

The Effect of a Changing Demographic

HSSU Enrollment Report

November 15, 2013

Students: Fall Enrollment Detail

	Fall 2008	Fall 2009	Fall 2010	Fall 2011	Fall 2012	Fall 2013
Total Head count	1854	1886	1716	1590	1484	1298
% Change		2%	-9%	-7%	-7%	-13%
Student FTE	1433	1498	1344	1260	1185	1050
% Change		5%	-10%	-6%	-6%	-11%

Students: Fall Enrollment Detail

	Fall 2008	Fall 2009	Fall 2010	Fall 2011	Fall 2012	Fall 2013
First-time Freshmen	443	410	285	294	320	195
Transfer	260	216	218	212	173	163
By Class						
Freshmen	933	939	609	738	713	609
Soph.	301	308	357	245	243	199
Junior	234	274	294	265	210	211
Senior	333	323	392	308	288	247
Other	53	42	64	34	30	32

Default Rate By Classification

Classification	2008			2009			2010		
	Defaulted		Total Cohort	Defaulted		Total Cohort	Defaulted		Total Cohort
1st Year	76	15.7%	485	98	16.7%	587	133	23.0%	579
2nd Year	6	8.1%	74	11	19.3%	57	13	18.6%	70
3rd Year		0.0%	41	1	2.5%	40	5	9.8%	51
4th Year	3	5.6%	54	12	21.1%	57	13	20.3%	64
5th Year		0.0%	11		0.0%	4		0.0%	4
1st Year Grad		0.0%	4		0.0%	6	2	50.0%	4
Not Available								0%	3
Grand Total	85	12.7%	669	122	16.2%	751	166	21.4%	775



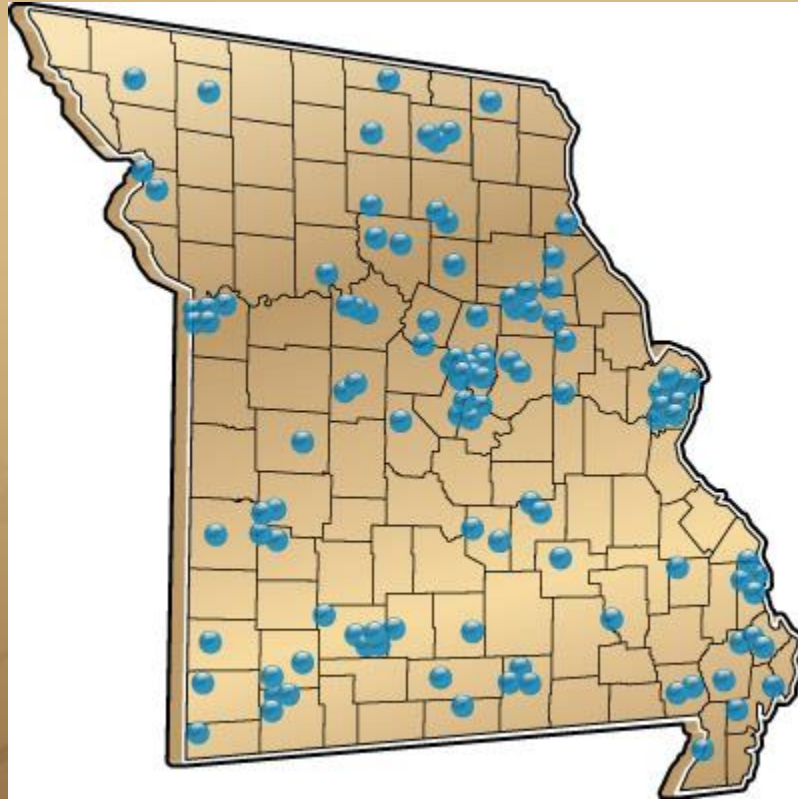
Missouri High School Graduates

- Missouri's high school graduating class peaked in 2009-10 at 70,600.
- After dropping back to 64,500 graduates by 2013-14
- Missouri is projected to then see relatively stable production around 65,500 graduates throughout most of the next ten years, except for some increases in the five years between 2021-22 and 2026-27 which ultimately drops back to previous production.
- 10% of Missouri's graduates in 2008-09 were from nonpublic high schools, about 7,000.
- Nonpublic graduates will decrease to about 8% of the estimated total number of graduates by 2027-28, dropping to only 5,200.



Heavy Competition for Students

Number of Missouri Colleges and Universities, 2012-2013

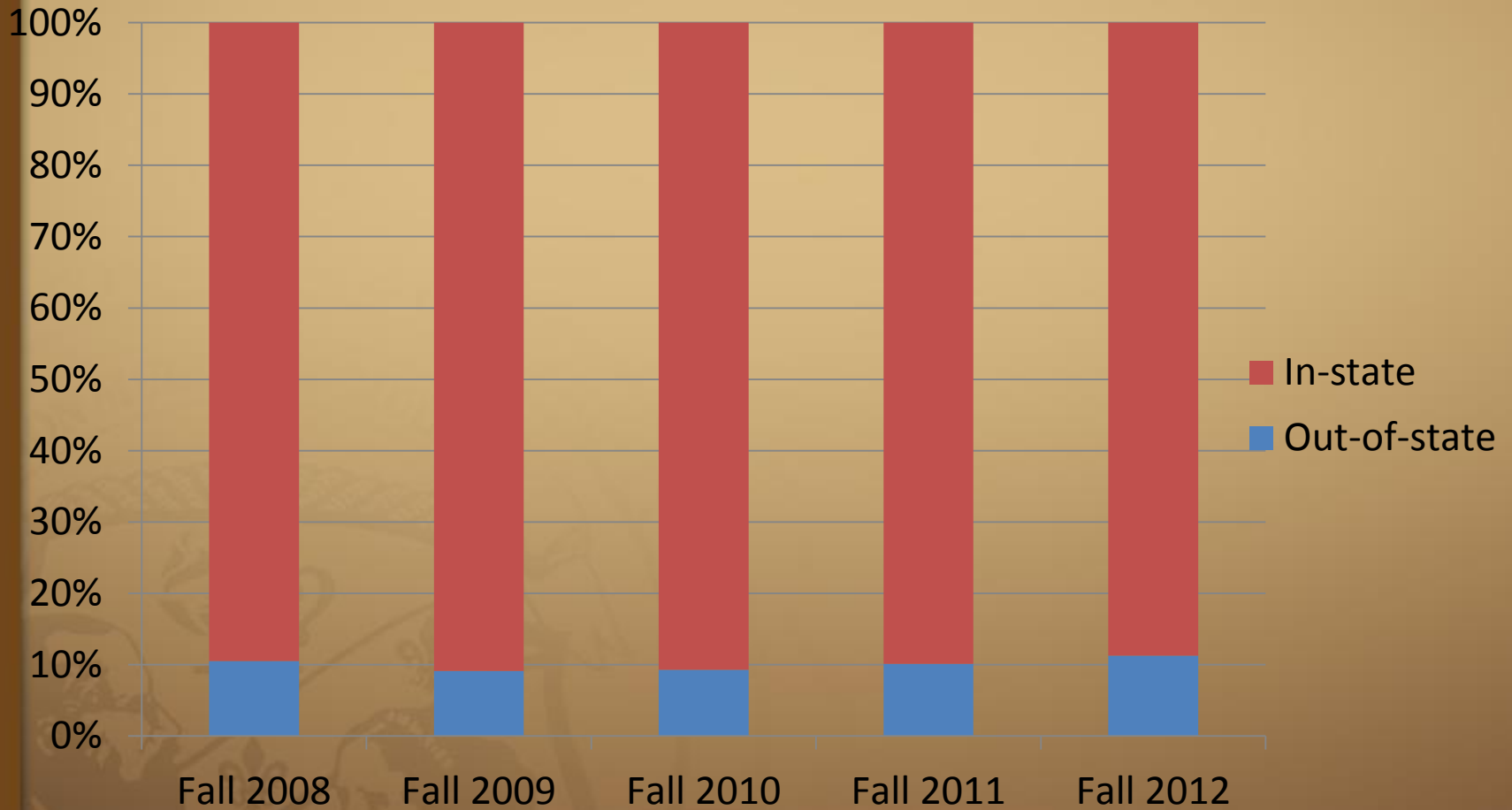


Students: Fall Enrollment Detail

	Fall 2008	Fall 2009	Fall 2010	Fall 2011	Fall 2012	Fall 2013
In-state	1659	1714	1557	1429	1317	1145
Out-of-state	195	172	159	161	167	153
% In-state	89%	91%	91%	90%	89%	88%
% Out-of-state	11%	9%	9%	10%	11%	12%



Students: Fall Enrollment Detail



Student: Fall Enrollment Major

Anheuser-Busch School of Business

	Fall 2008	Fall 2009	Fall 2010	Fall 2011	Fall 2012	Fall 2013
Accounting	126	114	102	85	73	66
Business Admin.	468	446	366	338	325	283
Health Care Mgmt.	86	99	86	79	80	62
Hosp. Tourism	9	8	11	13	14	15
Info. Sci.	77	97	76	73	67	53
Total	766	764	641	588	559	479



Student: Fall Enrollment Major

College of Education

	Fall 2008	Fall 2009	Fall 2010	Fall 2011	Fall 2012	Fall 2013
Early Childhood	135	147	128	118	104	64
Elementary	235	245	235	194	168	135
Middle School	37	43	49	43	31	22
Secondary	136	140	132	83	58	51
Educational Studies						21
Total	543	575	544	438	361	293

Student: Fall Enrollment Major

College of Arts and Sciences

	Fall 2008	Fall 2009	Fall 2010	Fall 2011	Fall 2012	Fall 2013
Biology				69	103	104
Criminal Justice	223	250	233	238	220	194
Math				13	19	20
PRIS	13	14	12	18	15	16
Urban Ed.	55	54	47	56	39	41
Total	291	318	292	394	396	375

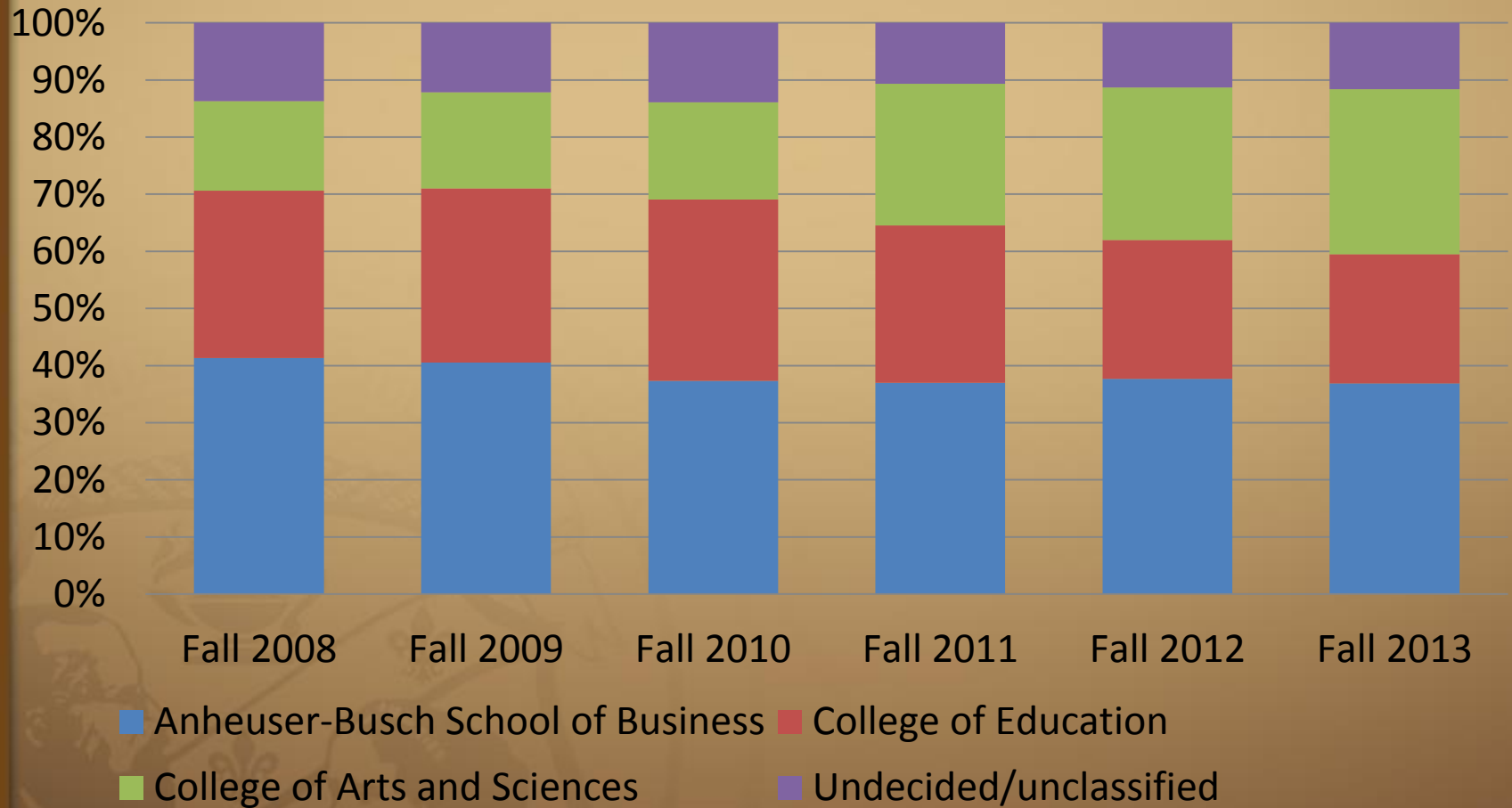


Student: Fall Enrollment Major Other

	Fall 2008	Fall 2009	Fall 2010	Fall 2011	Fall 2012	Fall 2013
Undecided	206	199	175	136	138	119
Non-Degree Seeking	48	30	64	34	30	32
Total	254	229	239	170	168	151



Enrollment Breakdown by College/School



Retention by Cohort

2nd semester (Spring)

	2012	2011	2010	2009
AB School of Business	78.2%	81.1%	75.0%	73.8%
College of Education	78.4%	85.1%	76.9%	78.9%
College of Arts and Sciences	89.0%	92.5%	88.1%	79.3%

Retention by Cohort

1st year (FF to SO)

	Fall 2012	Fall 2011	Fall 2010	Fall 2009
AB School of Business	37.9%	40.5%	41.7%	36.9%
College of Education	43.1%	51.1%	40.0%	45.3%
College of Arts and Sciences	54.8%	62.3%	42.9%	36.2%

Retention by Cohort

2nd to 3rd year (SO to JR)

	2011	2010	2009	2008
AB School of Business	34.0%	26.2%	30.5%	28.0%
College of Ed.	34.0%	26.2%	30.5%	28.0%
College of Arts and Sciences	41.5%	19.0%	29.3%	24.5%

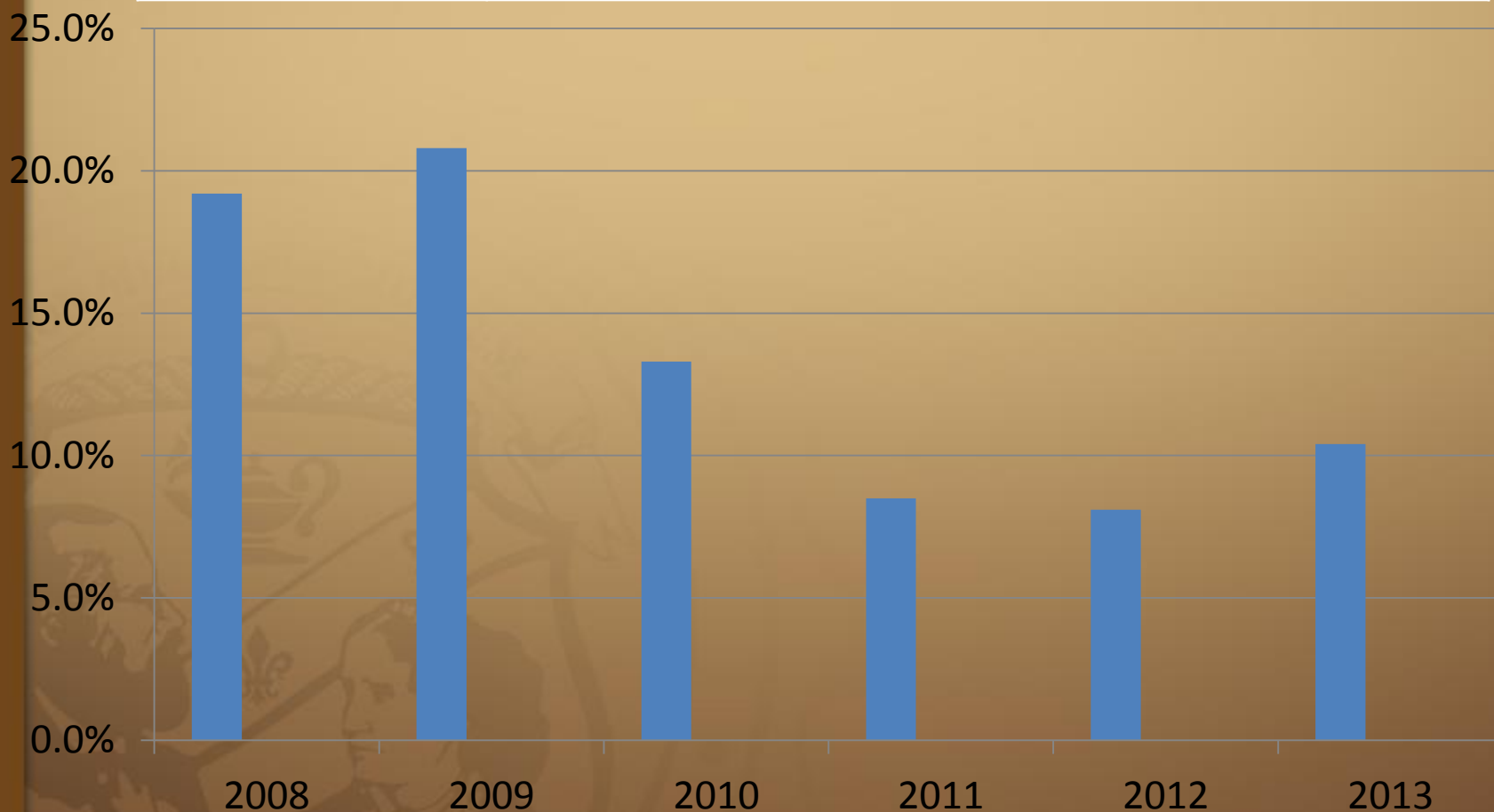
Retention by Cohort

3rd to 4th year (JR to SR)

	2010	2009	2008
AB School of Business	14.3%	16.3%	18.3%
College of Education	20.0%	22.1%	18.7%
College of Arts and Sciences	14.3%	20.7%	18.4%

6 Year Graduation Rate

Reporting Year	2008	2009	2010	2011	2012	2013
Graduation Rate	19.2%	20.8%	13.3%	8.5%	8.1%	10.4%



Here's what we need to do....



Recruitment and Retention must become a campus-wide initiative!





The only person that likes change is a wet baby...

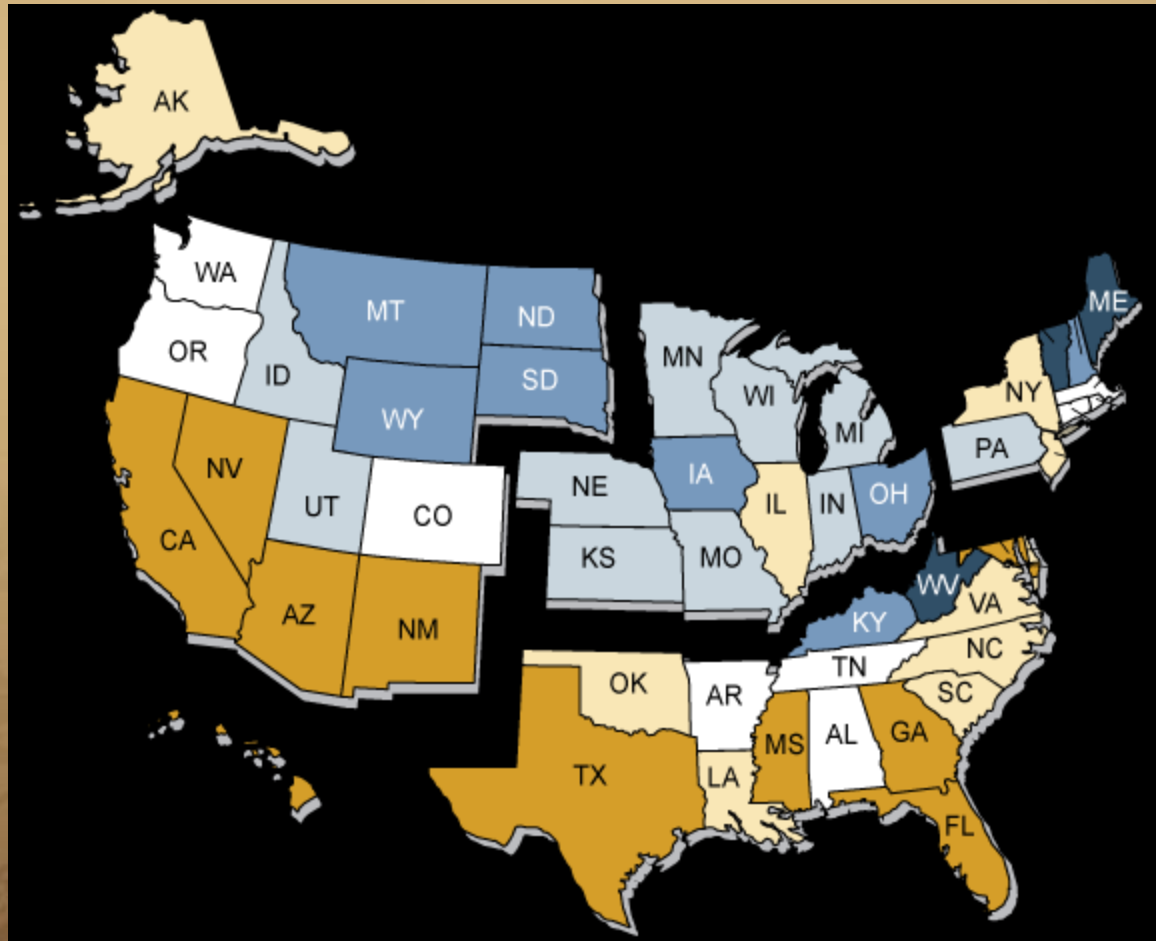
CORE ENROLLMENT PRINCIPLES

- No Enrollment Effort is Successful without QUALITY Academic Programs to Promote
- Recruitment and Retention is an On-going, Multi-year, Campus-wide PROCESS with Strong Access to Research and DATA
- 80+% of Enrollments come from REGIONAL student markets
- The Most Successful Recruitment Programs Clearly DIFFERENTIATE the Student Experience from Competitor's Programs
- The Most Successful Retention Programs Clearly Address Students' Needs and Regularly ENGAGE Students in Academic and Non-Academic Programs

Recruitment Initiatives

1. Adjust our infrastructure, policies, admissions practices and requirements to better attract and serve non-traditional students.
2. Continuously upgrade curricula to meet changing demographic needs (i.e. online and accelerated programs, etc.).
3. Academic departments (deans, chairs, faculty) must become more responsive in the recruitment process and establish yearly departmental recruitment plans and goals.
4. Assess the increasing role campus plays as a social and educational center and showcase academic, co-curricular, and extra-curricular events and activities in all publications.
5. Establish a well-timed branding campaign internally and externally.
6. Invest in and expand our recruitment territories to connect with the projected increase in Hispanic high school graduates in Oklahoma, Texas, Colorado, Arizona, etc.

Non-White Population of Public High School Graduates, 2019-20 (Projected Growth)



Recruitment Initiatives

- The Office of Admissions is also heavily recruiting beyond the immediate metropolitan area to:
 1. Illinois
 2. Indiana
 3. Kentucky
 4. Kansas
 5. Tennessee



Recruitment Initiatives

- Host high school and community college counselor's events
- Utilize both student ambassadors athletic coaches, and alumni in the recruitment process
- Provide financial aid presentations at college fairs and or high school visits
- Dual Enrollment Partnerships with feeder high schools
- Revamp the market plan to include:
 - Parent testimonials
 - Current student postcards
 - Faculty
 - Alumni

Retention Initiatives

1. Create a culture that embraces the fact that retention must be a campus-wide initiative (FinishLine).
2. Create a formal Institutional Research Office
3. Start annual retention audits of academic and demographic factors
4. Identify classes with very low student success rates
5. Create Standardized Retention and Graduation Reports by gender and ethnicity
6. Institute a new student profile and expectations survey
7. Revise withdraw surveys
8. Start non-returning follow-up telephone surveys
9. Start collection and campus-wide distribution of freshman academic profile, specifically new student survey data: expectations, social activities, GPA,ACT/SAT scores
10. Start measuring stop-out rate: students who withdraw and return

Retention Initiatives

11. Create a student profile, attitude and engagement assessments
12. Create a student satisfaction survey
13. Address expectations of student success in all recruitment and orientation speeches
14. Establish a tutoring program across disciplines
15. Establish and implement a first-year experience program to include orientation activities
16. Create an online tutor request program
17. Create and distribute student profiles and survey summaries to create a better understanding of faculty and student expectations.
18. Restructure Welcome Week activities around a group project activity and to address core learning objectives
19. Establish a faculty (intrusive) advising system
20. Implement an automated degree audit system

Retention Initiatives

21. Establish student to student tutoring sessions to assist low performing students
22. Devise and implement a registration schedule that will both allow the deans and chairs to offer their courses sequentially as well as set an establish yearly registration planning times and registration periods.
23. Revamp our current Basic Skill course offerings to 8 week sessions.
24. Establish a Pre-College Transition Program: Focused on promoting greater student preparation to meet HSSU's academic expectations
25. Implement a peer mentor program.



Understanding Recruitment and Retention

- There is **no Magic Bullet**
- Recruitment and Retention programs must be designed to meet student needs and have an academic success focus
- Recruitment and Retention programs **must be multi-faceted**
- Do not ignore **Student Profile** (students of color, low-income, first-generation, academically underprepared)
- Quick Improvements can be made by examining processes and points of student interaction
- A **true team effort** must be embraced: IR, Academic Affairs, Student Affairs, Enrollment Management, etc.

Questions?

