Enrollment is Everyone’s Business
A Call to Action for Faculty Involvement

Faculty Council
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Claire Kirby, Associate Provost for Enrollment Management
Johnna Watson, Associate Dean for Graduate Enrollment Management
The New Enrollment Landscape

- Fewer students enrolled
- Pending ‘enrollment cliff’
- Increased competition
- New funding model
- Inflation-Costs

FACT:

*Between 2025 and 2029, the number of college-bound students in the U.S. will decline by over 400,000 fewer students in a span of four years, an average loss of 100,000 students per year.*
Fall Headcount Enrollments

Note: Fall 2023 is a projected estimate based on current enrollment and predicted new student enrollment.
Yield Rates

- Inquiries to Applicants
- Applicants to Accepts
- Accepts to Enrolled
- Retention
- Graduation
2023 GOALS:
1) Increase the accepted to enrolled yield
2) Increase continuing student retention

An admissions yield is the percent of accepted students who enroll.
Minimize Spring-Summer “Melt”

Focus efforts to decrease barriers and increase commitments to enroll.

➢ Undergraduate students most susceptible to summer melt are those coming from structurally disadvantaged backgrounds.

➢ Undergrad and graduate students also walk away after an experience didn’t meet their expectations.

Melt = students who commit in the spring but ultimately do not enroll in the fall
## Fall 2022 Accept>Enrolled Yields

### UNDERGRADUATE

<table>
<thead>
<tr>
<th></th>
<th>APPLIED</th>
<th>ACCEPTED</th>
<th>Applied&gt;Accept YIELD</th>
<th>ENROLLED</th>
<th>Accept&gt;Enrolled YIELD</th>
<th>Increase Total Yield by 3%</th>
</tr>
</thead>
<tbody>
<tr>
<td>In-state</td>
<td>18,489</td>
<td>16,351</td>
<td>0.88%</td>
<td>5,637</td>
<td>0.31%</td>
<td></td>
</tr>
<tr>
<td>Out-of-state</td>
<td>7,708</td>
<td>5,042</td>
<td>0.65%</td>
<td>806</td>
<td>0.16%</td>
<td></td>
</tr>
<tr>
<td>TOTAL</td>
<td>26,197</td>
<td>21,393</td>
<td>0.82%</td>
<td>6,443</td>
<td>0.30%</td>
<td><strong>7,060 (.33%)</strong></td>
</tr>
</tbody>
</table>

### GRADUATE

<table>
<thead>
<tr>
<th></th>
<th>APPLIED</th>
<th>ACCEPTED</th>
<th>Applied&gt;Accept YIELD</th>
<th>ENROLLED</th>
<th>Accept&gt;Enrolled YIELD</th>
<th>Increase Total Yield by 3%</th>
</tr>
</thead>
<tbody>
<tr>
<td>In-state</td>
<td>3,512</td>
<td>2,909</td>
<td>0.83%</td>
<td>1,649</td>
<td>0.57%</td>
<td></td>
</tr>
<tr>
<td>Out-of-state</td>
<td>5,928</td>
<td>2,441</td>
<td>0.41%</td>
<td>792</td>
<td>0.32%</td>
<td></td>
</tr>
<tr>
<td>TOTAL</td>
<td>9,440</td>
<td>5,350</td>
<td>0.57%</td>
<td>2,441</td>
<td>0.46%</td>
<td><strong>2,622 (.49%)</strong></td>
</tr>
</tbody>
</table>
How can faculty help maximize enrollment in 2023?

**Build** a recruitment and retention (faculty) plan to enroll *new* and retain *continuing* undergraduate and graduate students.

**Address** curricular barriers/opportunities to student progression.

- Review course sequencing to ensure needed courses are available
- Examine and adjust seat capacities in (critical) courses.
- Evaluate and redesign academic programs and policies, when necessary.
- Utilize summer and second half term sessions to increase opportunities for students to progress.
How can faculty help maximize enrollment in 2023?

**Ensure** guided pathways to academic success.

- Encourage undergraduate students to enroll in 15 hours and graduate students in 9-12 hours, as possible.
- Emphasize the importance of advising and encourage early registration.
- Utilize readily understandable curricular maps to ensure academic progression.
How can faculty help maximize enrollment in 2023?

Connect with:

**Admitted students** (*increase accept to enroll yield*)
- Establish a timeline for outreach (calls, emails, and/or texts) that includes a purpose for the communication (congrats on acceptance, invitation to an event, congratulations on scholarship award, conversation about major, et al)
- Utilize a template to communicate key information that student populations will be excited about (career outcomes, learning opportunities)

**Continuing students** (*increase retention yield*)
- Mentor students to result in greater student engagement and satisfaction
- Provide access to resources to support student success
- Recognize exemplary student performance
Faculty efforts complement these yield activities!

Volunteer at university-wide and program specific recruitment activities.

- Admitted student communications (email, text, phone, visits)
- Admitted student days
- Funding and financial aid awarding
- Scholarship events
- Orientation programs
- Advising and mentoring

Intentional, focused efforts by faculty enhances retention and recruitment!
Questions? Suggestions? Feedback?

Claire Kirby
c Kirby@uncc.edu

Johnna Watson
jwwatson@uncc.edu