Enrollment Update

September 14, 2018
University of Colorado Colorado Springs

UCCS – FALL 2018 PRELIMINARY ENROLLMENT

Fall 2018 Headcount Enrollment **as of Census**	Compared to Fall 2017 <u>Census</u> Enrollment			
	Resident	**Nonresident**	**Total**	**% Change vs. Fall 2017**
Undergraduate	9,110	1,418	10,528	0.9%
Graduate	1,677	369	2,046	3.1%
Total	10,787	1,787	12,574	1.2%
% Change vs. Fall 2017	1.6%	-1.3%	1.2%	

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.

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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.

OTHER ENROLLMENT DEMOGRAPHICS

- 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

ENROLLMENT GROWTH TRENDS

- **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.

STRATEGIC 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

ADMISSION POLICY

- **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
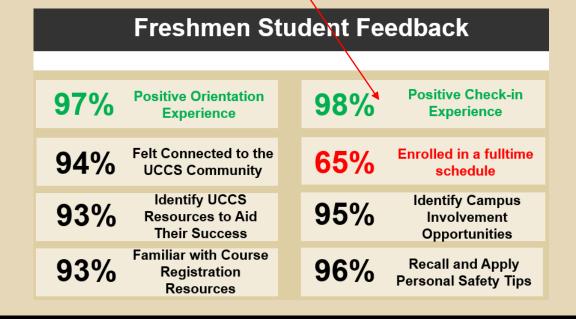
ORIENTATION

3879 Orientation Reservations Processed

39% Changed their major from point of application to orientation reservation

92% Satisfied with the reservation experience

1845 Attended On-Campus Freshman Orientation

603 Completed Online Orientation

1028 Attended On-Campus Transfer Orientation

430 Attended Veteran & Military Benefits Orientation Program

111 Attended Out-State Orientation

3220 Parents & Guests Attended Orientation

What do you hope to accomplish & learn at Orientation:

Students	Parents
1. Register for classes & meet academic advisor	1. Financial Aid and Student Finance Information
2. Financial Aid and Student Finance Information	2. Academic Resource Information
3. Meet UCCS Professors	3. Campus Safety

Freshmen Student Feedback

97%	Positive Orientation Experience	**98%**	Positive Check-in Experience
94%	Felt Connected to the UCCS Community	**65%**	Enrolled in a fulltime schedule
93%	Identify UCCS Resources to Aid Their Success	**95%**	Identify Campus Involvement Opportunities
93%	Familiar with Course Registration Resources	**96%**	Recall and Apply Personal Safety Tips

COURSE CAPACITY

- **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

GRADUATION AND RETENTION

- **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