Enrollment Update

September 14, 2018
University of Colorado Colorado Springs
## UCCS – FALL 2018
### PRELIMINARY ENROLLMENT

<table>
<thead>
<tr>
<th>Fall 2018 Headcount Enrollment as of Census</th>
<th>Compared to Fall 2017 Census Enrollment</th>
<th>% Change vs. Fall 2017</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Resident</td>
<td>Nonresident</td>
</tr>
<tr>
<td>Undergraduate</td>
<td>9,110</td>
<td>1,418</td>
</tr>
<tr>
<td>Graduate</td>
<td>1,677</td>
<td>369</td>
</tr>
<tr>
<td>Total</td>
<td>10,787</td>
<td>1,787</td>
</tr>
<tr>
<td>% Change vs. Fall 2017</td>
<td>1.6%</td>
<td>-1.3%</td>
</tr>
</tbody>
</table>

New Freshmen

|                      | 1,681 | 346   | 2,027 | 0.3% |

*International Total

|                      |        |        | 197   | -13.6% |

*International Total includes 90 undergraduates and 107 graduates. *Total is up 1.1% compared to the Fall 2017 end-of-term enrollment of 12,435.
UCCS – FALL 2018 PRELIMINARY ENROLLMENT

• UCCS continues to grow, now at 12,574 enrollments.
• Total enrollment is 1.2% over fall 2017.
• 2,933, or 28%, of undergraduate students are currently receiving Pell.
• 2,394 of our students have a military affiliation, or 19%.
• 36% of our students are taking online coursework.
• International student enrollment is down 13.6%, following the nationwide trend. This also accounts for the decrease of 1.6% in Non-res students.
• 53% Female, 47% Male
• 34% UG ethnic-racial minorities
• 22.8 Avg Age UG (Grad 33.6)
• 324 NCAA athletes
• 29% UG First-gen students
• 5.4% registered disabilities
• Significant overall enrollment growth since implementation of the 2010 strategic plan.
  – Fall 2010: 8,900
  – Fall 2018: 12,574 (+41%)
• Major driver: New student enrollment increases
  – Fall 2010 new degree-seeking: 2223
    • 1156 New Freshmen; 921 New Transfers; 146 New Grad
  – Fall 2018 new degree-seeking: 3495 (+54%)
    • 2023 New Freshmen (+75%); 995 New Transfers (+8%); 401 New Grad (+175%)
• National demographic landscape changing
  – Number of high school graduates decline through 2030
  – First-time freshman recruitment will get more competitive.
  – Institutions with admission capacity and do not have pent-up demand, will need to increase retention to continue to grow.
STATEGIC ENROLLMENT APPROACH

• Goal: Transition from aggressive growth model to smart growth model (retention and new growth)
• Goal: Gain a deeper understanding of student success through full cycle analytics and issue focused solutions
• Enrollment life cycle organized by functional committee
  – Marketing
  – Admissions
  – Course Capacity
  – Graduation & Retention
MARKETING AND RECRUITMENT

• New branding campaign using recruitment personas
• Increasing market buys of sophomores/juniors
  – EAB data cross-referenced with UCCS data = higher retention
• Non-res recruiters
  – Focus on California and Texas as mature markets
  – Expanding to Illinois and surrounding Midwest states
• Partnership relationship in Springs and southern Colorado
  – Pre-collegiate programs
  – District relationships
• Refine admission criteria
  – Emphasize greater degree of holistic data-driven admission review
  – Correlated certain HEAR deficiencies with best opportunity for success
• Partnership with community colleges
  – Referrals for better preparation (math)
  – Guaranteed admission
• Orientation analytics
  – Identifying barriers to registration

**Average ACT 23.5**
**Orientation**

- **3879** Orientation Reservations Processed
- **39%** Changed their major from point of application to orientation reservation
- **92%** Satisfied with the reservation experience

**Freshmen Student Feedback**

- **97%** Positive Orientation Experience
- **94%** Felt Connected to the UCCS Community
- **93%** Identify UCCS Resources to Aid Their Success
- **93%** Familiar with Course Registration Resources
- **98%** Positive Check-in Experience
- **95%** Identify Campus Involvement Opportunities
- **96%** Recall and Apply Personal Safety Tips

**What do you hope to accomplish & learn at Orientation:**

**Students**

1. Register for classes & meet academic advisor
2. Financial Aid and Student Finance Information
3. Meet UCCS Professors

**Parents**

1. Financial Aid and Student Finance Information
2. Academic Resource Information
3. Campus Safety
• Ad Astra data analytics
  – 2015 baseline review
  – Platinum predictive analytics informs capacity adjustments prior to term

• Enrollment Capacity Response Group
  – Joins administration and colleges together
  – Critical course lists
  – Identified 58 courses for adjustments increasing SCH for 900 students
• Advising – required advising (~800) in 2017; this year all first years
  – Intrusive developmental advising using coaching methodology

• Data analytics (Starfish)
  – Early alert to identify at-risk students
  – Provides backbone analytics for student engagement
  – Increased efficiency of appointments and scheduling student to professional services (advisors, faculty, etc)
ENROLLMENT IMPACT ON FISCAL SUSTAINABILITY

- New, first year student enrollment flat: +0.3%
- New, transfer enrollment slight growth: +2.5%
- First year retention: +2.5%
- Continuing students increased: +3.8%
- Resulting in SCH increase: +1.7%
- Budgeted SCH increase: +1.9%
- Non-Res: Res mix down due to International decrease
Back up slides
Ad Astra
Analysis Types

• **Historical Baseline**
  – Number of students enrolled in a course in the last like term

• **Historical Trend**
  – Mathematical trend of demand based on the enrollment over the last few years (usually five years)

• **Program Analysis**
  – Uses the degree audit data to review courses students need for upcoming terms
  – All options are considered equally
  – Considers eligibility for each course based on registration restrictions and prerequisites

• **Predictive Program Analysis**
  – Uses the degree audit data to review courses students need for upcoming terms
  – Options are updated based on choice preference, term preference, and term progression
  – Considers eligibility for each course based on registration restrictions and prerequisites

• **Academic Planner (currently being tested)**
  – Aggregates the students who have planned for courses
  – Attempts to analyze the planned student population to account for low participation rates