Enrollment Update

October 2013

Note: For this online version comments have been inserted in the form of sticky notes. Click on the to see the comments. If you do not see yellow dialogue boxes on this page you will not be able to read these comments. Browsers that do not work with sticky notes include Chrome and Safari. This also does not work with iPads. Another way to access these comments is to save the pdf to your computer and open it with Adobe Acrobat or Acrobat Pro. Thank You,

Dave Eisler

David L. Eisler, president
• Record number of students enrolled this fall
  – 14,707 students (increase of 174 – 1.2%)
  – Increased numbers of:
    • International students
    • Students of Color
  – Transfer students are up
  – Continuing students are up
    • 1st to 2nd year retention full-time bachelor’s students
    • Record 77% return
<table>
<thead>
<tr>
<th></th>
<th>Fall 2009</th>
<th>Fall 2010</th>
<th>Fall 2011</th>
<th>Fall 2012</th>
<th>Fall 2013</th>
<th>12 to 13 Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Big Rapids</td>
<td>9,865</td>
<td>9,931</td>
<td>9,970</td>
<td>10,039</td>
<td>10,159</td>
<td>1.20%</td>
</tr>
<tr>
<td>On-Line</td>
<td>377</td>
<td>622</td>
<td>793</td>
<td>830</td>
<td>896</td>
<td>7.95%</td>
</tr>
<tr>
<td>Regional</td>
<td>2,238</td>
<td>2,409</td>
<td>2,383</td>
<td>2,203</td>
<td>2,193</td>
<td>-0.45%</td>
</tr>
<tr>
<td>Kendall</td>
<td>1,385</td>
<td>1,419</td>
<td>1,414</td>
<td>1,461</td>
<td>1,459</td>
<td>-0.14%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>13,865</strong></td>
<td><strong>14,381</strong></td>
<td><strong>14,560</strong></td>
<td><strong>14,533</strong></td>
<td><strong>14,707</strong></td>
<td><strong>1.20%</strong></td>
</tr>
<tr>
<td></td>
<td>Fall 2009</td>
<td>Fall 2010</td>
<td>Fall 2011</td>
<td>Fall 2012</td>
<td>Fall 2013</td>
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<td>---------------</td>
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<td>-----------</td>
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<td>-----------</td>
<td>-----------</td>
<td>----------------</td>
</tr>
<tr>
<td>Big Rapids</td>
<td>127,165</td>
<td>125,865</td>
<td>125,380</td>
<td>126,953</td>
<td>124,676</td>
<td>-2,277</td>
</tr>
<tr>
<td>On-Line</td>
<td>9,676</td>
<td>11,305</td>
<td>12,532</td>
<td>13,219</td>
<td>13,101</td>
<td>-118</td>
</tr>
<tr>
<td>Regional</td>
<td>11,699</td>
<td>14,554</td>
<td>14,620</td>
<td>13,365</td>
<td>14,286</td>
<td>921</td>
</tr>
<tr>
<td>Kendall</td>
<td>14,986</td>
<td>14,959</td>
<td>14,533</td>
<td>14,920</td>
<td>15,121</td>
<td>201</td>
</tr>
<tr>
<td>Total</td>
<td>163,526</td>
<td>166,683</td>
<td>167,065</td>
<td>168,457</td>
<td>167,184</td>
<td>-1,273</td>
</tr>
</tbody>
</table>
Five Year Enrollment History

- FY09: 347,688
- FY10: 350,688
- FY11: 358,348
- FY12: 361,643
- FY13: 360,902
- FY14 Proj.: 358,479

Annual SCH vs. Fall Headcount
## Student Credit Hours

### Big Rapids

<table>
<thead>
<tr>
<th>Student Credits by Level</th>
<th>Fall 2012</th>
<th>Fall 2013</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Undergraduate</td>
<td>114,652</td>
<td>112,389</td>
<td>(2,263)</td>
</tr>
<tr>
<td>Graduate</td>
<td>1,000</td>
<td>692</td>
<td>(308)</td>
</tr>
<tr>
<td>First Professional</td>
<td>11,300</td>
<td>11,594</td>
<td>294</td>
</tr>
<tr>
<td>On-Line</td>
<td>13,219</td>
<td>13,101</td>
<td>(118)</td>
</tr>
</tbody>
</table>

Financial impact is an annualized $2,092,960 tuition revenue shortfall in Big Rapids
Five Year Enrollment History Big Rapids Campus

- Fall 2009: 127,165
- Fall 2010: 125,865
- Fall 2011: 125,380
- Fall 2012: 126,953
- Fall 2013: 124,676
• FTIAC (First Time in Any College) Enrollment is up 104 students

• Degree-seeking FTIACs declined 133
  – Pre-Nursing (down 49 students)
  – Pre-Pharmacy (down 33 students)
  – University College program (down 31 students)

• Non-Degree seeking FTIACs increased 237

• Change is growth in Dual Enrollment programs

• In future these data will be reported separately
FTIAC Enrollment

- Fall 09: 1,820 (Degree-Seeking FTIAC: 122, Non-Degree Seeking: 168)
- Fall 10: 1,860 (Degree-Seeking FTIAC: 188, Non-Degree Seeking: 192)
- Fall 11: 1,955 (Degree-Seeking FTIAC: 249, Non-Degree Seeking: 206)
- Fall 12: 1,946 (Degree-Seeking FTIAC: 148, Non-Degree Seeking: 298)
- Fall 13: 1,814 (Degree-Seeking FTIAC: 385, Non-Degree Seeking: 429)
<table>
<thead>
<tr>
<th>Area</th>
<th>Credits</th>
<th>Decline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chemistry</td>
<td>-770</td>
<td>(down 12.6%)</td>
</tr>
<tr>
<td>Communications</td>
<td>-504</td>
<td>(down 12.4%)</td>
</tr>
<tr>
<td>Biology</td>
<td>-442</td>
<td>(down 5.4%)</td>
</tr>
<tr>
<td>Education</td>
<td>-320</td>
<td>(down 23.2%)</td>
</tr>
<tr>
<td>Mathematics</td>
<td>-302</td>
<td>(down 3.4%)</td>
</tr>
</tbody>
</table>
• Summer On-Line
  – 537 students (down 7)
  – 10,529 SCH (down 657)
• Fall On-Line Enrollment
  – 896 students enrolled in fully on-line programs
    (increase of 66 students)
  – Student credit hours of 13,101 (down 118 SCH)
  • Graduate on-line SCH down 103
  • Undergraduate down 15
Five Year Enrollment History On-Line

- Fall 2009: 9,676
- Fall 2010: 11,305
- Fall 2011: 12,532
- Fall 2012: 13,219
- Fall 2013: 13,101

Legend:
- SCH
- Headcount
• Fall Graduate Enrollment in Big Rapids
  – 418 students enrolled in graduate programs (down 56 students from last fall)
    • Business (down 8 students)
    • Education (down 49 students)
  – Student credit hours of 692 (down 308 from last fall)
Graduate Student Enrollment

<table>
<thead>
<tr>
<th>Year</th>
<th>Business</th>
<th>Education</th>
<th>Health Professions</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fall 09</td>
<td>150</td>
<td>200</td>
<td>50</td>
<td>400</td>
</tr>
<tr>
<td>Fall 10</td>
<td>120</td>
<td>250</td>
<td>70</td>
<td>440</td>
</tr>
<tr>
<td>Fall 11</td>
<td>130</td>
<td>230</td>
<td>80</td>
<td>440</td>
</tr>
<tr>
<td>Fall 12</td>
<td>140</td>
<td>220</td>
<td>90</td>
<td>450</td>
</tr>
<tr>
<td>Fall 13</td>
<td>150</td>
<td>210</td>
<td>100</td>
<td>460</td>
</tr>
</tbody>
</table>
Yield is the ratio of admitted students to enrolled students.
• Continued Data Analysis
• Follow up with admitted students who did not enroll
• Enrollment Task Force
  – Led by Paul Blake and Don Flickinger
  – 19 faculty and staff
  – Focus on freshman and yield
  – Data driven approach
  – Best thinking, 3-6 ideas to change enrollment pattern for Fall 2014
  – Recommendations due early November
• Financial Aid leveraging