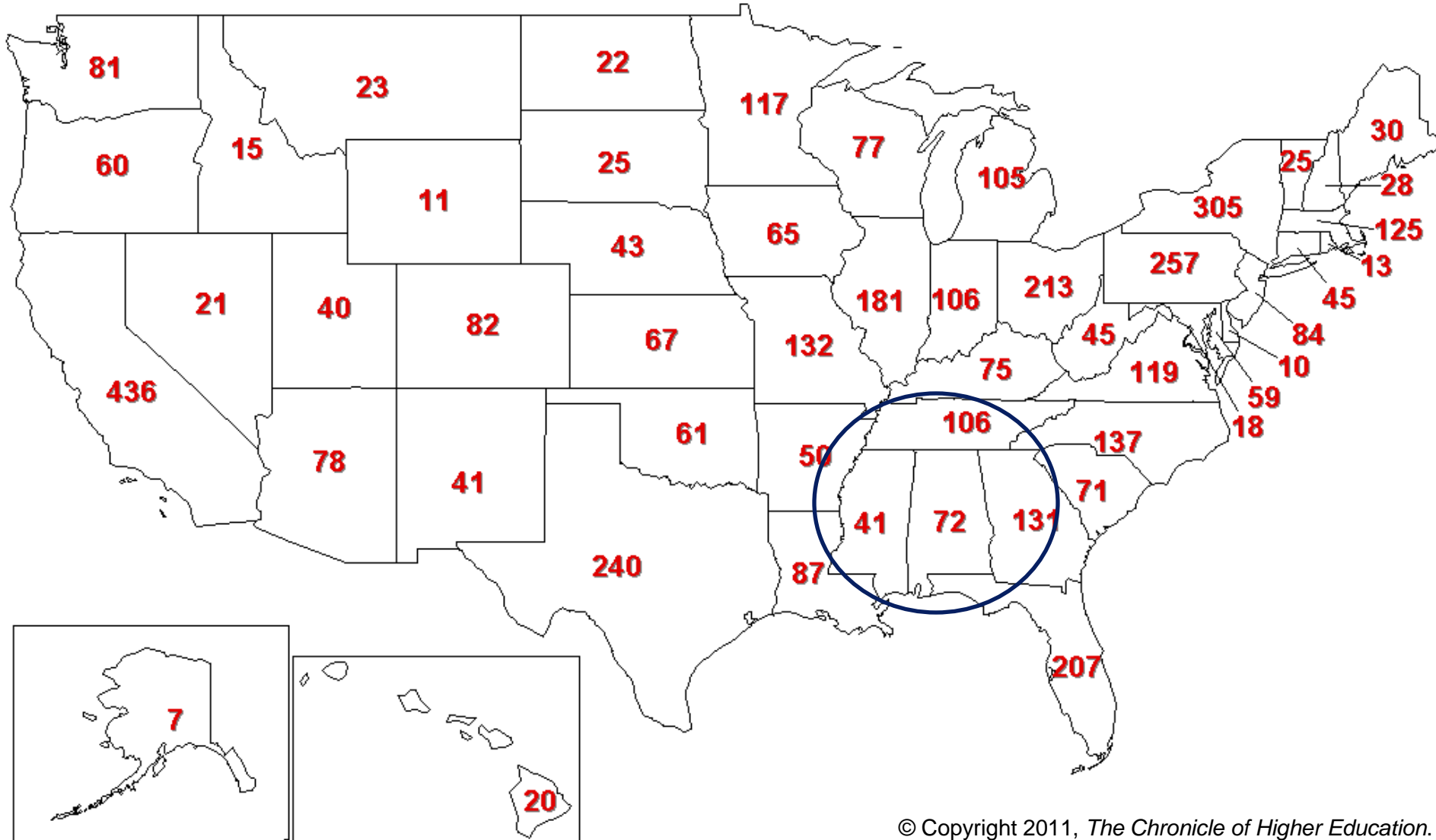


<b>Year</b>	<b>2007</b>	<b>2011</b>	<b>2020</b>	<b>11 to 20 Δ</b>
<b>Enrollment</b>	<b>7,264</b>	<b>7,629</b>	<b>10,000</b>	<b>2,371</b>
<b>% Grad</b>	<b>20.8%</b>	<b>22.2%</b>	<b>25.0%</b>	<b>806</b>
<b>% UG</b>	<b>79.2%</b>	<b>77.8%</b>	<b>75.0%</b>	<b>1,565</b>
<b>% Dom UG Out-of-State</b>	<b>12.5%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



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

# 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 14<sup>th</sup> among states)
- 9.4% leave the state to go to college (2,884)\*\*\*\*  
(ranks 46<sup>th</sup> among states)

Three Largest Institutions <sup>†****</sup>	Number of In-state Freshmen <sup>****</sup>
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<sup>††</sup>

Fall 2011: UAH=652 FTFTF

† 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.

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

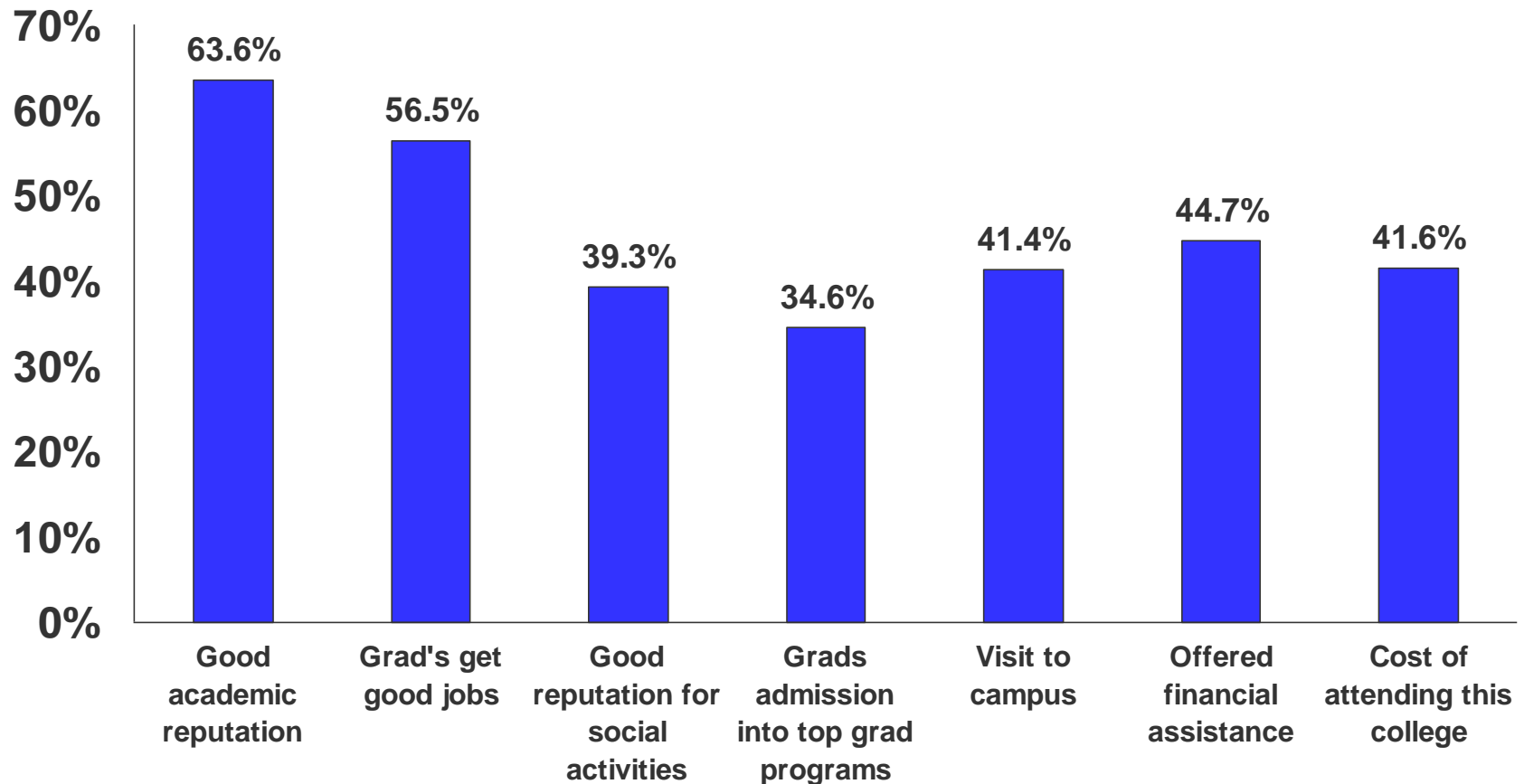
\*\*\*\*\*National Center for Education Statistics, IPEDS Fall Enrollment Survey (2010)

# 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





<b>Academic Reputation</b>	<b>Job Prospects</b>	<b>Financial Assistance</b>	<b>Cost</b>	<b>Campus Visit</b>	<b>Campus Life</b>	<b>Grad Admission</b>
<b>63.6%</b>	<b>56.5%</b>	<b>44.7%</b>	<b>41.6%</b>	<b>41.4%</b>	<b>39.3%</b>	<b>34.6%</b>
<b>Rankings</b>	<b>Top 40% ROI nationally</b>	<b>Scholarship matrix</b>	<b>Top 40% ROI nationally</b>	<b>Campus tours</b>	<b>Charger Union</b>	<b>Grad admission statistics</b>
<b>Alumni testimonials</b>	<b>Top 20% in Central South in Earning Potential</b>	<b>Financial aid statistics</b>	<b>Cost of attendance</b>	<b>Meet faculty</b>	<b>Student clubs</b>	
<b>Employer testimonials</b>	<b>Job placement statistics</b>			<b>Charger Union</b>	<b>Athletics/ intramurals</b>	
<b>Current student testimonials</b>	<b>Internship/ co-op opportunities</b>			<b>Greenway</b>	<b>Fitness Center</b>	
<b>Faculty accomplishments</b>						

# 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

## Fall 2014 Recruiting Cycle Planning

- Started event planning/scheduling
- Ed Buckbee presentations
- Display at Space & Rocket Center
- Web site/mobile site design RFP out
- Logo development

## **Logo Design**

## **Scout Branding**

## **Campus Committee**

Ingrid Hayes-AVP Enrollment Management

Sally Bedoud-Communications

Susan Altman-Communications

David Harwell-CLA, Thater

David Berkowitz-CBA, Marketing

Caroline Butler-SGA, President

## **Input From**

SGA, Staff Senate, UAH Alumni Association

Board, Faculty Senate



## Enrollment Growth Planning

- Unit by unit consistent with University Enrollment Plan
  - CON in place
  - Need: CBA, CLA, COE, COS
- Strategy
- Objective(s) with targets
- Tactics using University tactics as leverage