

Faculty Senate Presentation

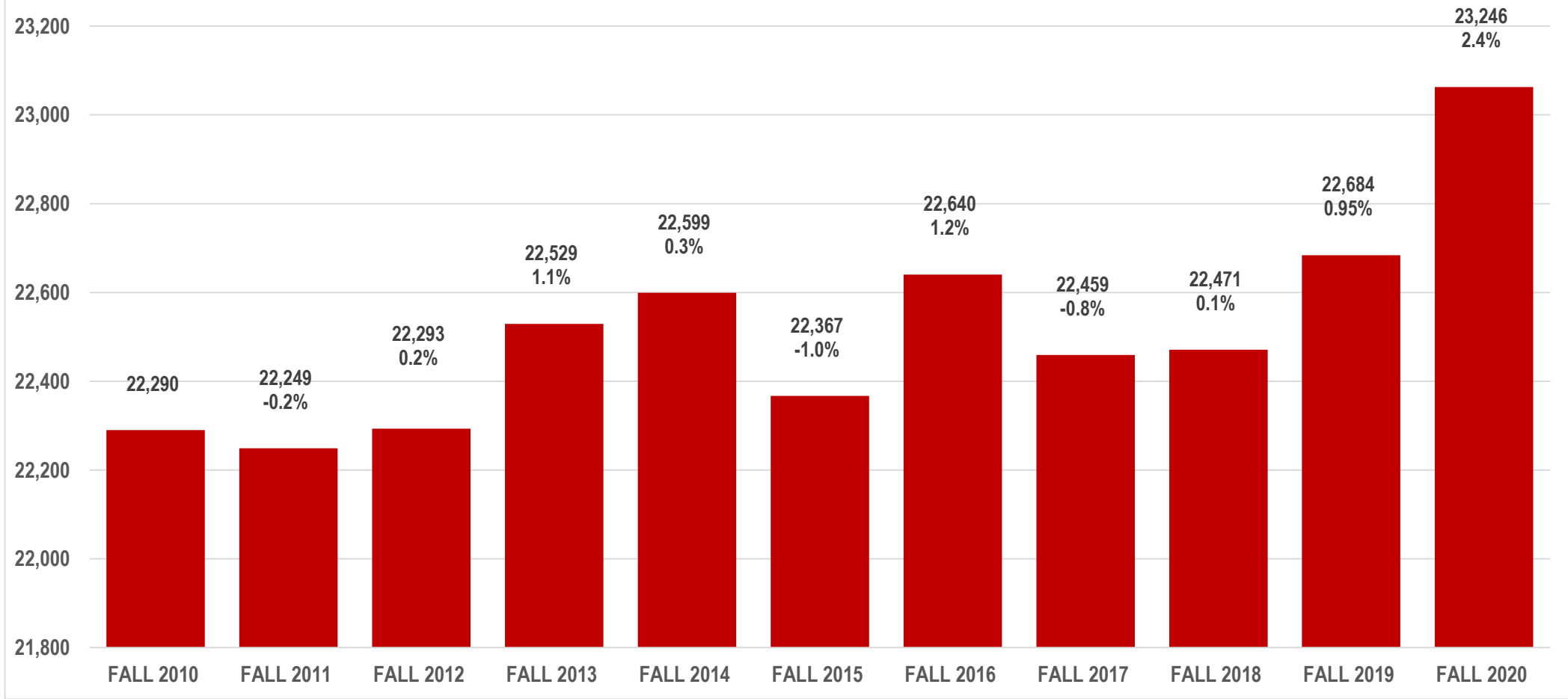
March 3, 2021

Agenda

- Fall 2020 enrollment
- Fall 2020 national landscape for enrollment
- Spring enrollment
- Historical retention data
- Historical six year graduation data
- Spring collections
- Projections
 - Kentucky high schools
- Strategic enrollment Initiatives
- Looking forward
- Strategic plan progress
- Ideas.....

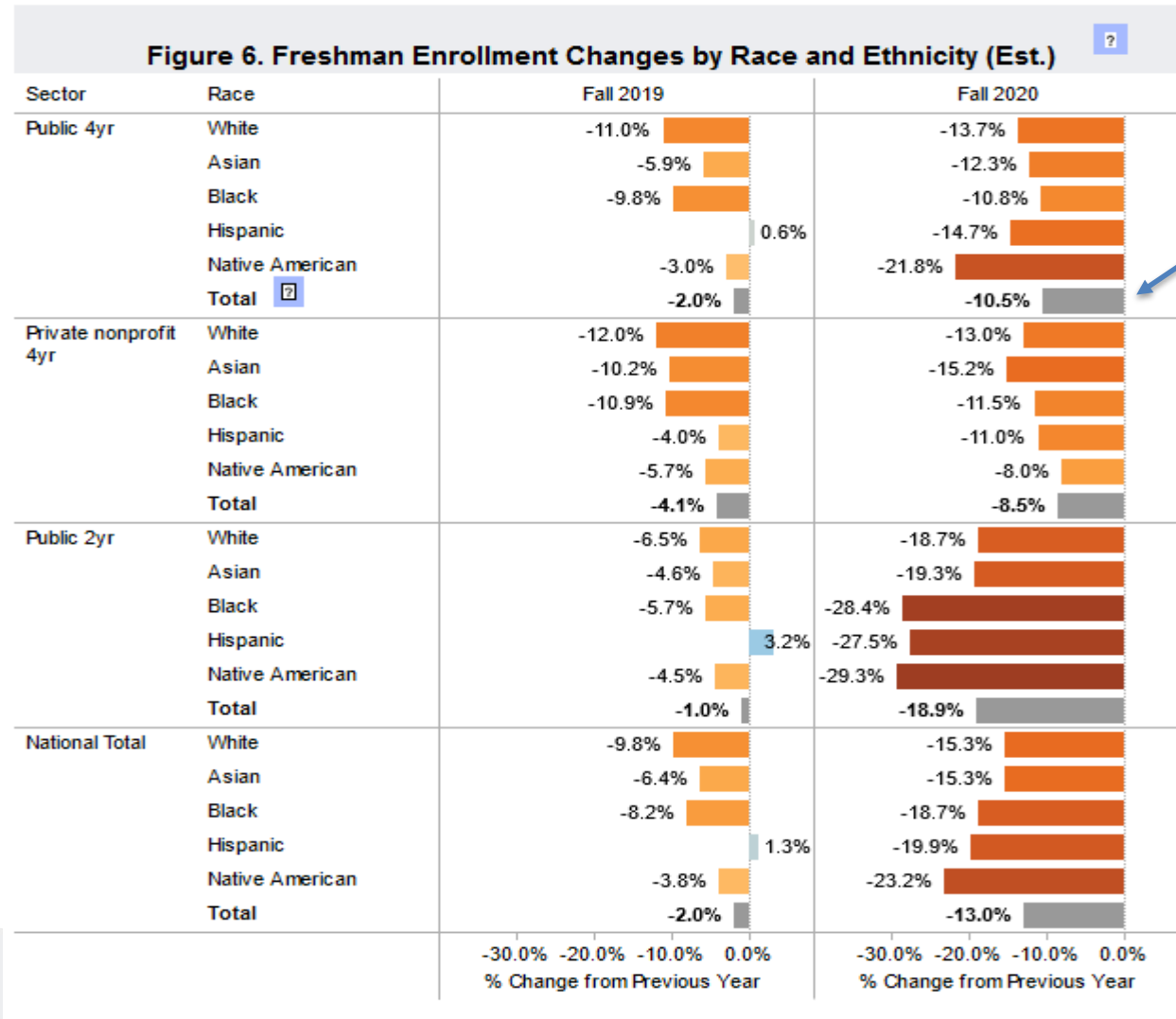
TOTAL STUDENT ENROLLMENT - FALL 2010 THROUGH FALL 2020

PRELIMINARY FALL 2020 ENROLLMENT*



*Includes official fall 2019 dual student enrollment which approximates anticipated fall 2020 dual student enrollment, per the Office of Undergraduate Admissions. As of 9/10/2020.

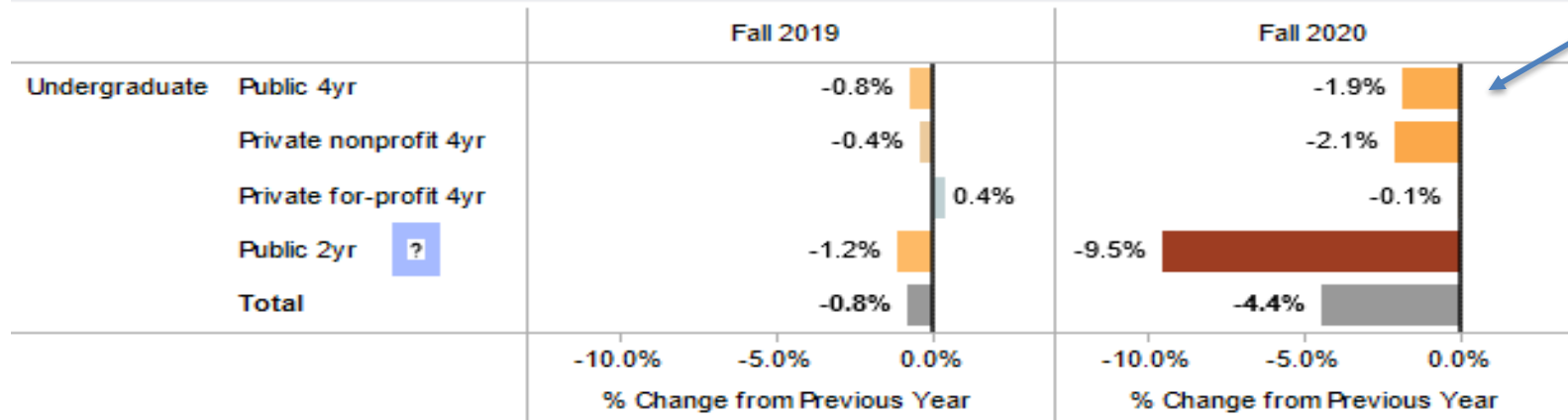
Fall 2020 National Enrollment Trends – First Time Freshman



National -10.5%
UofL +2.7%

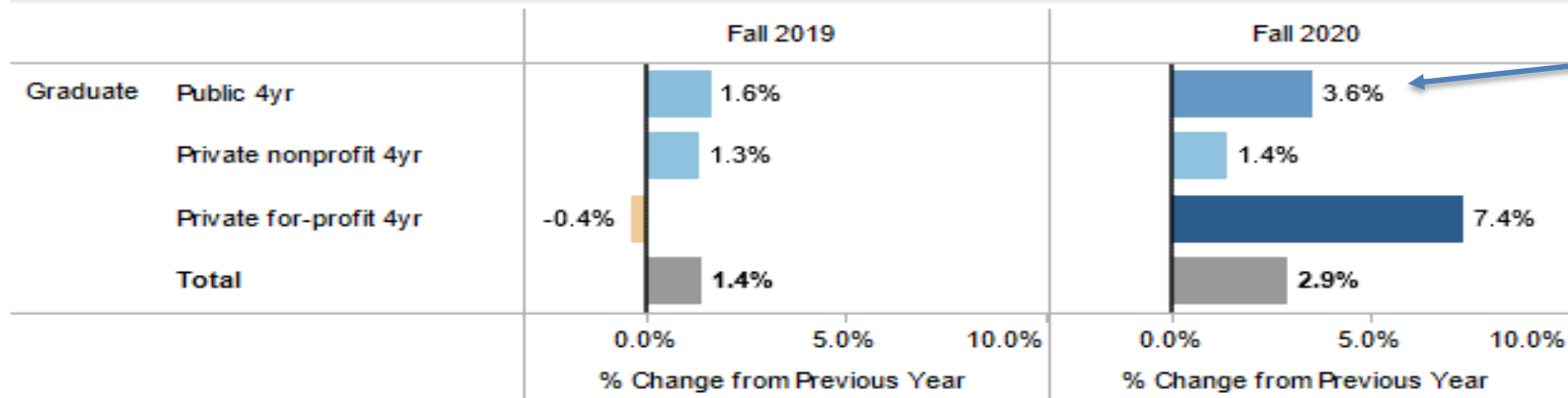
Fall 2020 National Enrollment Trends – All Students

Figure 1. Undergraduate Enrollment Changes by Sector



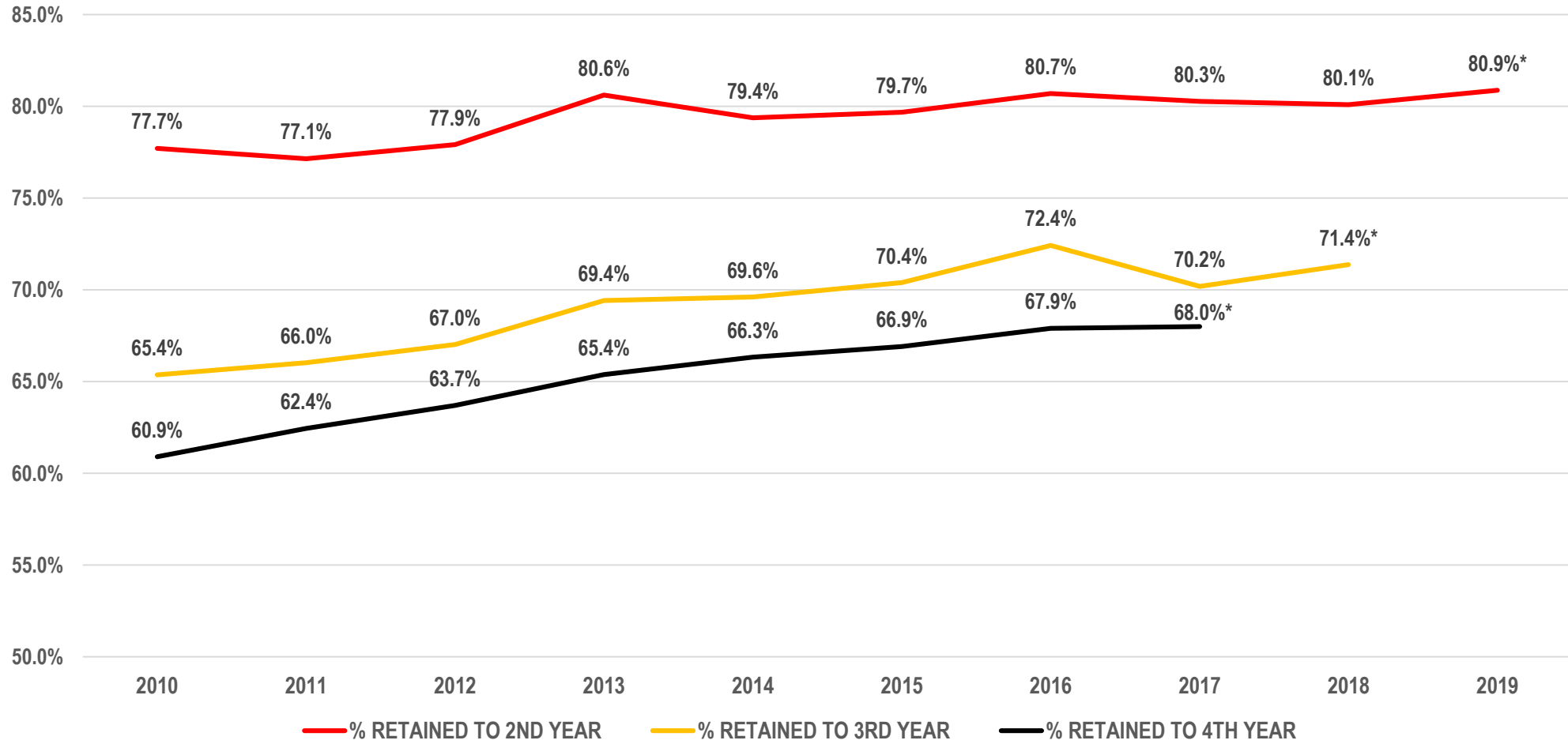
Public 4yr -1.9%
UofL +0.2%

Figure 2. Graduate Enrollment Changes by Sector



Public 4yr +3.6%
UofL +10.6%

GRS COHORT RETENTION RATES



*Data are preliminary.

Graduation Rates – 6 Year Trend

- 2015 - 52.9%
- 2016 - 52.8%
- 2017 - 54.4%
- 2018 - 56.6%
- 2019 - 58.6%
- **2020 - 60.4%**

Spring 2021 Tuition Billing and Collection

Tuition Payment Status as of 2/22/21

TERM	NBR STUDENTS	OUTSTANDING	BILLED	Pct Outstanding
Summer 2018	2,211	3,028,510	24,922,924	12%
Summer 2019	2,172	2,947,769	25,219,690	12%
Summer 2020	3,466	4,406,636	27,928,735	16%
Fall 2018	3,276	6,278,166	150,232,391	4%
Fall 2019	3,850	7,213,158	153,496,524	5%
Fall 2020	3,974	8,976,444	156,986,148	6%
Spring 2019	4,983	12,466,157	139,705,927	9%
Spring 2020	5,420	12,858,178	143,370,559	9%
Spring 2021	6,480	17,359,289	147,559,328	12%

Spring changes from prior year	4,501,111	4,188,769
We have billed \$4.2 mill more this spring but that difference has yet to be collected		

Projections

- Projected number of high school graduates attending four year public institutions

Kentucky High School Graduates going to 4YR Public Universities



Source: Grawe, Nathan; Demographics and the Demand for Higher Education

What's been done to improve New Student enrollment?

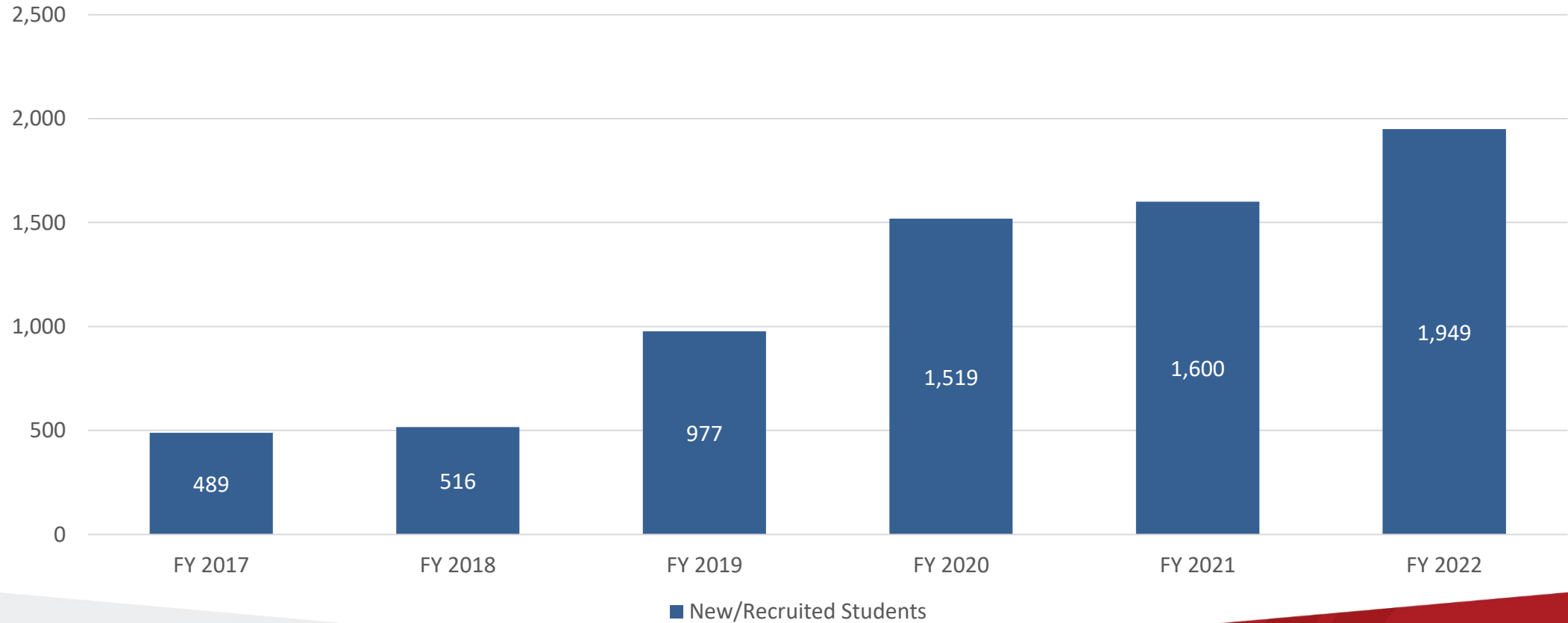
- Developed a Strategic Enrollment Management Plan with 18 Action Items
- Out-of-State Targeted Regional Recruitment
- Need based Aid
- Targeted Diversity Initiatives (awards, Latinx recruiter, community programs, diversified staff)
 - **African American undergraduate enrollment up 17% since Fall 2016**
 - **Latinx undergraduate enrollment up 36% since Fall 2016**
- Adult and Online
- Holistic Admission
 - **Moved to test optional**
- Connections to Companies
 - **Hospital System**
 - **Mortenson**
 - **Trilogy Health**
- Implemented Customer Relationship Management System (CRM)

Out-of-State Growth

Out-of-State Growth in Targeted Regions (Fall 2017 to Fall 2020)				
	2017	2018	2019	2020
*Registrations				
Cincinnati	32	*31	44	44
Nashville	9	*22	14	20
Dallas		4	*6	10
MARDCVA		12	*32	40
Chicago	42	*92	102	121
Southern California			6	*6
Philly/NJ			8	*28
	83	161	212	269
*Start year				
In Fall 2021 targeting New England				
In Fall 2021 Discontinuing Dallas				
Overall Additional Students		78	191	343

Online Program Student Growth

New Students by Year



Looking Towards the Future

- **Focus Area 1: Pricing and Institutional Aid**
 - additional students by adding and shifting \$5 million institutional aid dollars to need based. (8% to 20%)
- **Focus Area 2: Academic Programs**
 - additional fully on-line students
 - additional students through the development of new academic programs
- **Focus Area 3: International Student Enrollment**
 - additional students through the expansion of our recruitment efforts.
- **Focus Area 4: Undergraduate Recruitment**
 - additional students through the development of our regional out-of-state recruitment markets
- **Focus Area 5: Graduate Recruitment**
 - additional students through increased marketing efforts.
- **Focus Area 6: Pathways**
 - additional students through evening and weekend degree options, community colleges and military

Reaching Enrollment Goals in the Strategic Plan

Level	Base	Goal	Total
Undergraduate	15,834	1,634	17,468
Graduate	4,223	461	4,684
Professional	1,645	0	1,645
Total Enrollment	21,702	2,095	23,797

Fall 2020 – 23,063

Ideas?