

Enrollment Update

May 2020



EAST TENNESSEE STATE
UNIVERSITY

- Territory management
- CRM: application, communication, events
- Top 20 high schools
- Financial Aid – December
- ETSU Promise Plus
- Incentives for Orientation
- College advising leads



First Time Freshman Data

Year	Applied	Offered Admission	Currently Admitted
2020	8411	6561	5069
2019	7615	6498	5641
2018	7827	6803	5039

- 2020 Data as of 5/1 compared to 5/3/2019 and 5/4/2018



Transfer Data

Year	Applied	Offered Admission	Currently Admitted
2020	1583	1013	998
2019	1577	976	951
2018	1683	1068	1047

- 2020 Data as of 5/1 compared to 5/3/2019 and 5/4/2018



**Bucs
Help
Bucs** 



PIVOT

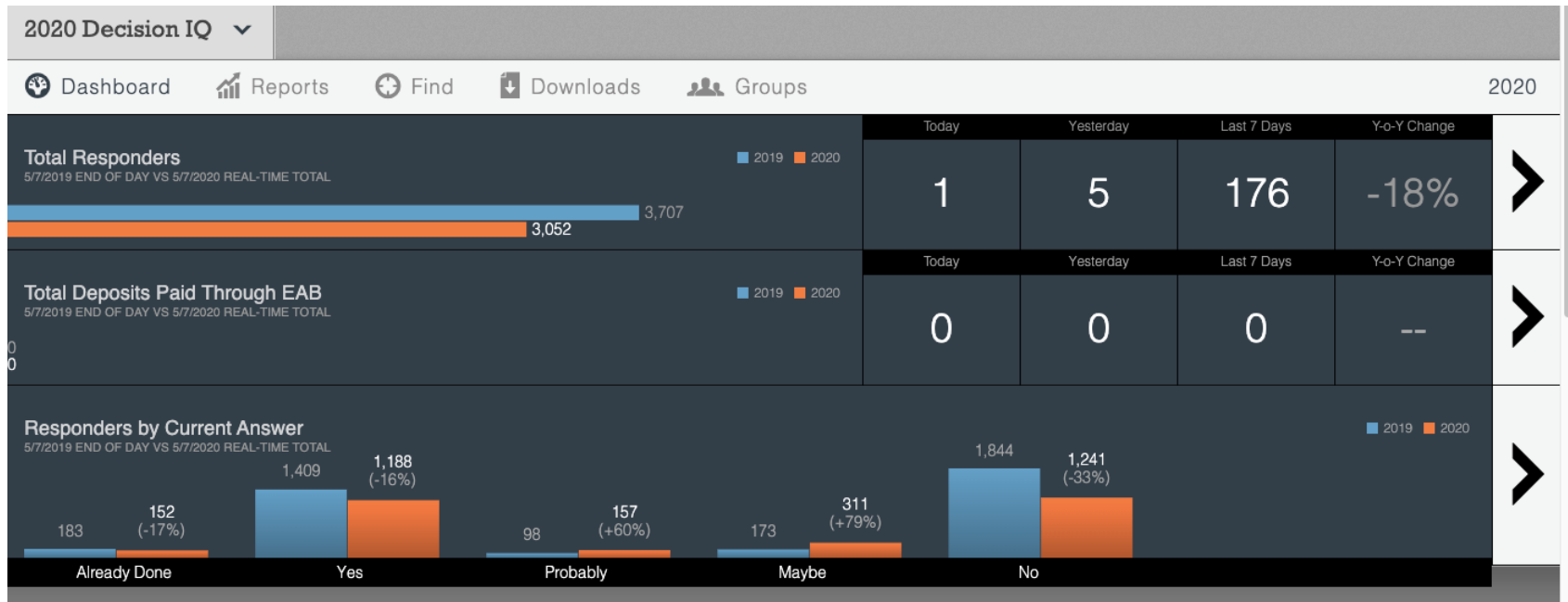
“A change in strategy without a change in vision.” ~ Eric Ries



Get  Connected



2020 Decision IQ



2020 Decision IQ

Maybe		To Date	Final
2019	2020	Year Over Year Change	
Initial Response		+263	+74.2%
354	617		
Deposits Paid Through EAB		0	--
0	0		
Changed to Yes		+45	+86.5%
52	97		
Changed to Probably		+11	+122.2%
9	20		



New Student Orientation

	2017	2018	2019	2020
BIO	339	336	345	268
FTF	1275	1278	1009	1285
TR/Adult	325	342	372	404
Total	1939	1956	1726	1957
2020 Comp	18	1	231	





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Enrollment Comparison

ETSU Enrollment Head Count and Full Time Equivalent Reporting(FTE)				
Summer 2020 Snapshot as of: 05/08/2020 Compared to: 05/03/2019 Source: Registrar's Office				
Enrollment Level	Summer 2020	Summer 2019	Change	% Change
<i>Headcounts</i>				
Undergraduate	2,720	2,761	-41	-1.48%
Graduate	1,243	1,274	-31	-2.43%
Total	3,963	4,035	-72	-1.78%
<i>FTE's</i>				
Undergraduate	1,463.13	1,370.20	92.93	6.51%
Graduate	696.92	710.25	-13.33	-1.98%
Total	2,160.05	2,080.45	79.6	3.83%



Enrollment Comparison

ETSU Enrollment Head Count and Full Time Equivalent Reporting(FTE)

Fall 2020

Snapshot as of: 05/08/2020

Compared to: 05/03/2019

Source: Registrar's Office

Enrollment Level	Fall 2020	Fall 2019	Change	% Change
<i>Headcounts</i>				
Undergraduate	6,598	6,765	-167	-2.47%
Graduate	1,037	1,023	14	1.37%
Total	7,635	7,788	-153	-1.96%
<i>FTE's</i>				
Undergraduate	5,940.00	6,266.60	-326.6	-5.33%
Graduate	692.75	691.58	1.17	-0.23%
Total	6,632.75	6,958.18	-325.43	-4.68%





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