

Enrollment Management

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North Carolina Agricultural and Technical State University

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Presentation Overview

- Fall 2010 Enrollment Projections
- Fall 2010 Undergraduate Admissions Statistics
- Fall 2010 Graduate Admissions Statistics
- Enrollment Management Priorities in Progress
- Future Initiatives





Fall 2010 Enrollment Headcount Projection

- Enrollment Headcount Projection By Classification

Classification	Enrollment Headcount Projection
Continuing	7,700
Undergraduate	2,400
Graduate	600
TOTAL	10,700





Fall 2010 New Student Enrollment Projections

- Undergraduate Enrollment Projections

Undergraduate	Fall 2010 New Student Enrollment Projection
Total Freshman	1,950
Total Transfer	450
TOTAL	2,400

- Graduate Enrollment Projections

Graduate	Fall 2010 New Student Enrollment Projection
Masters	550
Doctoral	50
TOTAL	600





Fall 2010 Undergraduate Admissions Statistics

Application Statistics

- As of April 2, 2010

<i>Comparison Between 2010 and 2009</i>							
UNDERGRADUATE	2010				2009 TOTAL	Difference 10 to 09	% Difference 10 to 09
	Incomplete	AR	COMP	TOTAL			
Total Freshman	2,242	916	3,945	7,103	6,437	666	10.35%
Total Transfer	356	7	294	657	558	99	17.74%
GRAND TOTAL	2,598	923	4,239	7,760	6,995	765	10.94%

AR = Active Reconsideration
 COMP = Complete





Fall 2010 Undergraduate Admissions Statistics

Admitted Statistics

- As of April 2, 2010

<i>Comparison Between 2010 and 2009</i>							
UNDERGRADUATE	2010				2009 TOTAL	Difference 10 to 09	% Difference 10 to 09
	Accept	Waitlist	Declined	TOTAL			
Total Freshman	2,934	0	67	3,001	2,719	282	10.37%
Total Transfer	218	0	2	220	151	69	45.70%
GRAND TOTAL	3,152	0	69	3,221	2,870	351	12.23%





Fall 2010 Undergraduate Admissions Statistics

Freshman Averages Historical Analysis

- As of April 2, 2010

Fall 2008 and 2009 Freshman	Applicant Averages				Admit Averages				Enroll Averages			
	Headcount	SAT	ACT	GPA	Headcount	SAT	ACT	GPA	Headcount	SAT	ACT	GPA
January 18, 2008	6,721	880	18	2.875	2,992	945	20	3.208	1,636	919	19	3.108
January 23, 2009	7,259	883	18	2.899	3,846	929	19	3.173	1,911	904	18	3.066
April 2, 2010	7,103	894	18	2.909	3,001	933	20	3.204				

Footnote:
Fall 2009 August 28, 2009 Census Date Data





Fall 2010 Graduate Admissions Statistics

Application Statistics

- As of April 1, 2010

<i>Comparison Between 2010 and 2009</i>						
	APPLICATIONS					
GRADUATE	Incomplete	Complete	2010 TOTAL	2009 TOTAL	Difference 10 to 09	% Difference 10 to 09
Master	388	132	520	413	107	25.90%
Doctoral	55	14	69	65	4	6.15%
GRAND TOTAL	443	146	589	478	111	23.22%





Fall 2010 Graduate Admissions Statistics

Admitted Statistics

- As of April 1, 2010

<i>Comparison Between 2010 and 2009</i>				
	ADMITTED		Difference 10 to 09	% Difference 10 to 09
GRADUATE	2010 TOTAL	2009 TOTAL		
Master	112	80	32	40.00%
Doctoral	12	5	7	140.00%
GRAND TOTAL	124	85	39	45.88%





Enrollment Management Priorities In Progress

- Realignment of the Office of New Student Orientation
 - Effective March 8, 2010
 - Realign Reporting Relationship from Division of Student Affairs to Division of Academic Affairs
 - Became a Department within the Office of Enrollment Management
 - Initiates the Opportunity to:
 - Establish and Implement a Comprehensive New Student Orientation Program
 - Create an Environment of Academic and Social Integration
 - Support Student Enrollment and Retention
 - Streamline Processes to Increase Efficiency, Effectiveness and Uniformity
 - Enhance the Overall Student Enrollment Experience





Enrollment Management Priorities In Progress

- Inaugural University Scholars Day ~ April 9, 2010
 - Initiative to Increase Quality of Incoming Freshmen Class
 - Invitation Only Event to Dowdy Scholars, High Achieving Students
 - Parents are Encouraged to Attend with their Student Scholar
 - High Achieving Student Profile Encompasses Demonstrated Academic Excellence, Leadership and Community Service
 - Student Scholar Shadow Current Honor Student to Engage in Classroom Experience
 - Students and Parents Participate in a Scholarly Lecture
 - Personalized Counseling Session to Complete Enrollment Process
 - Student Scholars are Presented with a Scholarship Award





Enrollment Management Priorities In Progress

- Continue Redesign of Undergraduate and Graduate Marketing Collateral
 - Collaborative Liaison between Bouvier Kelly Marketing, Inc., Office of Undergraduate Admissions, Graduate Admissions and Respective School/College Deans to Develop New Recruitment Publications
 - View Book
 - Search Piece
 - Respective College/School Mini View Books
 - Undergraduate Admissions
 - Congratulations Welcome Packet
 - Office of Student Financial Aid Brochure
 - Target Delivery Date June 2010





Enrollment Management Priorities In Progress

- Undergraduate Recruitment Initiatives
 - Spring 2010 Campus Visit Season
 - Host over 250 Campus Tours in March, April and May 2010
 - Tour Groups Range from 50 to 250 Guests from Across the Country
 - Middle and High Schools, Non-Profit Organizations, Churches, Fraternities and Sororities
 - Campus Tours and Recruitment Presentations held in the Alumni Event Center, Harrison Auditorium, and Student Union Memorial Building
 - Capture Prospective Student Information and Enter into Recruitment Plus Database
 - Onsite Admission Counseling and Admission Decisions





Enrollment Management Priorities In Progress

- Undergraduate Recruitment Initiatives
 - Annual American College 2010-2011 Residual Testing (ACT)
 - Expand Recruitment Strategy to Target Incomplete Applicants without Test Scores that meet GPA Criteria.
 - Residual Testing Schedule ~ April, May, September, October 2010
 - Admission Decisions are Rendered Onsite





Enrollment Management Priorities In Progress

- Student Financial Aid and Scholarship Initiatives
 - Early Award Initiative
 - Executed April 1, 2010
 - Aggie FAFSA Day Early Awareness Workshop Series
 - February, March and April 2010





Enrollment Management Priorities In Progress

Dowdy Scholarship Criteria:

- Incoming freshman must have a single test combined SAT verbal and math score of 1200 or higher or an ACT score of 26 or higher with a weighted high school grade point average of 3.75 or higher. This scholarship award will provide 100% of tuition, required fees, room and board.

- Fall 2010 Dowdy Scholarship Statistics

➤ As of April 1, 2010

DOWDY SCHOLAR	APPLICATIONS	INELIGIBLE	OFFERS	ACCEPTS	DECLINES	PENDING ¹	ENROLLED	NOT ENROLLED
IN-STATE	69	52	17	14	0	3		
OUT-STATE	75	46	29	18	0	11		
TOTAL	144	98	46	32	0	14		

Foot note:

Ineligible + Offers = Applications

Accepts + Declines + Pending = Offers

Enrolled + Not Enrolled = Accepts

[Offer Made - Awaiting Student Decision](#)





Future Initiatives

- Resume Search for Director of Undergraduate Admissions
- Transform Temporary Positions to Permanent Positions for Respective Departments within the Office of Enrollment Management to Streamline Processes, Alleviate Duplicity, and Increase Efficiency and Effectiveness
- Implement Document Imaging of Archived Student Academic Records Prior to 1987



Thank You!

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