

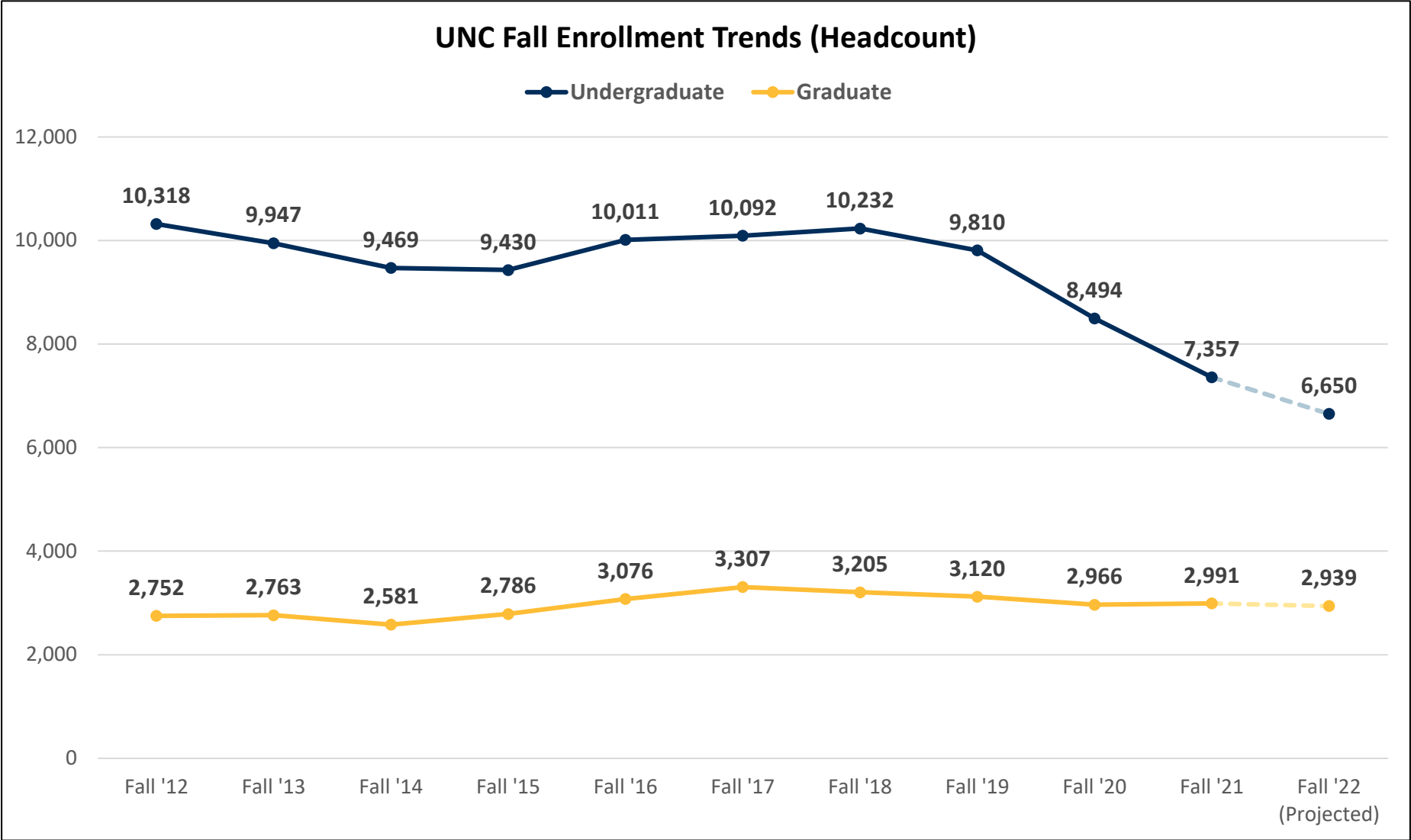
# Enrollment Update



UNC

# Enrollment Trends

## Fall 2012 – Fall 2022



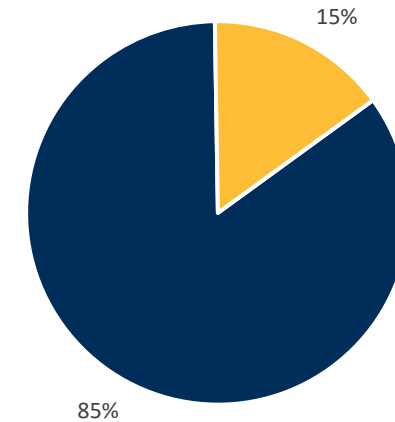
# Where We Are: Undergraduate

## Overall UG Enrollment

*Includes Main & Extended Campus, New & Continuing, Degree-Seeking & Non-Degree*

	<u>Fall '21 Actual</u>	<u>Fall '22 Projected</u>
Headcount	7,357	6,650
Full-Time Equivalent (FTE)	6,213	5,593
Difference		-10.0%

■ Main Campus ■ Extended Campus



## Incoming **Main Campus** UG Students

	Point-in-Time Confirmations		Fall Enrollment (Headcount)	
	<u>Fall '21</u>	<u>Fall '22</u>	<u>Fall '21 Actual</u>	<u>Fall '22 Projected</u>
New First-Time, Degree-Seeking	1,051	1,031	1,251	1,093
New Transfer, Degree-Seeking	335	273	456	398

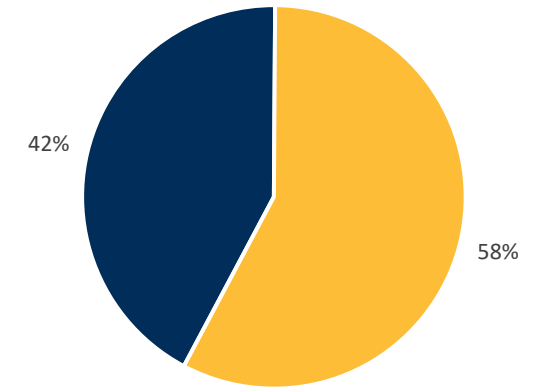
# Where We Are: Graduate

## Overall GR Enrollment

*Includes Main & Extended Campus, New & Continuing, Degree-Seeking & Non-Degree*

	<u>Fall '21 Actual</u>	<u>Fall '22 Projected</u>
Headcount	2,991	2,939
Full-Time Equivalent (FTE)	1,637	1,608
Difference		-1.8%

■ Main Campus ■ Extended Campus



## Incoming **Main Campus** & **Extended Campus** GR Students

	Point-in-Time Confirmations		Fall Enrollment (Headcount)	
	<u>Fall '21</u>	<u>Fall '22</u>	<u>Fall '21 Actual</u>	<u>Fall '22 Projected</u>
Main Campus	302	291	368	368
Extended Campus	416	324	590	572

# UNC Today: Current Efforts Undergrad Recruitment

## **New First Time**

- Official Financial Aid Award
- Final Destination Event
- Adelante Event
- Continued high school visits with Admitted seniors
- Updated Confirmation Campaign
- Deposit IQ Campaign
- Updated chatbot nudging

## **New Transfer**

- Free Application Day
- Official Financial Aid Award Communication
- Community College visits
- Continued outreach
- Increased efficiency transcript evaluations and application decisions

## **Extended Campus**

- Outbound calls to prospects
- Inbound appointments
- External market presence
- Professional/Business relationship development
- Increased Social Media presence

## Outlook & Opportunities Undergrad Recruitment

- Continued competitive market
- College-going rates remains lower than pre-pandemic
- Revamping enrollment marketing
- Brand audit
- Internal restructuring
- Adelante
- Campus partnerships

# UNC Today: Current Efforts

- Students First Framework
  - Transfer & Transition Center (coming soon!)
  - Improved service to Culturally and Linguistically Diverse students
- Retention Summit (April 2022)
- Retention & Graduation Goals
- Academic Portfolio Revitalization



## **Retention Improvements Spring 2022**

- Overall undergraduate persistence up 1% to 92%
- First-time, full-time students fall 21 to spring 22 = up from 86% to 91%

## **Purpose of our Retention Summit (April 2022)**

- Situate UNC within regional higher ed context
- Highlight best practices
- Launch internal grants to improve retention
- Learn from each other about what is working & where we need more collaboration, help, & support

# Retention Opportunities

College	Current %	# of Students to Reach Goal	Goal
CEBS	75.4%	24	85.9%
HSS	66.7%	25	77.1%
MCB	71.1%	18	81.5%
NHS	67.2%	50	77.7%
PVA	78.9%	17	89.4%
U-grad studies	<u>54.0%</u>	<u>9</u>	<u>64.5%</u>
University	69.6%	143	80.0%

# Grad Rate Opportunities

College	Current 4-Year Grad Rate	# of Students to Reach Goal	4-Year Grad Goal
CEBS	39.1%	30	47.3%
HSS	38.6%	28	46.8%
MCB	37.0%	16	45.1%
NHS	37.7%	58	45.8%
PVA	49.8%	17	57.9%
U-grad studies	<u>21.8%</u>	<u>27</u>	<u>30.0%</u>
University	36.8%	175	45.0%

# UNC Today: Academic Portfolio Opportunities

## Academic Portfolio Analysis

- Analysis of popular programs nationwide compared to UNC offerings
- Strengthen or revitalize existing programs in service to our HSI goal & overall goal of serving a diverse student population well
- Create new programs in response to workforce needs and student demand



## **Current strategic investment opportunities**

- Business
  - Flexible General Business undergraduate degree
  - Business analytics
- Health Sciences
  - B.S. in Health Sciences with tracks leading to Nursing, Public Health, Human Services
- B.F.A. programs in the Arts

## **Future opportunities**

- Computer Science
- More programmatic dual modalities (online + in-person)
- Online early childhood studies (in process)



## SUMMARY OF OUR OPPORTUNITIES

- Hispanic Serving Institution designation
- Improve retention & graduation rates
- Strengthen & diversify academic portfolio
- Leverage equity & data dashboards:  
<https://www.unco.edu/data/>
- Create a Strategic Enrollment Management Plan

# THANK YOU!



UNIVERSITY OF  
NORTHERN  
COLORADO