

Enrollment Update

July 8, 2019

Sam Mayhew, Asst. VP for Student Life and Enrollment

Joe Sherlin, VP for Student Life and Enrollment



EAST TENNESSEE STATE
UNIVERSITY

Enrollment Status

- Success
 - FTF Graduation Rate increased 10% in the last 3 years
 - On track to break 50% for the most recent 6 year cohort
 - 16% increase in degrees awarded
- Recruitment and Enrollment
 - New student undergrad applications
 - -234 Freshmen (2.97%)
 - -33 Transfer (1.33%)
 - New student enrollment indicators
 - -149 Orientation (5.91%)
 - -48 housing (3.3%)
 - Non-enrolled returning students
 - -213 UG
 - -48 Grad



Enrollment Transition Timeline

- March
 - Integration of Undergraduate Enrollment and Student Affairs into Division of Student Life and Enrollment
 - Restructured Leadership in the Office of Admissions
 - Begin meeting with Division Staff and Leadership
- April
 - Begin listening meetings with College Deans and Leadership
 - Formed Transfer Work Team
- May
 - Met with Deans Council
 - Formed Student Success and Retention Group
 - Visited Furman University Enrollment Leadership
- June
 - Signed Contract for AACRAO Enrollment Consulting Review



Enrollment Activity



EAST TENNESSEE STATE
UNIVERSITY

New and Returning Students

- Team Approach to Enrollment
 - Student Success and Retention Group
 - Transfer Work Team
- Push to Student Orientation (New) or Registration (Returning)
 - Phone calls (day and evening)
 - Email
 - Mail/Postcards
 - Social Media
 - Family Communication



Making Progress

- May
 - -457 students HC (UG)
 - -361.87 FTE (UG)
- July
 - -282 students HC (UG)
 - -295.93 FTE (UG)
- Summer
 - + 141 students HC (UG)
 - + 156.73 FTE (UG)



Looking Ahead



EAST TENNESSEE STATE
UNIVERSITY

Looking Ahead

- Fall 19
 - Keep working together
 - Summer strategies
- Fall 20 and Fall 21
 - Dialogue among Academic Affairs, Colleges, and Student Life and Enrollment
 - On Campus Experiences
 - Consulting Reviews
 - Enrollment
 - Scholarship
 - Advising



Looking Ahead

- Fall 20 and Fall 21
 - Integrated Marketing
 - Competitive Advantage
 - Admissions Operations
 - Structure and Staffing
 - Territory Management
 - Online Enrollment
 - International Enrollment
 - Transfer Enrollment
 - Graduate Enrollment



Discussion

