

## **Budget and Planning Enrollment Update - May 1, 2012**

### **Tim Seydel, VP Advancement & Admissions**

#### **Enrollment for next year**

EOU is looking to a 4% overall increase in enrollment for Fall 2012.

Meeting with OUS on enrollment projections next week.

Freshmen: 425 target

Transfers: 175 target

Total: 600 new students

#### **Applications, Admits and Registrations**

Currently we are running ahead 8-10% on applications and 12-13% on admitted students over this same period last year.

First-time freshmen on campus applications: +15.5%

First-time freshmen on campus admitted: +22.7%

#### **Retention Rates**

Retention remains at roughly 71% for first-time freshmen, based on a fall-to-fall term snapshot (percentage of those who arrive in fall 2010 who return in fall 2011).

2010: 71.7%

2011: On track 71-72%

#### **Visit Days**

Last Preview day was Saturday, April 7. We hosted 72 student/148 total guests.

First Mountaineer Day was March 16. We hosted 31 students/70 total guests.

Second was April 20. We hosted 60 students registered/120 total guests.

Third is May 18. Currently at 29 students/69 total guests.

#### **More campus visitors than ever before!**

Campus visits galore: individual, grade school and middle school groups

Discover Your Future – May 3 – Luis is planning - Large event with many schools.

#### **Outreach and Strategy**

- Reaching applied students to encourage them to submit missing documents
- Student callers (13 for spring term) are contacting inquiries, as well as applied.
- Following-up with admitted and early admitted students, making sure they register for Mountaineer Days, Financial Aid, Housing, Classes, etc.
- Communication plan is running well with timely follow-up letters and emails
- Zinch: Social media platform to help better target and interact with self-identifying students and showcase programs and personality. Using with domestic markets and looking to use for China recruitment as well.
- Eastern Promise and High School Initiatives – Tyler is adviser for many local school students to take college courses. He is also assisting with the transition of the 2012 Summer Institute to Dan Melke. FYI: The Summer Institute information will be on the EOU website soon.

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