

Board of Regents Roundtable on Enrollments and Student Success || Nov. 7, 2023

Strategic Enrollment Management Planning

- CU Boulder is collaborating on a five-year Strategic Enrollment Management Plan with consultants Kennedy & Company, who will deliver in December.
- Will allow CU Boulder to better plan its enrollment to meet mission-related goals and improve the experience of applicants, CU students, and the schools and colleges.
 - Clearly define enrollment targets
 - Reimagine transfer student recruitment
 - Identify locus of expertise for admission decisions
 - Provide timely data access to decision-makers
 - Optimize scholarships
 - Improve post-deposit communications
 - Improve underrepresented recruitment
 - Ensure underrepresented student success
 - Enhance student connection to CU Boulder
 - Identify appropriate ACO & PES structures
 - Position academic programs for market and job demand
- Formal implementation will begin in January 2024. Some areas are already in motion.

Enrollment Initiatives

- CU Boulder remains committed to increasing student diversity. While race/ethnicity is not used in admissions decisions, we are focused on yielding admitted diverse students through intentional outreach and scholarship offerings.
- CU Boulder is committed to providing earlier decisions to Colorado residents.
 - Fall 2025 Colorado resident applicants who apply by the Early Action deadline will receive a decision by December 15, 2024.
 - A pilot of earlier decision release is being conducted for 4,000 Fall 2023 Colorado residents, who will receive a decision by December 15, 2023, if they meet certain criteria.
- CU Boulder has seen significant application growth for Fall 2024. As of November 1, 2023, we are up 38% in first-year applications (22% increase for Colorado residents, 51% for domestic non-residents, 71% for international non-residents).
 - Growth is not equal across academic programs. For example, the Leeds School of Business is up 49% overall, whereas the College of Music is up 25%.
 - Growth differs by demographic group. Underrepresented students are up 40%, whereas white students are up 35%. Male students are up 43%, whereas female students are up 33%.
 - CU Boulder's capacity, especially for first-year students, is constrained by housing capacity, course capacities, and our commitment to incremental and strategic growth.
 - Likely little impact on Colorado residents in terms of who receives an offer of admission.
 - Given the much larger growth of applications by domestic non-residents, there will be more selectivity for some programs.

Retention Updates

- Second-fall retention, which measures undergraduate students retained from their first fall semester to their second, hit 89.1% in 2023. The previous record was 87.8% set in 2021.
- Third-fall retention peaked at 81.7%. The previous record was 81.3% set by the fall 2017 and 2020 cohorts.
- The six-year graduation rate for the fall 2017 cohort is 74.9%, surpassing 74.7% achieved by the fall 2016 cohort.
- Retention among first-generation and historically marginalized and underrepresented student populations does not uniformly show the same improvements.
 - First-generation students closed the retention rate gap by 5 percentage points between the fall 2021 and 2022 cohorts.
 - While higher across a number of demographics—for example, Asian Americans are 1 percentage point and women are 0.4 percentage points higher than the university’s average second-fall retention rate of 89%—and among the highest for all Colorado institutions of higher education, retention for these groups continues to lag the overall rate of retention.

BUS (Buff Undergraduate Success)

- For more than two years, the [BUS Leadership Implementation Team](https://www.colorado.edu/bus-lit) has been focused on increasing undergraduate retention and graduation rates. (www.colorado.edu/bus-lit)
- BUS is tasked with inventorying and analyzing student success programs on campus, recommending priorities for implementation, and managing those efforts to completion.
- To continue CU Boulder’s strong momentum in increasing retention rates and enhancing student success, and to step up efforts to close gaps in student success for first-generation and historically marginalized and underrepresented student populations, the BUS team in 2023-2024 is aligning its work this academic year with Provost Russell Moore’s priorities:
 - Strategic enrollment management alignment
 - First-year residential academic experiences
 - Technology and communications projects
- The BUS team is also focusing on completing these 12 projects for fall 2023:
 - Begin implementation of the common curriculum.
 - Implement a common framework for undergraduate advising across the campus.
 - Implement a plan to reduce tuition and fees for lower-income students.
 - Expand the transfer credit evaluation efficiency pilot to more departments.
 - Create a campus network for call center staff.
 - Create guidelines and training for using the new first-year student success dashboard.
 - Align and unify support of key campus traditions for all students and affinity-based communities.
 - Create a proposal for improving tutoring across campus.
 - Improve the predicted GPA model for allocating merit scholarships and create consistent scholarship renewal criteria.
 - Refocus CU Lead Alliance programs to provide consistent service to targeted populations.
 - Create a faculty framework for Canvas grading enhancements and best practices.
 - Review campuswide degree audit rules, encoding and exception practices.