Enrollment Update

October 2013

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>Total</td>
<td>13,865</td>
<td>14,381</td>
<td>14,560</td>
<td>14,533</td>
<td>14,707</td>
<td>1.20%</td>
</tr>
<tr>
<td></td>
<td>Fall 2009</td>
<td>Fall 2010</td>
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</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

Graph showing annual SCH and fall headcount from FY09 to FY14.
### Student Credit Hours

<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)
Fall 10: 1,860 (Degree-Seeking FTIAC), 188 (Non-Degree Seeking)
Fall 11: 1,955 (Degree-Seeking FTIAC), 249 (Non-Degree Seeking)
Fall 12: 1,946 (Degree-Seeking FTIAC), 148 (Non-Degree Seeking)
Fall 13: 1,814 (Degree-Seeking FTIAC), 385 (Non-Degree Seeking)
• Chemistry -770 credits (down 12.6%)
• Communications -504 credits (down 12.4%)
• Biology -442 credits (down 5.4%)
• Education -320 credits (down 23.2%)
• Mathematics -302 credits (down 3.4%)
• 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
• 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)
Yield is the ratio of admitted students to enrolled students.

Legend:
- **Fall 09**: 0.38
- **Fall 10**: 0.39
- **Fall 11**: 0.39
- **Fall 12**: 0.38
- **Fall 13**: 0.33
Next Steps

• 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