

Board of Trustees Enrollment Updates

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UNIVERSITY OF
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Discussion Topics

- Fall 2022 Census Enrollment Review
- Fall 2023 Admissions Initiatives and Tactics
- Strategic Enrollment Management Plan Overview



Fall 2022 Census Enrollment Summary

- Fall Undergraduate (UG) FTE saw a 9.5% decrease, matching the original UG FTE projections of a 10% decrease (see *Table 1, Enrollment Report*).
- Surpassed enrollment projections for New, First-Time students of 1,096, with our final enrollment number being 1,193 (see *Table 1, Enrollment Report*).
- UG New, First-Time yield rate increased for the first time in 5 years (see *Figure 4, Admissions Report*).
- Enrollment of UG New First-Time and Transfer International students increased from 19 to 51 students (see *Table 3, Admissions Report*).
- Overall yield percentage from first fall to second fall for Fall 2021 cohort is highest on record (75.2%). Underrepresented minorities (URM) retained at nearly identical rate as non-URM populations (75%) (see *Table 14, Enrollment Report*).
- As we seek to become a Hispanic Serving Institution, 25.5% of our Degree-Seeking Undergraduate FTE identify as Hispanic or Latinx (see *Table 19, Enrollment Report*).

Fall 2023 UG Admissions Strategies

- Colorado First-Year Admissions Guarantee
- Revisions to organizational structure, including Asst. Director of Diversity and Access, two additional bilingual Admissions Counselors and a regionally based Transfer Counselor
- Territory management goals have been assigned to counselors, both in-state and out-of-state for applicants, admits, and enrolled numbers--a best practice admissions strategy
- Proposing an internal Financial Aid Awarding structure, specific to our student profile and financial need

Strategic Enrollment Management Plan

- SEM Organizational Structure has been set and campus representation and participation finalized
- Initial SEM Plan process and timeline has been identified
- Work has already begun as of Sep. 2022 with plan development at the unit level to take place in late Fall 2022 and Spring 2023

SEM Goals & Strategy Development-Timeline

- Sep. 2022: Data Team prepares data for SEM Planning Group/SEM Committee
- Oct. 2022: Identify Key Enrollment Indicators (KEIs), the primary SEM Plan enrollment markers that UNC will track
- Oct. – Nov. 2022: Review of data and develop draft SEM goals (6-8 institutional goals)
- Nov. – Dec. 2022: Review of draft SEM goals by Cabinet and Board of Trustees
- Dec. – Jan. 2023: Finalize enrollment goals and assign goals to Student Recruitment and Student Success/Retention sub-committees
- Jan. 2023: Subcommittee work with campus stakeholders to develop strategies for each goal
- Jan. – Mar. 2023: Student Recruitment and Student Success Subcommittees, SEM Planning Group complete strategy development work
- Mar. – May 2023: Tactics development at program/department/unit levels
- Jun. – Aug. 2023: UNC Leadership will work to consolidate planning efforts from the SEM Plan into the goals and key action items of RND 2030, phase two (laying groundwork for Phase III beginning Summer 2024)

THANK YOU!



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