



Enrollment Update

Faculty Senate

Kimberly C. Scranage

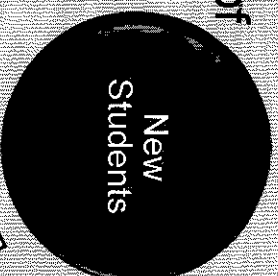
Vice President for Enrollment and Degree Management
November 24, 2014

Overview

- ☐ Enrollment Landscape
- ☐ Fall 2014 Census
- ☐ Environmental Scan
- ☐ Fall 2015 Enrollment Strategies
- ☐ Enrollment Snapshots

Who makes up our enrollment? Enrollment Composition

- New Students are 26% (4,649) of the population



- 15% (2,736) of students graduated in 2013-14



- Continuing students are 74% (13,200) of the population

Downloaded from Cengage Learning

Downloaded from Cengage Learning

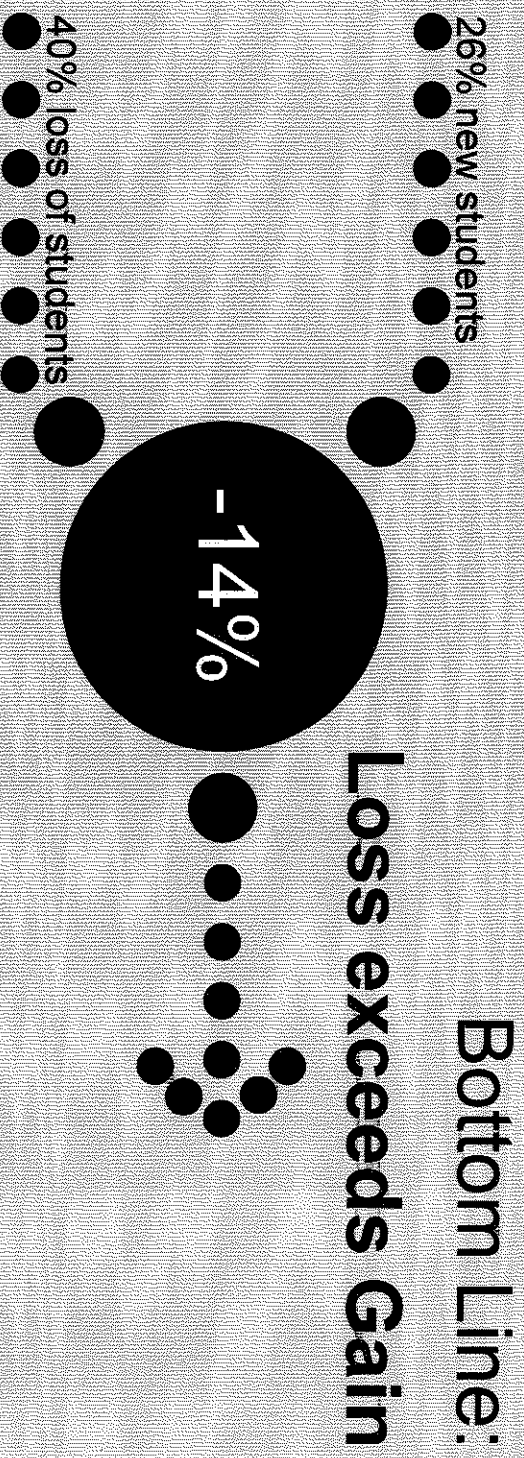
How many students do we lose each year? Attrition and Graduation

- 31% of new students don't return for the next fall (1,449)



- 23% of Continuing students don't persist to the next fall (3,015)

How does this impact our enrollment? Enrollment Decline



What do we know today?

Enrollment down over last year




Enrollment Comparison - Fall 2013 vs. Fall 2014 vs. ESIP

	Fall 2012	Fall 2013	Fall 2014	Fall 2014 ESIP
Under Graduate Total	13,334	13,116	13,110	13,318
New Freshmen	2,108	2,225	2,154	2,326
New Transfers	886	799	671	834
School-based Scholars	602	645	982	756
Continuing Students	9,738	9,447	9,303	9,402
Graduate Total (W/ DNP)	1,755	1,661	1,579	1,661
Law Graduate	548	506	425	479
TOTAL	15,637	15,283	15,114	15,458
	2.41%	1.1%	2.28%	

* Fall 2013 and 2014 final enrollment reported by IR

** Fall 2014 projected enrollment based on Enrollment Strategies Phase I Targets

Retention and Persistence

- Retention – First to Second year
 - Fall 2013 to Fall 2014 – 69.3%
 - Fall 2012 to Fall 2013 – 67.4%
- Persistence – First to Third Year
 - Fall 2012 to Fall 2014 – 56.2%
 - Fall 2012 to Fall 2013 – 52.5%
- Continuation – Reenrollment for Degree-Seeking UG
 - Fall 2013 to Fall 2014 – 75.7%
 - Fall 2012 to Fall 2013 – 73.9%

What Are The Challenges?



How Do We Adjust?

New Enrollment Strategies

FTIC Freshman

- ✓ Early Launch of Royall & Company "Dream Big Application"
- ✓ Road to NKU – 30 HS Visits with President Mearns

Transfer Students

- ✓ Surge2NKU – MOU with Cincinnati State for 13 academic pathways
- ✓ Advising chat – Pilot with Gateway Community & Technical College

School Based Scholars

- ✓ Expanding the number of courses taught by qualified high-school teachers
- ✓ Grow the number of schools participating in the program, specifically targeting Catholic Schools.

How Do We Adjust? New Enrollment Strategies

International Students

- ✓ Expand diverse market share through increased visibility
- ✓ Enhance on-line recruitment experience

Graduate Programs

- ✓ Build awareness of graduate program offerings with regional employers
- ✓ Develop relationship with Cincinnati Regional Chamber of Commerce/YPG program

Law School

- ✓ Expedite admissions and scholarship decisions
- ✓ Connect admitted students with Alumni through "Hometown" luncheons

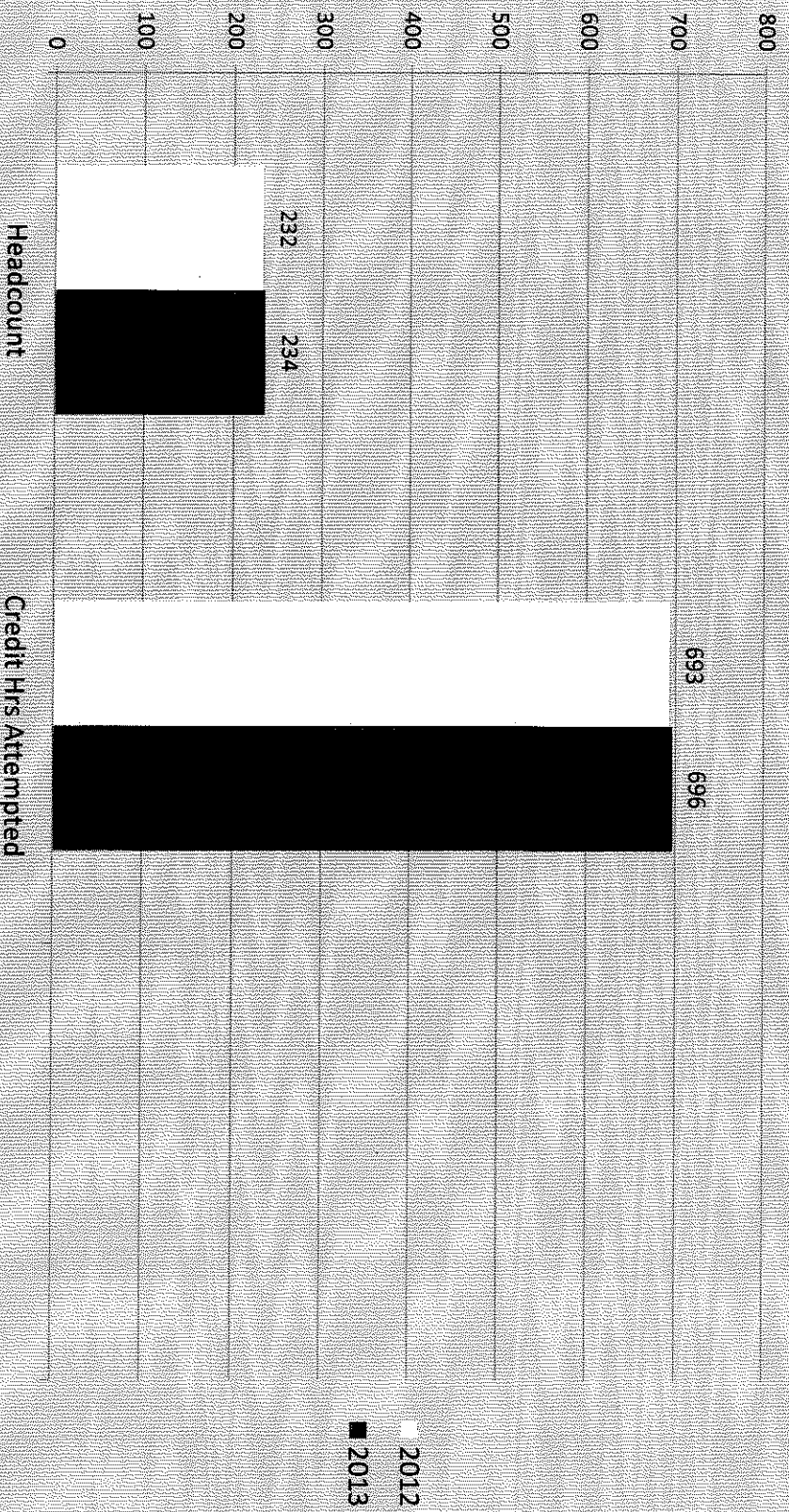
Enrollment Forecast

Fall 2015 Sneak Preview

RECRUITMENT FUNNEL						
APPLICANTS	ADMITTED	COMMITMENT TO ENROLL	MATRICULATION	FIRST TIME IN COLLEGE FRESHMEN	TRANSFERS	SCHOOL-BASED SCHOLARS
				GRADUATE	LAW	
			N/A			
			N/A			
			N/A			
			N/A			
			N/A			
			N/A			

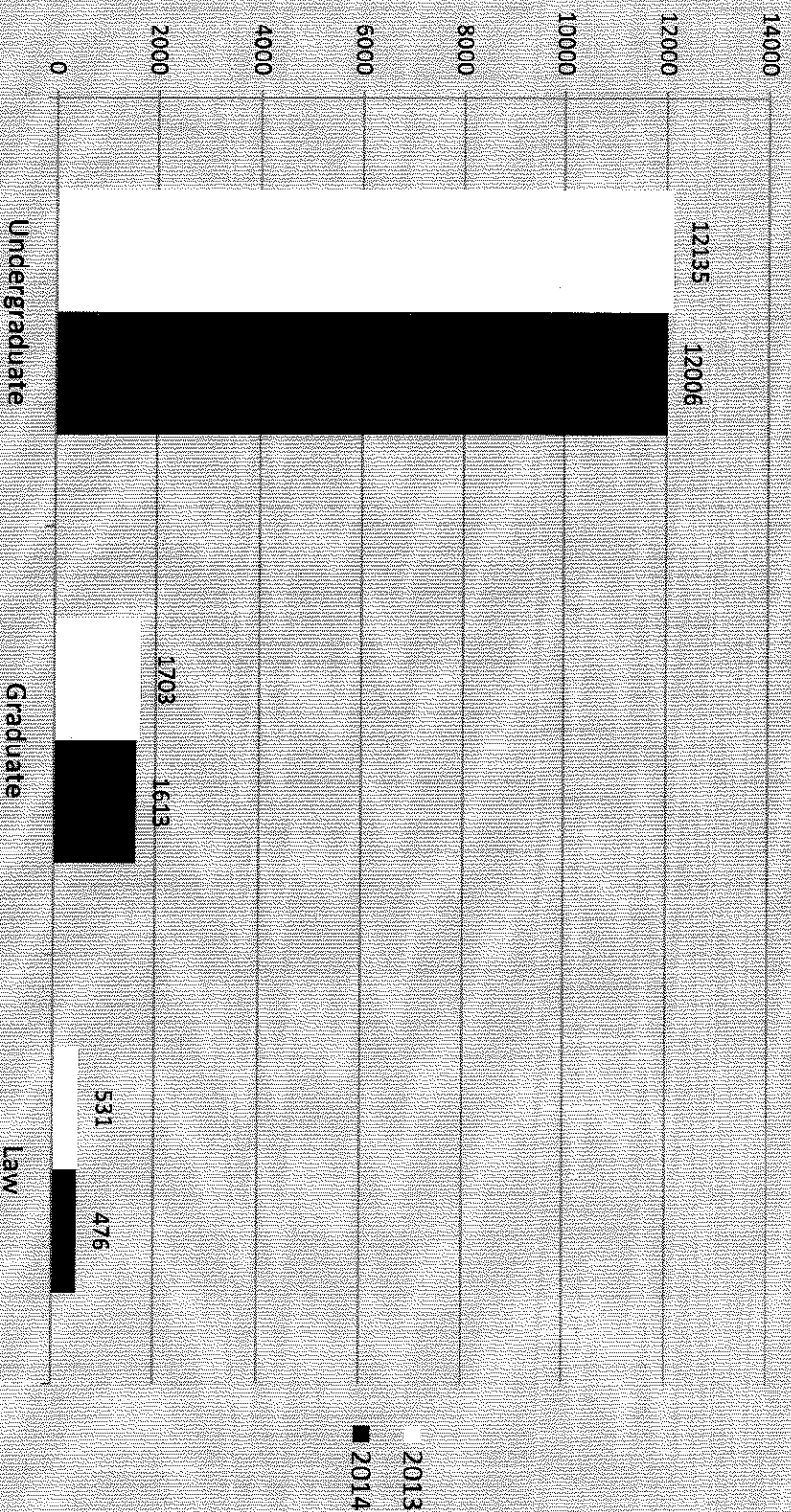
Enrollment Forecast

Winter Interessions remain relatively constant



Enrollment Forecast

Spring Enrollment Decreasing Slightly



THANK YOU!

FALL 2015 ENROLLMENT STRATEGIES

FIRST-TIME-IN-COLLEGE FRESHMEN

- **The Office of Admissions in partnership with Royall & Company will launch:**
 - Search Campaign to high school sophomores (2017) and juniors (2018)
 - Dream Big Application Campaign, launching 12 calendar dates earlier than Fall 2013

CAMPAIGN	LAUNCH DATE	QUANTITY
This year's Dream Big App	8/21/2014	17,000
Last year's Dream Big App	9/12/2013	14,000

- Deposit Campaign will launch March 2015 to all admitted, not confirmed freshmen and transfer students
- **4 Additional On Campus Recruitment Programs will be offered**
 - Academic Showcases in conjunction with academics and honors
- **4 Additional Yield Programs will be offered (Spring 2015)**
 - A Night of Theatre (target audience \$3,000-5,000 scholarship recipients)
 - Honors Yield Program
 - 2 Additional Accepted Day Programs will be offered
- **Norse On The Go Programs**
 - Programs will be held in Louisville and Lexington in conjunction with Academic Affairs, Student Affairs, Alumni Program and to support the President's Commonwealth Tour
 - NKU Admission Open House with Alumni Programs will be held in Ashland and Owensboro to support the President's Commonwealth Tour
- **Admissions Staff Members will be visiting an additional 39 high schools (KY, OH, IN)**
- **Continuation of the Regional Tuition Award- increase marketing of opportunities**
- **In partnership with the Office of Marketing and Communications:**
 - Revamp Office of Admissions/Multicultural Websites
 - Increase Social Media efforts (Twitter, Facebook, Instagram and Vines)
- **Expansions of partnerships with multicultural programs in services (KY, OH and IN)**
- **The Road To NKU Tour activities:**
 - 30 high schools visits with the President
 - Prospective student/parent receptions will be held in Somerset, Pikeville, Bowling Green, Paducah, Ashland, Louisville and Lexington.
 - KCTCS visits will be made to 12 campuses

FALL 2015 ENROLLMENT STRATEGIES

TRANSFER STUDENTS

- **Surge2NKU**
 - The Memorandum of Understanding for Surge (Cincinnati State and NKU) will be signed on November 19th.
 - Thirteen (13) pathways will be available
 - Expansion of pathways will continue to March, 2015; anticipate seven to ten (7-10) programs will be added.
 - The program will go live, Summer, 2015.
 - All program components are complete and ready for go live.
- **JCTC2NKU Pathways/Partnership Program:**
 - A partnership and transfer action team has been formed
 - Two meetings have taken place to develop the implementation plan
 - Ten (10) pathways are currently being reviewed
- **Advising Chat:**
 - Advising Chat has been developed
 - Pilot is currently underway with Gateway Community and Technical Program.
 - Expansion of this program to all KCTCS will occur in January.
 - Further expansion to all transfer students will occur in August.
- **Statewide Pathways**
 - Vice Provost's Office has facilitated implementation of a workgroup (Associate Deans) to review KCTCS to NKU pathways approved by the state and determine if they can be moved/added to the KnowHow2Transfer (statewide website).
 - Currently there are seven (7) pathways KCTCS to NKU approved for the workgroup to review.
- **Gateway2NKU Program Expansion**
 - Work in progress to add 3 additional pathways to Gateway 2NKU Program
 - Faculty workgroup meeting to be held on November 21.
- **Gateway2NKU Multicultural Collaboration Expansion Project**
 - A Multicultural Communication Plan specific to African American and Latino students participating in the Gateway2NKU program will be developed (in collaboration with Admissions) to facilitate connection with NKU's multicultural recruitment staff.
 - Plan will include print, email, phone communications, etc.
- **Transfer Advisory Council (proposal in process)**
 - A campus-wide Transfer Advisory Council is proposed (Spring 2015)
 - Group will identify campus departments that can assist in Traditional Transfer Recruitment
 - An analysis of recruitment activities in these areas will be conducted to determine which areas could assist with traditional transfer recruitment.
 - A Transfer listserve will be developed to facilitate communication among areas involved in transfer recruitment.
- **KCTCS Connect**
 - Working with the KCTCS systems office to develop a systems-wide agreement (initial meeting has taken place)
 - Working with systems office to pilot a Reverse Transfer program

FALL 2015 ENROLLMENT STRATEGIES

- **KCTCS Scholarship Program Expansion**
 - Program will be expanded to include Spring semesters
 - Effective Spring 2015
- **Website Expansion for Spring 2015**
 - Collaborating with Distance Education to produce a “How to Transfer Video” for Transfer Services website

SCHOOL-BASED SCHOLARS

- **Expand the number of courses taught by qualified high-school teachers**
- **Grow the number of schools participating in the program**
 - specifically, targeting the Catholic schools, which have not participated in the past.

VETERANS

- **Increase news advertising and host a meet and greet with the community**
- **Increase exposure to NKU among military audiences by hosting information sessions**

INTERNATIONAL STUDENTS

- **Increase online presence internationally**
- **Increase presence and visibility in market areas where we are not actively recruiting students (such as Southeast Asia)**
- **Increase the number of recruitment trips, pending availability of funds.**
- **When fully staffed, will perform most foreign credential evaluations in house instead outsourcing (strongly requested by recruiting agents and prospective students).**

GRADUATE PROGRAMS

- **Develop relationship with Cincinnati Regional Chamber of Commerce/YPG program**
- **Build awareness of graduate program offerings with regional employers**
- **Develop web analytics**
- **Review enrollment management process improvement**
- **Establish External Graduate Programs Advisory Board**
- **Identify new program opportunities**
- **Identify NKU's unique value proposition for all graduate programs (e.g. professional growth curriculum)**
- **Develop an enhanced Communication Plan to include:**
 - Additional emails to:
 - Inquiries, pushing the deadline to apply
 - Created but unsubmitted applications
 - Incomplete applications
 - Admitted but not registered applicants
 - Increased enrollment reporting to program directors, chairs, deans

FALL 2015 ENROLLMENT STRATEGIES

- **Develop an enhanced “Stop-out” campaign**
 - Students enrolled for Spring 2015 but not Fall 2015
 - Students enrolled for Fall 2014
 - Increased communication to faculty to reach out to above student groups to offer assistance

LAW SCHOOL

- **Expedite admissions and scholarship decisions**
- **Connect admitted students with Alumni through “Hometown” luncheons**
- **Increase the level of personal contact with prospective students through an enhanced phone call program**
- **Increase the number of visits to regional schools and areas with a more diverse population**
- **Increase the number of communications sent to prospective students through a more in-depth email and print marketing campaign**

Fall 2014 Final Enrollment Executive Summary
Northern Kentucky University
Office of Institutional Research
October 30, 2014

The Fall 2014 term for Northern Kentucky University began on Monday August 18, 2014; the data represented in this summary and accompanying charts reflect enrollments through the close of business on October 20, 2014, which is the third and final CPE census date. The data was extracted from the Business Warehouse on the morning of October 21, 2014. The profiles include three CPE census dates. The first eight-week term census date was August 21, 2014; the 16-week full term census date was August 25, 2014; and the final CPE census date was October 20, 2014. There were 103 unique students added to the final official fall enrollment total who are enrolled solely in the second eight-week term, which includes 59 of the 334 students who de-registered during the first week of the semester. If you have questions on any of the data included in these reports please contact the Office of Institutional Research at IR @NKU.edu.

Overall Enrollment:

- IR works with Enrollment Management to validate overall enrollment from the census points with the Enrollment Management Dashboard. As of the second census, there were 88 AELP students, one consortium student, and 118 Gateway2NKU students. These 207 students are not reported to CPE.
- Type I Final Enrollment (all three census dates) is 15,114, which is a decrease of 169 students, or -1.1%, compared to Fall 2013.
- Undergraduate enrollment of 13,110 is a decrease of 6 students compared to Fall 2013.
- Graduate enrollment of 1,579 is a decrease of 82 students, or -4.9% ,compared to Fall 2013.
- Law enrollment of 425 is a decrease of 81 students, or -16.0%, compared to Fall 2013.
- Overall enrollment diversity is up, with 27 additional African American students, a 2.8% increase, and 37 additional Hispanic students, a 10.8% increase. Enrollment of white, non-Hispanic students decreased by 105 students, or -0.8%, compared to Fall 2013.
- The number of students from Ohio or Indiana who received out-of-state tuition reciprocity decreased by 72, or -8.2%
- Top declared undergraduate majors for Fall 2014 include: Organizational Leadership, Computer Information Technology, Nursing, Biological Sciences, and Social Work.
- Average credit hours attempted decreased slightly from 11.6 hours to 11.5 hours.
- The total remedial credit hours decreased by 15.3% compared to Fall 2013.
- The total online credit hours increased 5.4% compared to last fall.
- Overall retention, including all students from Fall 2013 who returned Fall 2014 (removing students who graduated), is 73.4%.

First-Time, Full-Time Bachelor Degree-Seeking Cohort:

- The Fall 2014 first-time, full-time, bachelor degree-seeking (FTFTBDS) cohort has 1,993 students, a decrease of 29 students, or -1.4%, from Fall 2013.
- The number of females decreased by 52 students, or -4.6%, compared to Fall 2013, while the number of male students increased by 23. Females still outnumber males, representing 54.3% of the Fall 2014 first-time, full-time bachelor degree-seeking cohort.
- The number of Hispanic students increased over the last year by three students, or 4.6%, while the number of African American students decreased by one student, or -0.7% over the last year.

- The number of students who received out-of-state tuition reciprocity decreased by 17, or -23.6%, compared to Fall 2013.
- Largest Kentucky county increases are from Fayette County, with 11 additional students, and Kenton County, with an additional 10 students.
- Enrollment from the tri-state area decreased, including enrollment from Hamilton and Butler counties in Ohio, and Dearborn, Franklin, and Ripley counties in Indiana.
- The average high school GPA and ACT composite scores have remained stable at 3.3 and 23.3, respectively, from Fall 2013 to Fall 2014.
- The top declared majors include: Nursing Pre-Major (BSN/ No RN), Computer Science, Theatre Arts (BA), Business Administration Pre-Major, Elementary Education Pre-Major, and Biological Sciences (BS).
- Total credit hours attempted remained flat; however, the overall cohort is smaller, yielding a higher average attempted credit hour load for Fall 2014 than Fall 2013. This fall, the average number of attempted credit hours per student for the FTFTBDS cohort has surpassed 15.0 for the first time. Remedial credit hours decreased by 4.3%.
- The Fall 2013 to Fall 2014 retention for the 2013 first-time, full-time bachelor degree-seeking cohort is 69.3%, which is an increase of 1.9 percentage points over the retention rate for the Fall 2012 FTFTBDS Cohort.

First-Time, Full-Time Associate Degree-Seeking Cohort:

- Beginning in Fall 2014, Respiratory Care Pre-Major and Radiologic Technology Pre-Major have moved from an Associate's to a Bachelor's Degree program.
- Enrollment is 150 students, a decrease of 46 students, or -23.5% over Fall 2013.
- The number of females in this group decreased by 35 students, or -28.5%.
- The number of African American students in this cohort increased by four, while the number of Hispanic students decreased by three, compared to Fall 2013.
- There are 16 more students from Boone County and nine more students within the cohort who are from Jefferson County.
- The high school GPA remained flat at 2.8 for the Fall 2014 Cohort.
- The composite ACT average for the Associate Degree Cohort decreased slightly to 18.0 in Fall 2014 from 18.3 in Fall 2013, representing a 1.3% decrease.
- Attempted credit hours show a decrease of 14.6%; however, the overall cohort is smaller, yielding a higher average attempted credit hour load for Fall 2014 than Fall 2013. This fall, the average attempted credit hours per student for the FTFTADS cohort was 15.0 for the first time.
- The Fall 2013 to Fall 2014 retention for the 2013 first-time, full-time associate degree-seeking cohort is 49.5%.

Overall First-Time, Full-Time, Freshman Enrollment (Bachelor and Associate Degree-Seeking)

- Combining both cohorts, total enrollment is 2,143, which is a decrease of 75 students, or -3.4%.
- The number of male students increased by 12 from Fall 2013, while the number of female students declined by 87. Females still outnumber males, representing 54.6% of the group.
- While the number of African American students increased by 1.6%, the number of Hispanic students remained constant and the number of students declaring two or more races decreased by 19.7%.
- Average high school GPA for the combined cohort is 3.3 with an ACT composite average of 22.9.
- The average credit hours attempted increased from 14.7 (Fall 2013) to 15.0 (Fall 2014).
- Overall remedial hours attempted decreased by 9.3%.
- The Fall 2013 to Fall 2014 retention for the 2013 combined cohorts is 67.5%.

Final Enrollment Profile All Students

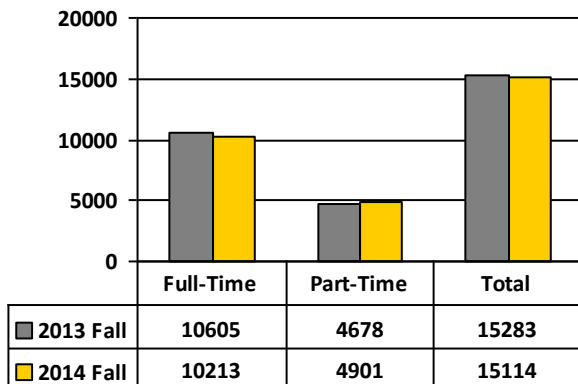
2014 Fall

Data pulled from NKU's Business Warehouse from 8/21/2014 thru 10/21/2014

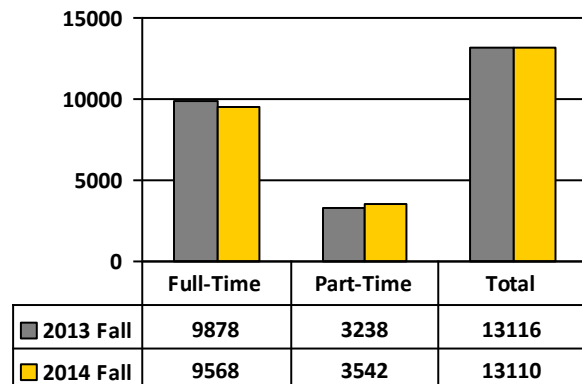
The Type I Enrollment data presented in this report is final and has been submitted to the Council for Postsecondary Education (CPE). The data is based on an eighth day of the term census date. The following data charts should be accompanied by an Executive Summary document that highlights the interesting points of the data. If you have questions about the data please contact the Office of Institutional Research at IR@nku.edu.

Student Enrollment

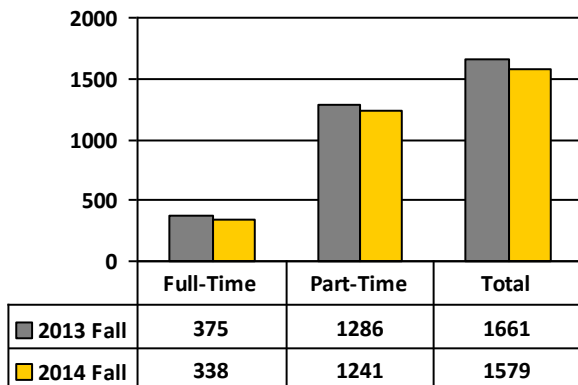
Enrollment Status



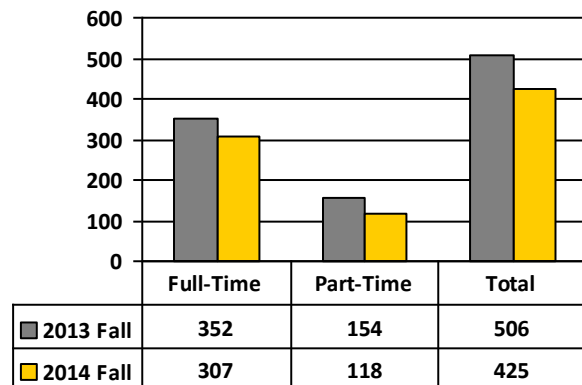
Undergraduate Enrollment



Graduate Enrollment



Law Enrollment



Final Enrollment Profile All Students

2014 Fall

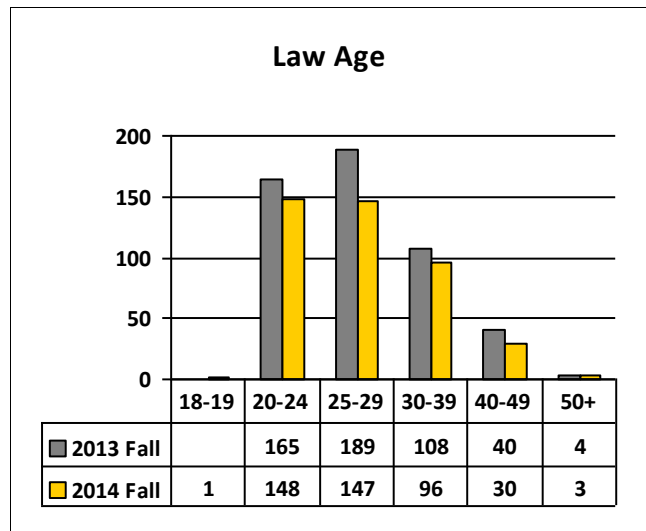
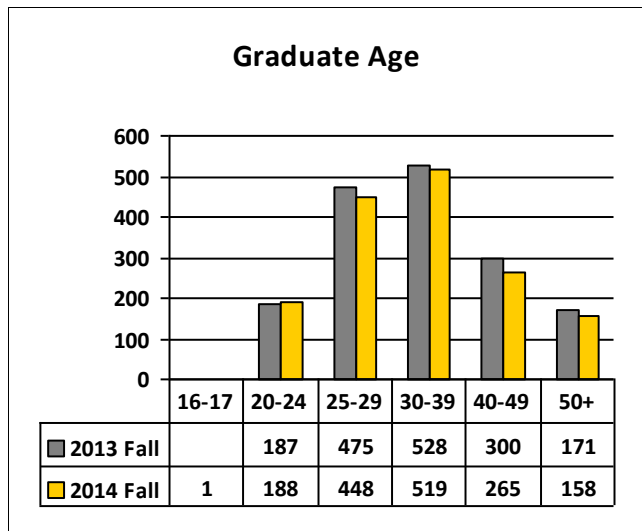
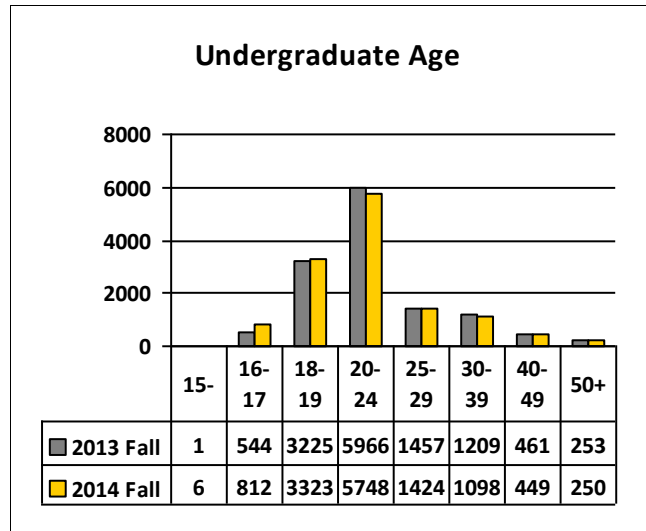
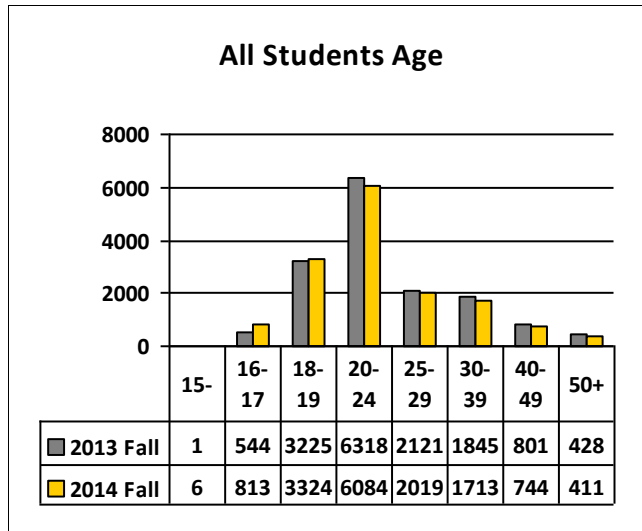
Data pulled from NKU's Business Warehouse from 8/21/2014 thru 10/21/2014

Student Enrollment cont'd

Enrollment by CPE Level	2013 Fall	2014 Fall	Term Change	% Term Change
Undergraduate	13,116	13,110	-6	0.0%
Graduate	1,661	1,579	-82	-4.9%
Law	506	425	-81	-16.0%
Total	15,283	15,114	-169	-1.1%

Student Classification	2013 Fall	2014 Fall	Term Change	% Term Change
First-Time Freshman	2,225	2,154	-71	-3.2%
Other First-Time Undergraduates	48	40	-8	-16.7%
First-Time Transfer	799	671	-128	-16.0%

Student Characteristics



Final Enrollment Profile All Students

2014 Fall

Data pulled from NKU's Business Warehouse from 8/21/2014 thru 10/21/2014

Student Characteristics cont'd

Gender			Term	% Term
	2013 Fall	2014 Fall	Change	Change
Female	8,561	8,465	-96	-1.1%
Male	6,722	6,649	-73	-1.1%
Total	15,283	15,114	-169	-1.1%
Race/Ethnicity			Term	% Term
	2013 Fall	2014 Fall	Change	Change
American Indian or Alaskan Native	47	55	8	17.0%
Asian	155	166	11	7.1%
Black	970	997	27	2.8%
Hispanic	343	380	37	10.8%
Native Hawaiian or Other Pacific Islander	19	17	-2	-10.5%
Nonresident Alien	532	469	-63	-11.8%
Two or More Races	237	253	16	6.8%
Unknown	303	205	-98	-32.3%
White	12,677	12,572	-105	-0.8%
Total	15,283	15,114	-169	-1.1%
Top Five Foreign Countries of Origin for 2013 Fall				
				# of Students
SAUDI ARABIA				349
KOREA, REPUBLIC OF				22
CHINA				19
INDIA				11
KUWAIT				10
Top Five Foreign Countries of Origin for 2014 Fall				
				# of Students
SAUDI ARABIA				298
CHINA				26
INDIA				20
KOREA, REPUBLIC OF				15
CANADA				9
State of Origin			Term	% Term
	2013 Fall	2014 Fall	Change	Change
Indiana	498	469	-29	-5.8%
Kentucky	10,013	10,026	13	0.1%
Ohio	3,980	3,861	-119	-3.0%

Final Enrollment Profile All Students

2014 Fall

Data pulled from NKU's Business Warehouse from 8/21/2014 thru 10/21/2014

Student Characteristics cont'd

Residency CPE Codes	2013 Fall	2014 Fall	Term Change	% Term Change
In-State	10,187	10,159	-28	-0.3%
Out-of-State (With Tuition Reciprocity)	877	805	-72	-8.2%
Out-of-State (Without Tuition Reciprocity)	4,185	4,120	-65	-1.6%
Out-of-State (International Exchange Student) f	34	30	-4	-11.8%
Total	15,283	15,114	-169	-1.1%
Residency NKU Codes	2013 Fall	2014 Fall	Term Change	% Term Change
Grad Metro Rate	523	510	-13	-2.5%
IES/NES	34	30	-4	-11.8%
Indiana Rate	394	357	-37	-9.4%
Metro Rate	2,655	2,699	44	1.7%
Non-Resident	1,007	911	-96	-9.5%
Ohio Reciprocity	483	448	-35	-7.2%
On-Line	0	0	0	0.0%
PACE	0	0	0	0.0%
Resident	10,187	10,159	-28	-0.3%
Total	15,283	15,114	-169	-1.1%

Final Enrollment Profile All Students

2014 Fall

Data pulled from NKU's Business Warehouse from 8/21/2014 thru 10/21/2014

Student Characteristics cont'd

Top KY Counties for 2013 Fall	# of Students
Kenton	3,005
Boone	2,430
Campbell	2,153
Jefferson	410
Grant	301
Fayette	245
Pendleton	228
Oldham	82
Gallatin	81
Boyd	58
Owen	57
Mason	51
Scott	51
Bracken	39
Madison	38
Top KY Counties for 2014 Fall	# of Students
Kenton	3,048
Boone	2,410
Campbell	2,075
Jefferson	416
Grant	305
Fayette	248
Pendleton	238
Oldham	103
Gallatin	80
Boyd	60
Scott	57
Bracken	52
Mason	52
Franklin	48
Owen	45

Final Enrollment Profile All Students

2014 Fall

Data pulled from NKU's Business Warehouse from 8/21/2014 thru 10/21/2014

Student Characteristics cont'd

Top OH Counties for 2013 Fall				# of Students		
Hamilton				2,224		
Clermont				812		
Butler				318		
Warren				196		
Brown				116		
Top OH Counties for 2014 Fall				# of Students		
Hamilton				2,121		
Clermont				798		
Butler				306		
Warren				205		
Brown				97		
Top IN Counties for 2013 Fall				# of Students		
Dearborn				291		
Ripley				50		
Franklin				39		
Ohio				25		
Jefferson				15		
Top IN Counties for 2014 Fall				# of Students		
Dearborn				271		
Ripley				45		
Franklin				29		
Ohio				23		
Switzerland				18		
Tuition Reciprocity			2013 Fall	2014 Fall	Term Change	% Term Change
Indiana			394	354	-40	-10.2%
Ohio			484	452	-32	-6.6%

Final Enrollment Profile All Students

2014 Fall

Data pulled from NKU's Business Warehouse from 8/21/2014 thru 10/21/2014

Academic Characteristics

# of First Time Transfer Students from the KCTCS System				
	2013 Fall	2014 Fall	Term Change	% Term Change
ASHLAND COMMUNITY AND TECHNICAL COLLEGE	3	2	-1	-33.3%
BIG SANDY COMMUNITY AND TECHNICAL COLLEGE	3	1	-2	-66.7%
BLUEGRASS COMMUNITY AND TECHNICAL COLLEGE	35	26	-9	-25.7%
ELIZABETHTOWN COMMUNITY AND TECHNICAL COLLEGE	3	3	0	0.0%
GATEWAY COMMUNITY AND TECHNICAL COLLEGE	104	67	-37	-35.6%
HAZARD COMMUNITY AND TECHNICAL COLLEGE	0	1	1	100.0%
HENDERSON COMMUNITY COLLEGE	0	0	0	0.0%
HOPKINSVILLE COMMUNITY COLLEGE	1	1	0	0.0%
JEFFERSON COMMUNITY AND TECHNICAL COLLEGE	17	11	-6	-35.3%
MADISONVILLE COMMUNITY COLLEGE	0	0	0	0.0%
MAYSVILLE COMMUNITY AND TECHNICAL COLLEGE	11	10	-1	-9.1%
OWENSBORO COMMUNITY AND TECHNICAL COLLEGE	1	0	-1	-100.0%
SOMERSET COMMUNITY COLLEGE	3	3	0	0.0%
SOUTHCENTRAL KY COMMUNITY AND TECHNICAL COLLEGE	0	1	1	100.0%
SOUTHEAST KENTUCKY COMMUNITY AND TECHNICAL COLLEGE	3	3	0	0.0%
UNKNOWN KCTCS INSTITUTION	0	0	0	0.0%
WEST KENTUCKY COMMUNITY AND TECHNICAL COLLEGE	0	1	1	100.0%
Total	184	130	-54	-29.3%
Top Ten Transferring Institutions for 2013 Fall				# of Students
OHIO				298
GATEWAY COMMUNITY AND TECHNICAL COLLEGE				104
UNIVERSITY OF KENTUCKY				37
INDIANA				36
BLUEGRASS COMMUNITY AND TECHNICAL COLLEGE				35
EASTERN KENTUCKY UNIVERSITY				21
UNIVERSITY OF LOUISVILLE				21
TRANSFERS FROM ALL FOREIGN INSTITUTIONS				20
JEFFERSON COMMUNITY AND TECHNICAL COLLEGE				17
MOREHEAD STATE UNIVERSITY				17

Final Enrollment Profile All Students

2014 Fall

Data pulled from NKU's Business Warehouse from 8/21/2014 thru 10/21/2014

Academic Characteristics

Top Ten Transferring Institutions for 2013 Fall		# of Credit Hours
OHIO		8,143
GATEWAY COMMUNITY AND TECHNICAL COLLEGE		2,648
UNIVERSITY OF KENTUCKY		1,723
INDIANA		865
BLUEGRASS COMMUNITY AND TECHNICAL COLLEGE		855
THOMAS MORE COLLEGE		777
UNIVERSITY OF LOUISVILLE		773
EASTERN KENTUCKY UNIVERSITY		671
MOREHEAD STATE UNIVERSITY		641
TRANSFERS FROM ALL FOREIGN INSTITUTIONS		407
Top Ten Transferring Institutions for 2014 Fall		# of Students
OHIO		249
GATEWAY COMMUNITY AND TECHNICAL COLLEGE		67
UNIVERSITY OF KENTUCKY		47
EASTERN KENTUCKY UNIVERSITY		29
BLUEGRASS COMMUNITY AND TECHNICAL COLLEGE		26
INDIANA		24
MOREHEAD STATE UNIVERSITY		21
UNIVERSITY OF LOUISVILLE		20
COLORADO		11
JEFFERSON COMMUNITY AND TECHNICAL COLLEGE		11
Top Ten Transferring Institutions for 2014 Fall		# of Credit Hours
OHIO		6,311
UNIVERSITY OF KENTUCKY		1,789
GATEWAY COMMUNITY AND TECHNICAL COLLEGE		1,647
EASTERN KENTUCKY UNIVERSITY		980
INDIANA		895
MOREHEAD STATE UNIVERSITY		730
UNIVERSITY OF LOUISVILLE		619
BLUEGRASS COMMUNITY AND TECHNICAL COLLEGE		514
WESTERN KENTUCKY UNIVERSITY		465
TRANSFERS FROM ALL FOREIGN INSTITUTIONS		460

Final Enrollment Profile All Students

2014 Fall

Data pulled from NKU's Business Warehouse from 8/21/2014 thru 10/21/2014

Academic Characteristics cont'd

Average High School GPA (In and Out of State)			Term Change	% Term Change
	2013 Fall	2014 Fall		
Average High School GPA	3.20	3.28	0.07	2.3%
Top Ten Feeder High Schools for 2013 Fall			Avg HS GPA	# of Students
OUT OF STATE HIGH SCHOOL			3.13	839
CAMPBELL COUNTY HIGH SCHOOL			3.44	191
DIXIE HEIGHTS HIGH SCHOOL			3.42	183
SIMON KENTON HIGH SCHOOL			3.37	140
RANDALL K COOPER HIGH SCHOOL (UNION)			3.11	111
CONNER SENIOR HIGH SCHOOL			3.31	106
BOONE COUNTY HIGH SCHOOL			3.25	87
PENDLETON COUNTY HIGH SCHOOL			3.23	79
SCOTT HIGH SCHOOL (Covington)			3.41	75
LARRY RYLE HIGH SCHOOL			2.98	70
Top Ten Feeder High Schools for 2014 Fall			Avg HS GPA	# of Students
OUT OF STATE HIGH SCHOOL			3.20	743
CAMPBELL COUNTY HIGH SCHOOL			3.58	106
SIMON KENTON HIGH SCHOOL			3.19	90
BOONE COUNTY HIGH SCHOOL			3.37	73
LARRY RYLE HIGH SCHOOL			3.08	67
RANDALL K COOPER HIGH SCHOOL (UNION)			3.20	66
DIXIE HEIGHTS HIGH SCHOOL			3.41	64
HIGHLANDS HIGH SCHOOL			3.39	50
CONNER SENIOR HIGH SCHOOL			3.32	49
HOLY CROSS HIGH SCHOOL (Covington)			3.43	38

Final Enrollment Profile All Students

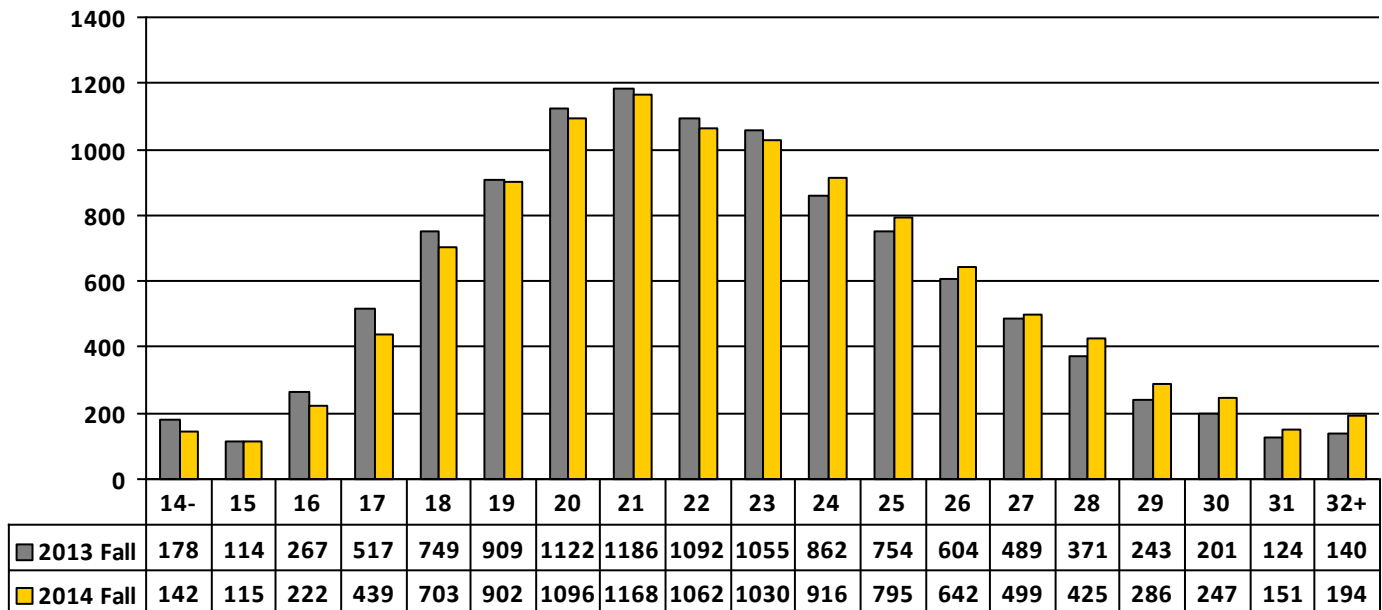
2014 Fall

Data pulled from NKU's Business Warehouse from 8/21/2014 thru 10/21/2014

Academic Characteristics cont'd

Average ACT Score (SAT Converted to ACT)			Term Change	% Term Change
	2013 Fall	2014 Fall		
Average ACT Score	22.19	22.51	0.32	1.4%

ACT Score Range



Final Enrollment Profile All Students

2014 Fall

Data pulled from NKU's Business Warehouse from 8/21/2014 thru 10/21/2014

Academic Characteristics cont'd

Top Five Declared Undergraduate Majors for 2013 Fall		# of Students
Organizational Leadership Major		475
Computer Information Technology Major		424
Nursing Major (Traditional)		381
Biological Sciences Major (BS)		362
Social Work Major		321
Top Five Declared Undergraduate Majors for 2014 Fall		# of Students
Organizational Leadership Major		450
Computer Information Technology Major		429
Nursing Major Traditional		390
Biological Sciences Major (BS)		381
Social Work Major		346
Top Ten Undergraduate Majors for 2013 Fall		# of Students
Undeclared in University Studies (BA)		623
Organizational Leadership Major		475
Undeclared in AS (BA)		451
Computer Information Technology Major		424
Nursing Major (Traditional)		381
Biological Sciences Major (BS)		362
Social Work Major		321
Nursing Pre-Major (Pre-BSN/No RN)		315
Business Administration Pre-Major		313
Computer Science Major		307
Top Ten Undergraduate Majors for 2014 Fall		# of Students
Undeclared in University Studies (BA)		517
Organizational Leadership Major		450
Computer Information Technology Major		429
Nursing Major Traditional		390
Biological Sciences Major (BS)		381
Undeclared in AS (BA)		356
Social Work Major		346
Nursing Pre-Major BSN/No RN		334
Computer Science Major		324
Communication Studies Major		302

Final Enrollment Profile All Students

2014 Fall

Data pulled from NKU's Business Warehouse from 8/21/2014 thru 10/21/2014

Academic Characteristics cont'd

Student Credit Hours			Term Change	% Term Change
	2013 Fall	2014 Fall		
Undergraduate	161,226	158,873	-2,353	-1.5%
Graduate	9,861	9,235	-626	-6.3%
Law	6,598	5,628	-970	-14.7%
Total	177,685	173,736	-3,949	-2.2%
Remedial Credit Hours			Term Change	% Term Change
	2013 Fall	2014 Fall		
Remedial Count	4,138	3,503	-635	-15.3%
Online Courses			Term Change	% Term Change
	2013 Fall	2014 Fall		
# of Courses	253	278	25	9.9%
Online Course Credit Hours			Term Change	% Term Change
	2013 Fall	2014 Fall		
# of Credit Hours	25,035	26,388	1,353	5.4%

Student Retention

Retention at University for all Students			
Baseline # of Students	Baseline less Degrees Conferred	# and % of Students Enrolled for	
	2013 Fall	2014 Fall	
15,283	12,564	9,216	73.35%