Fall 2022 to Fall 2023 Retention (FTFT)

**Current Retention and Persistence Actions**
- Leveraging enrollment analytics to identify students most likely to disengage
- Identifying courses that statistically impact retention and persistence
- Modifying policies and processes that are barriers to student persistence
- Utilizing chatbot/AI technology for student outreach and engagement
- Implementing advising standards in academic advising units

**Current Recruitment and Yield Actions**
- Investing in digital strategy for online and hybrid programs
- Developing high-demand programs based on market research
- Adjusting GeoMarket strategy and recruitment territories
- Implementing yield strategies for undergraduate and graduate programs
- Expanding use of Common Application for transfer admissions
- Increasing resident merit scholarship awards for transfer students
- Launching new BSBA degree developed specifically for transfer students
- Improving processes that impact new enrollment outcomes
### Top Undergraduate Majors

<table>
<thead>
<tr>
<th>All (9,117)</th>
<th>URM (3951/40.6%)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Biology</strong> 951 (9.7%)</td>
<td><strong>Biology</strong> 415 (11.6%)</td>
</tr>
<tr>
<td><strong>Psychology</strong> 908 (9.4%)</td>
<td><strong>Psychology</strong> 370 (9.4%)</td>
</tr>
<tr>
<td><strong>Computer Science</strong> 540 (5.6%)</td>
<td><strong>Undeclared</strong> 241 (6.1%)</td>
</tr>
<tr>
<td>Total: 2,399 (24.7%)</td>
<td>Total: 1026 (30%)</td>
</tr>
</tbody>
</table>

### Top Graduate Majors

<table>
<thead>
<tr>
<th>All (4,257)</th>
<th>URM (793/18.6%)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Business Administration</strong> 508 (12%)</td>
<td><strong>Leadership Education Equity</strong> 81 (10.2%)</td>
</tr>
<tr>
<td><strong>Information Systems</strong> 273 (6.4%)</td>
<td><strong>Business Administration</strong> 76 (9.6%)</td>
</tr>
<tr>
<td><strong>Leadership Education Equity</strong> 208 (4.9%)</td>
<td><strong>Public Administration</strong> 38 (4.8%)</td>
</tr>
<tr>
<td>Total: 989 (23.2%)</td>
<td>Total: 195 (25%)</td>
</tr>
</tbody>
</table>

### New Programs

#### Recently Launched Programs
- MS in Entrepreneurship
- BS in Cybersecurity

#### Forthcoming Online/Hybrid Programs
- Bachelor of Applied Science (completer degree for AAS students)
- General Business Degree (completer degree for AAS students)
- Bachelors in Climate Change Studies
- Bachelors in Data Science
- MS in Psychopharmacology
- MS in Sustainable Business
- MS in Health Admin Finance
- MS in Finance
- MS in Finance Technology
- Executive Doctoral program in Health Administration