Strategic Enrollment Management Plan Kickoff
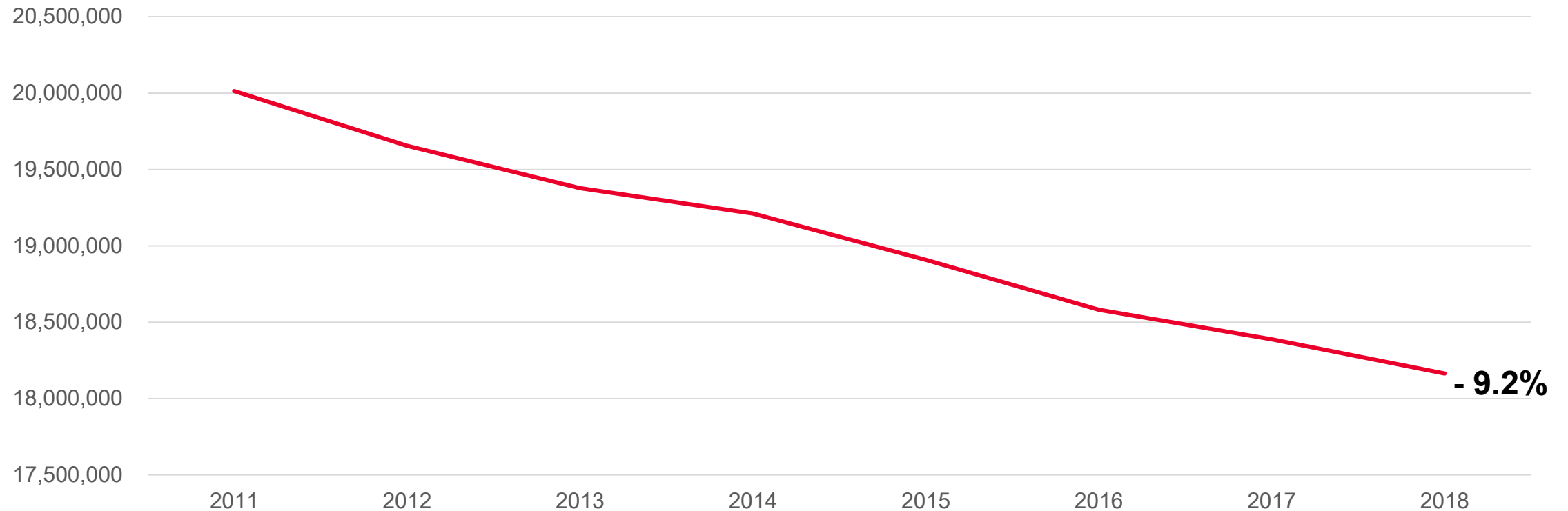
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September 18, 2019

National Enrollment Trend

FALL 2011 TO FALL 2018 – ALL INSTITUTIONS COMBINED

- 9.2%

Source: National Student Clearinghouse Research Center,
Current Term Enrollment Reports

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Missouri Enrollment Trend

FALL 2011 TO FALL 2018 – ALL INSTITUTIONS COMBINED

- 11.3%

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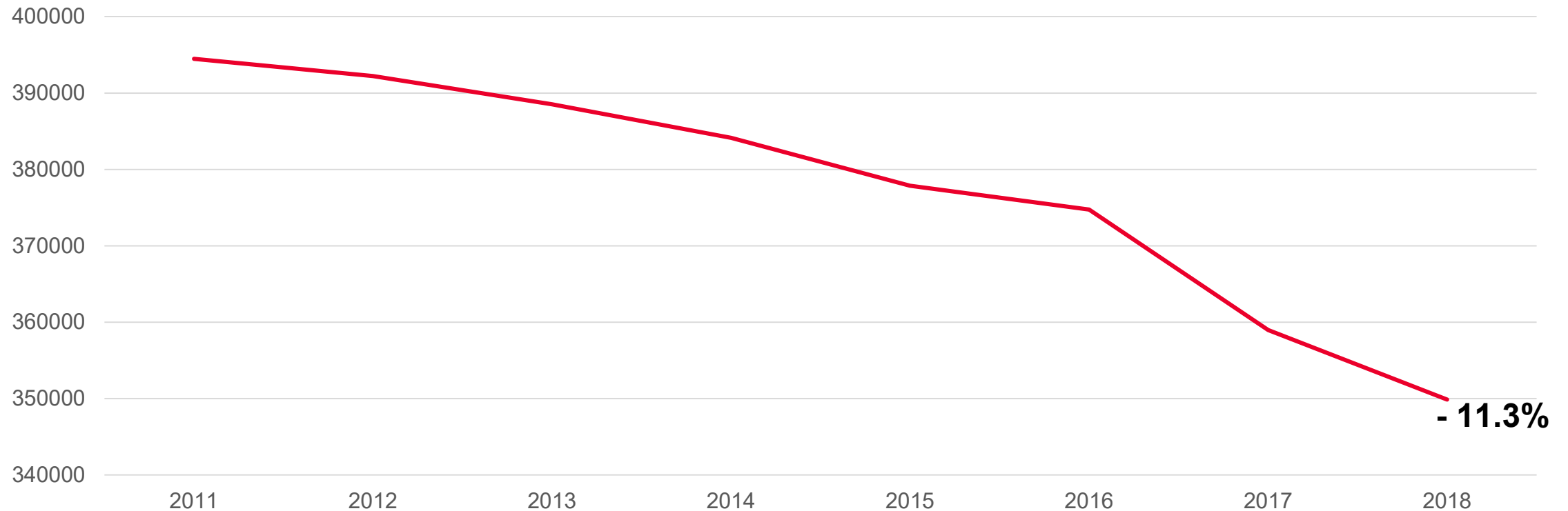
UM-Columbia Enrollment

FALL 2011 TO FALL 2018

- 15.7%

- 11.7%

Enrollment
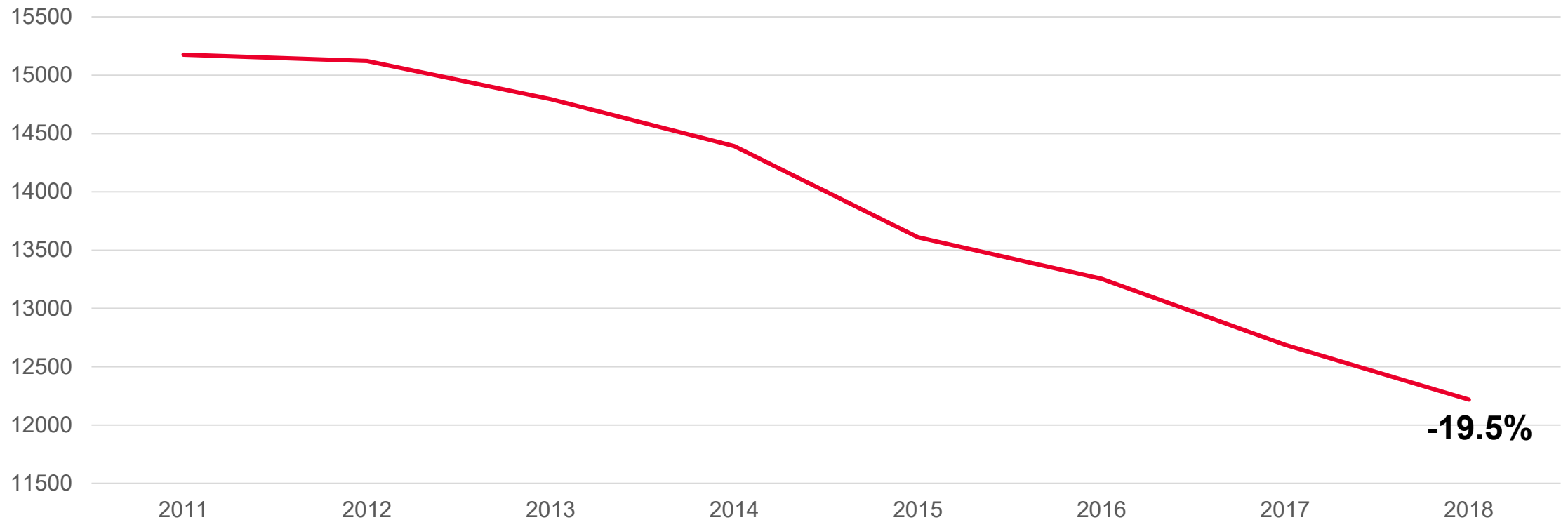
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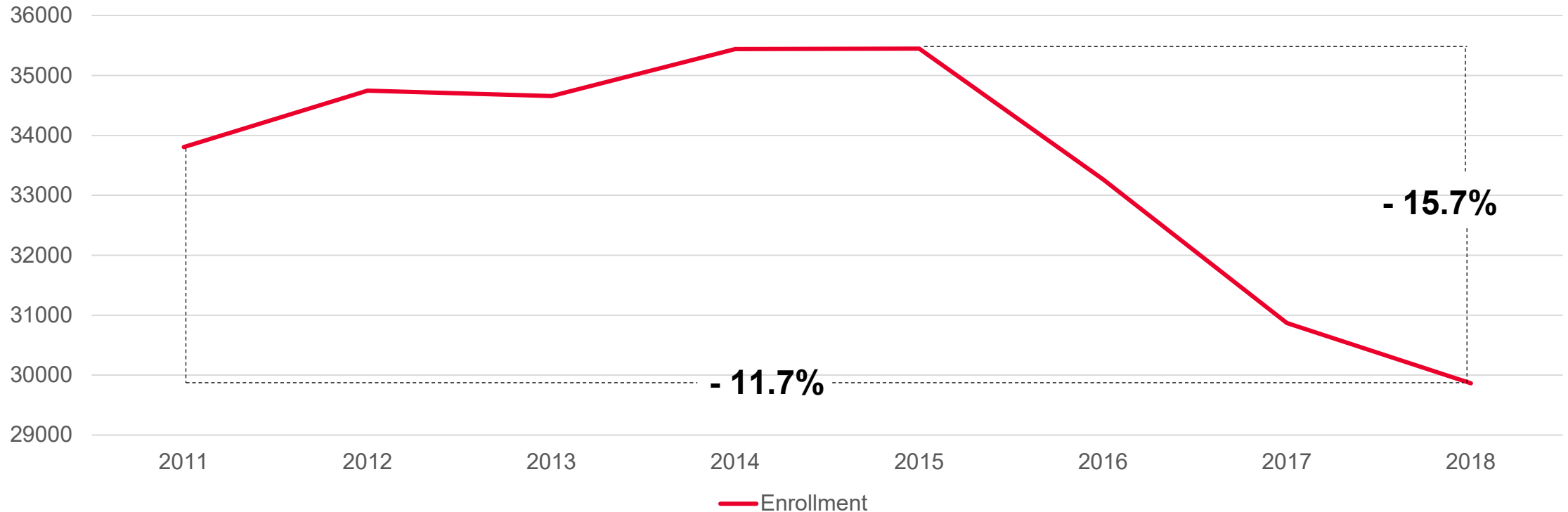
OTC Enrollment Trend

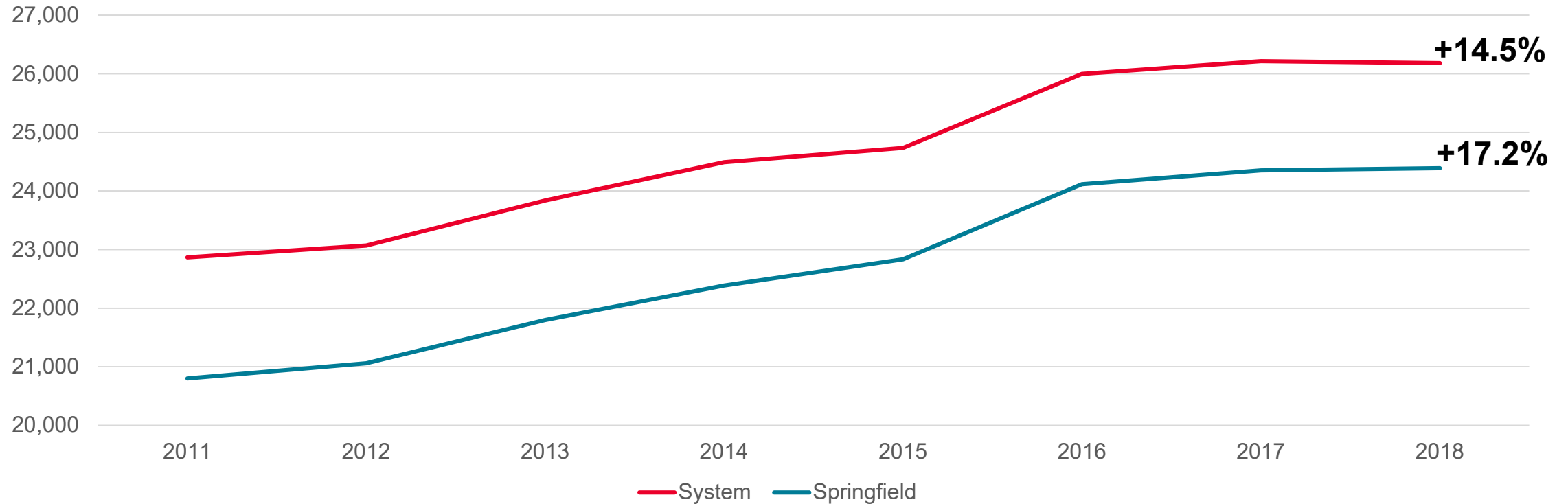## FALL 2014 TO FALL 2018

-19.5%

Reasons for Declining Enrollment

- Earlier graduation

- Fewer high school graduates

- Fewer transfer students (declining community college enrollment)

- Declining international enrollment

- Full employment

- Increased competition

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MSU Enrollment Trend

FALL 2011 TO FALL 2018

+14.5%

+17.2%

27,000
26,000
25,000
24,000
23,000
22,000
21,000
20,000

2011 2012 2013 2014 2015 2016 2017 2018

— System — Springfield

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MSU Enrollment Trend

FALL 1995 TO FALL 2018

+50.1%

+48.1%

— System — Springfield
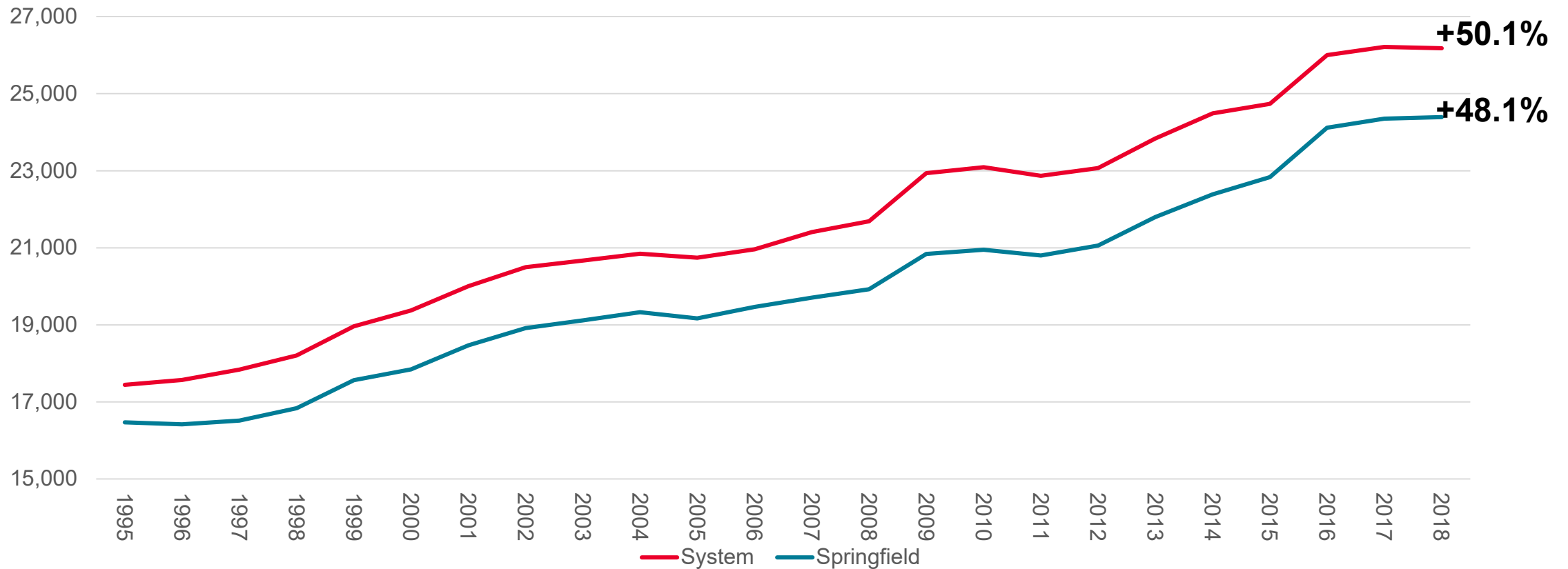
A Moment of Positive Reflection

Missouri State:

- Is the _**only**_ Missouri public institutions that grew each of the past five years

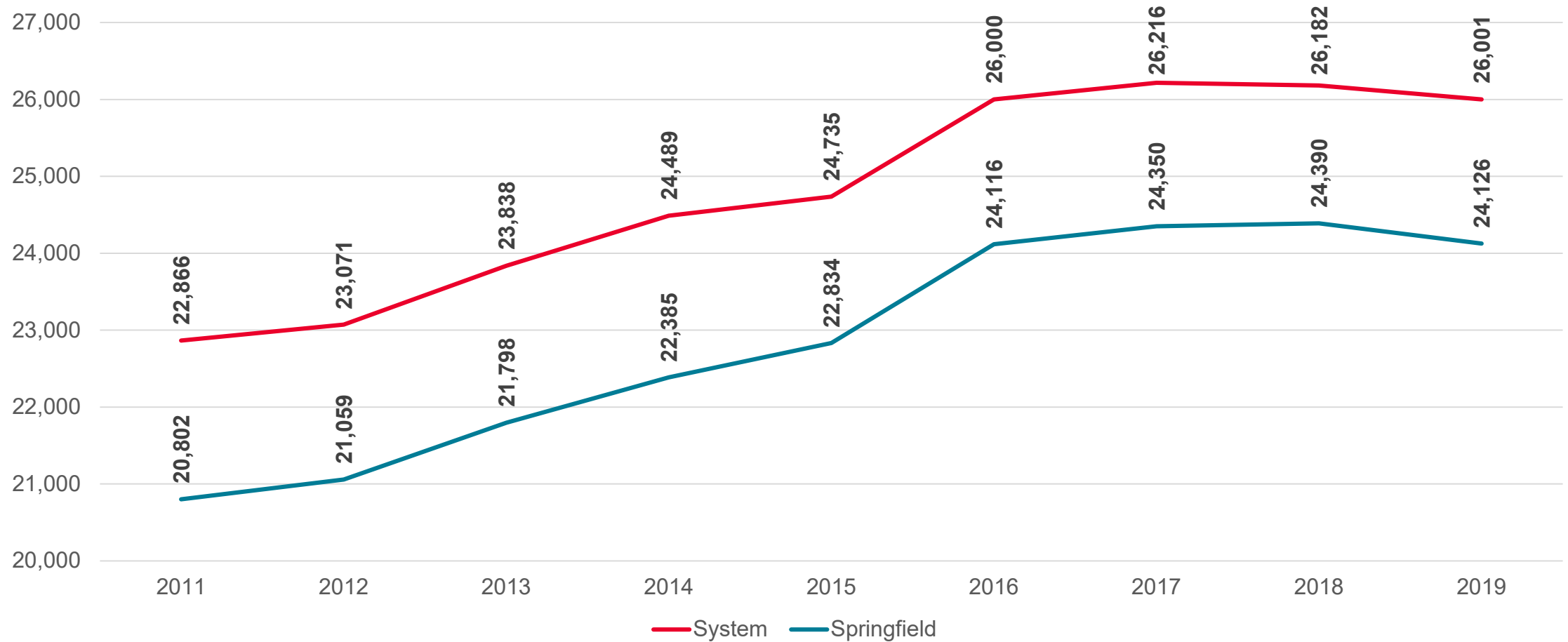- Had the _**largest**_ enrollment increase during that five year period

- Enrolls _**more students**_ from Missouri than any other institution

- Grew _**20 of the last 22**_ years

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Total Enrollment

	2011	2012	2013	2014	2015	2016	2017	2018	2019
System	22,866	23,071	23,838	24,489	24,735	26,000	26,216	26,182	26,001
Springfield	20,802	21,059	21,798	22,385	22,834	24,116	24,350	24,390	24,126

— System — Springfield

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Undergraduate Enrollment

	Fall 2014	Fall 2015	Fall 2016	Fall 2017	Fall 2018	Fall 2019	*Fall 2019 projected*
First-time new in college	2,801	3,178	3,126	3,183	3,010	2,609	*2,589*
Transfer	1,749	1,672	1,782	1,664	1,543	1,435	*1,327*
Readmit	283	290	310	284	253	247	*253*
Continuing	11,538	11,693	12,317	12,528	12,446	11,914	*11,911*
Total	**16,371**	**16,833**	**17,535**	**17,659**	**17,252**	**16,205**	*16,080*

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Graduate Student Enrollment

International Enrollment

Year	Enrollment
2011	1,304
2012	1,426
2013	1,526
2014	1,621
2015	1,672
2016	1,673
2017	1,526
2018	1,467
2019	1,618

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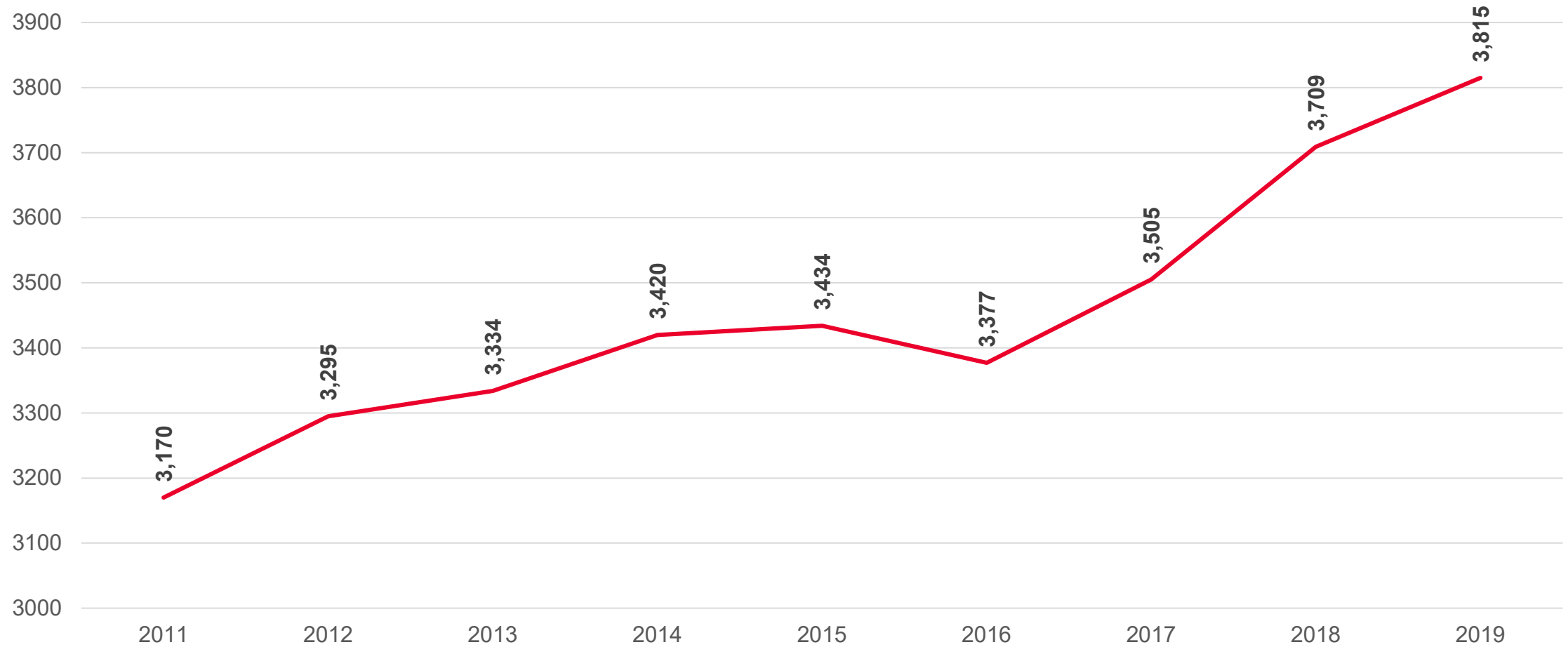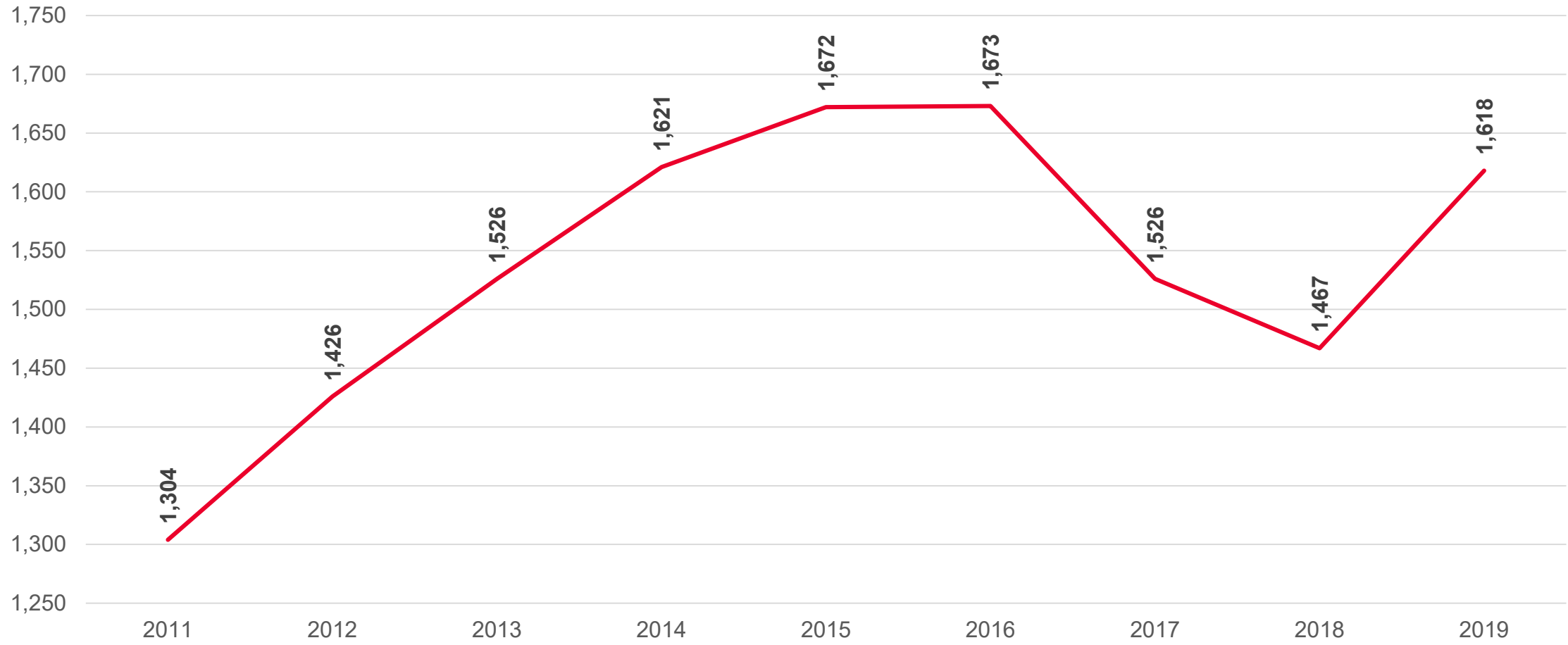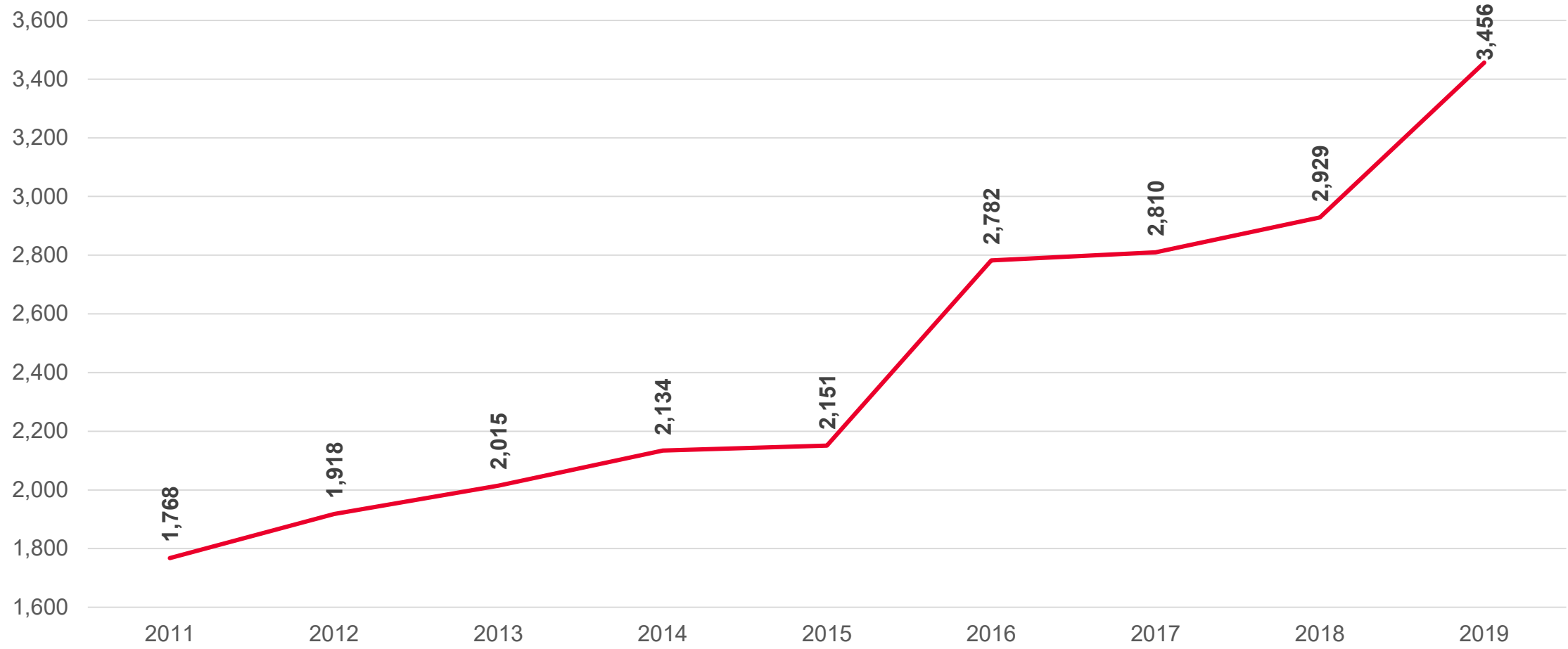
Dual Credit Enrollment

Projected Fall 2020 Undergraduate Enrollment

	2018 actual	2019 actual	2020 projected	Change over projected 2019
First-time new in college	3,010	2,609	2,609	0
Transfer	1,543	1,435	1,435	0
Readmit	253	247	247	0
Continuing	12,446	11,914	11,080	-834
Total	17,252	16,205	15,371	**-834**
Fiscal Impact				**>$5 million**

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First to Second Year Retention Rate

FA13 to FA14	FA14 to FA15	FA15 to FA16	FA16 to FA17	FA17 to FA18	FA18 to FA19
75%	78%	79%	77%	78%	78%

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Short-Term Action Items

- Restructure scholarships

- Expand dual credit

- Promote certificates

- Leverage Fast Track

- Revise marketing and recruitment strategies

- College plans and initiatives

- Waive application fee

- Improve technology used to recruit and retain students
  - Website and social media
  - Digital marketing
  - Streamline application process
  - Texting platform
  - Campus virtual tour
  - CRM system

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Strategic Enrollment Management Goals

- Stabilize enrollment in the short-term
- Grow enrollment in targeted areas
- Improve retention
- Facilitate successful degree and credential completion
- Broaden access to underserved populations
- Identify new and emerging academic programing that meets student and workforce demands

Strategic Enrollment Management Goals

- Equip students for successful career outcomes
- Employ actions and modify processes that eliminate barriers that impair student success.
- Raise the profile of the University
- Develop a culture of enrollment growth among faculty, staff, and students

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"Campus leaders cannot change the wind direction, but they can trim the institutional sails. For too long, the admissions dean or enrollment manager had the lone hand on the tuition-revenue tiller. Now, it's all hands (campus leadership, faculty, staff, trustees, etc.) on deck, pulling the tactical lines in a coordinated, strategic fashion."

The Great Enrollment Crash. (2019, September 6). *Chronicle of Higher Education*