



Enrollment is Everyone's Business

A Call to Action for Faculty Involvement

Faculty Council
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The New Enrollment Landscape

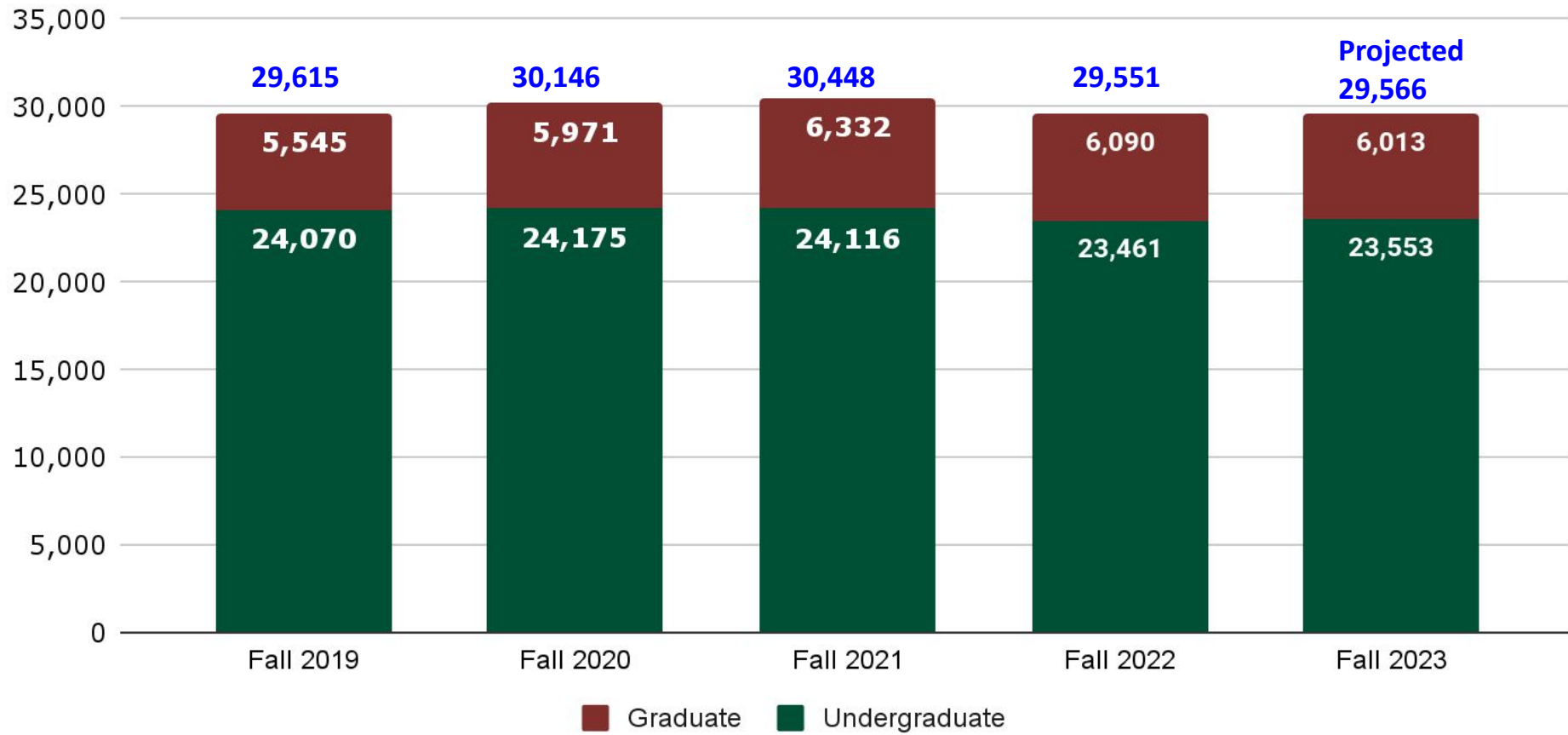
- Fewer students enrolled
- Pending 'enrollment cliff'
- Increased competition
- New funding model
- Inflation-Costs

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



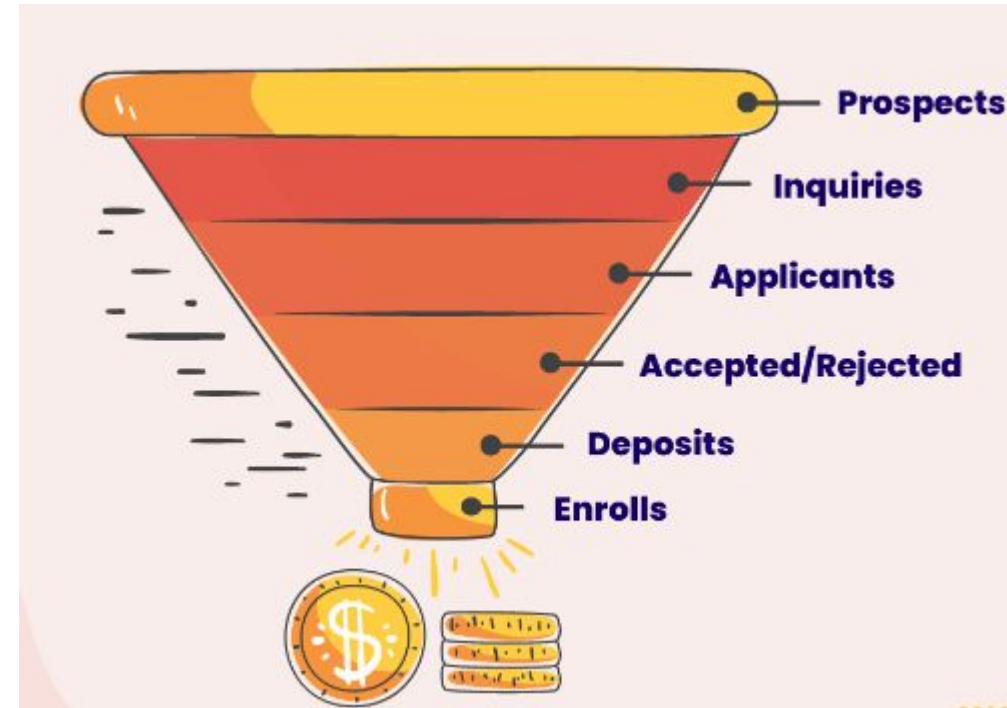
Note: Fall 2023 is a projected estimate based on current enrollment and predicted new student enrollment.



Enrollment Key Performance Indicators

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.



Melt = students who commit in the spring but ultimately do not enroll in the fall

- 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.



Fall 2022 Accept>Enrolled Yields

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

GRADUATE	APPLIED	ACCEPTED	Applied>Accept YIELD	ENROLLED	Accept>Enrolled YIELD	<i>Increase Total Yield by 3%</i>
In-state	3,512	2,909	0.83%	1,649	0.57%	
Out-of-state	5,928	2,441	0.41%	792	0.32%	
TOTAL	9,440	5,350	0.57%	2,441	0.46%	2,622 (.49%)





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?



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