

A photograph of the Northern Kentucky University (NKU) building, featuring a large 'NKU' logo with a flame icon on a grey stone facade.

Spring 2015 Enrollment Update

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your
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Presentation Overview

- Enrollment Landscape
- Fall and Winter Results
- Academic and Financial Impacts on Enrollment
- Spring Comparison Results
- Fall 2015 Preview

Optimal Enrollment Formula

New Students + Returning Students – Loss(Graduation, Attrition) = Enrollment

26%
4,649

74%
13,700

Graduated

- 15%
- 2,736

New Students did not return

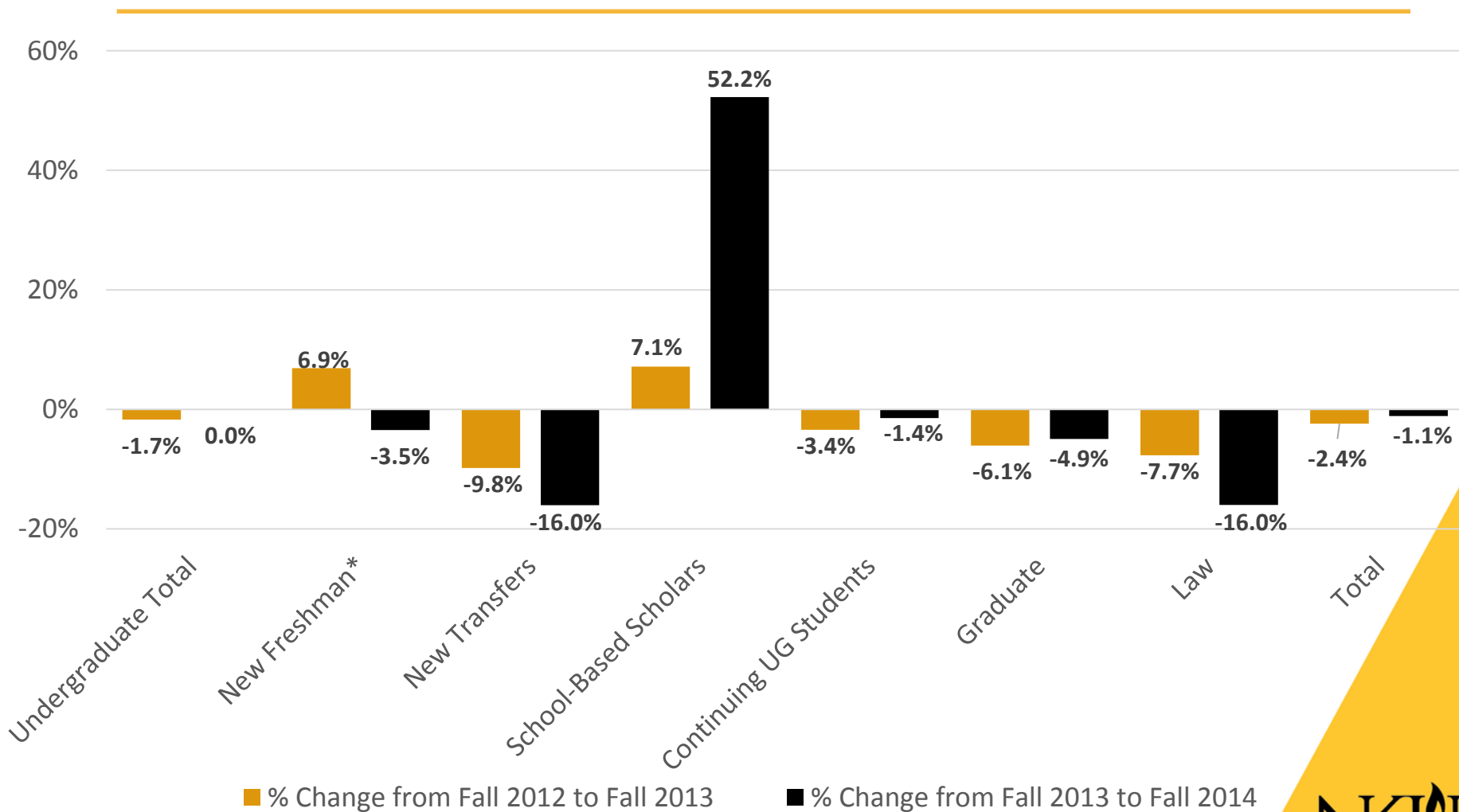
- 31%
- 1,449

Continuing students did not return

- 23%
- 3,015

Fall and Winter Enrollment

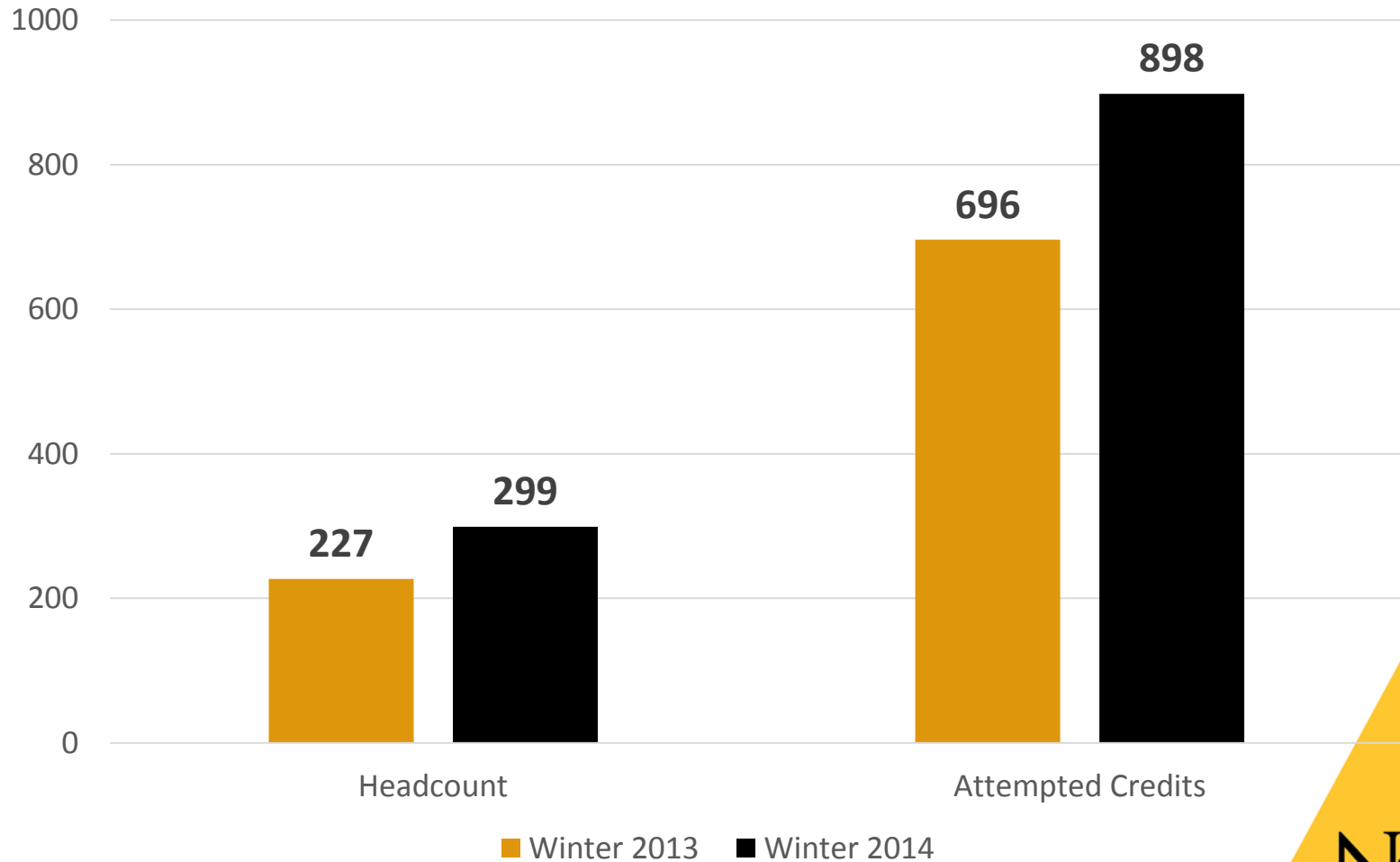
Fall to Fall Enrollment Comparison Over Past 2 Years Shows Slight Improvement



*Includes students who are first-time in college with different classifications (e.g., Sophomore)

Winter Enrollment Comparison 2013 vs 2014

Experiences Growth



Financial and Academic Impacts on Enrollment

Scheduled Drops Indicates Small Increases

- Administrative Schedule Drops
 - Non-Payment
 - 64 students dropped spring 2014
 - 71 students dropped spring 2015
 - Non-Attendance
 - 31 students dropped in both spring 2014 and 2015

Students On Satisfactory Academic Progress Indicates Slight Improvement

	Category	Spring 2014	Spring 2015	# Change	% Change
	Financial Aid in Fall, not registered for Spring	129	136	7	5.4%
	Financial Aid in Fall, registered for Spring	381	350	-31	-8.1%
	No Financial Aid Fall, not registered for Spring	258	232	-26	-10.1%
	No Financial Aid Fall, registered for Spring	276	267	-9	-3.3%
TOTAL		1,044	985	-59	-5.7%

Academic Jeopardy

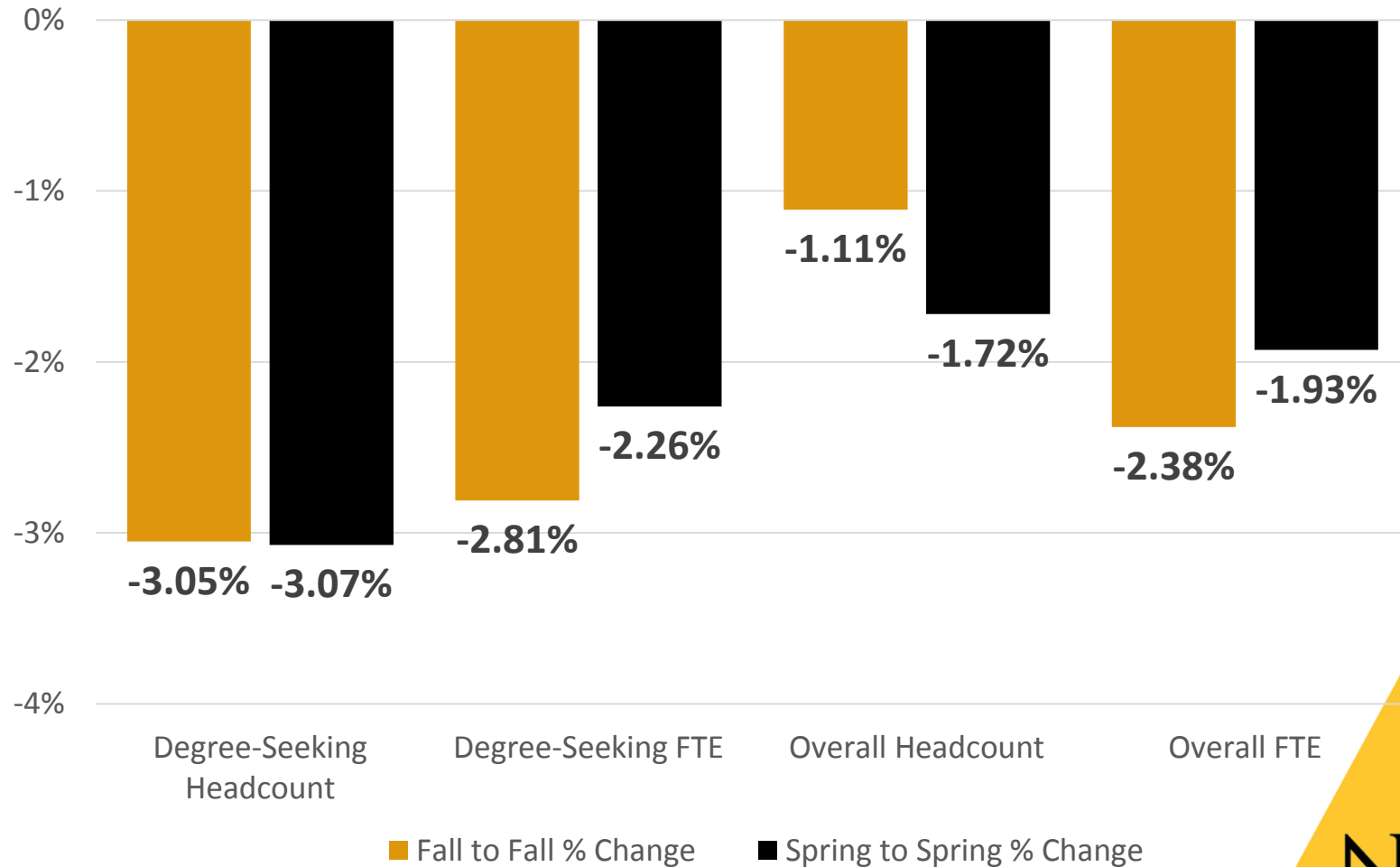
Standing	# of Students		# Change	% Change
	Spring 2014	Spring 2015		
Warning	682	744	62	9%
Probation	324	199	-125	-39%
Suspension	82	81	-1	-1%
Dismissal	13	11	-2	-15%

Graduation Results

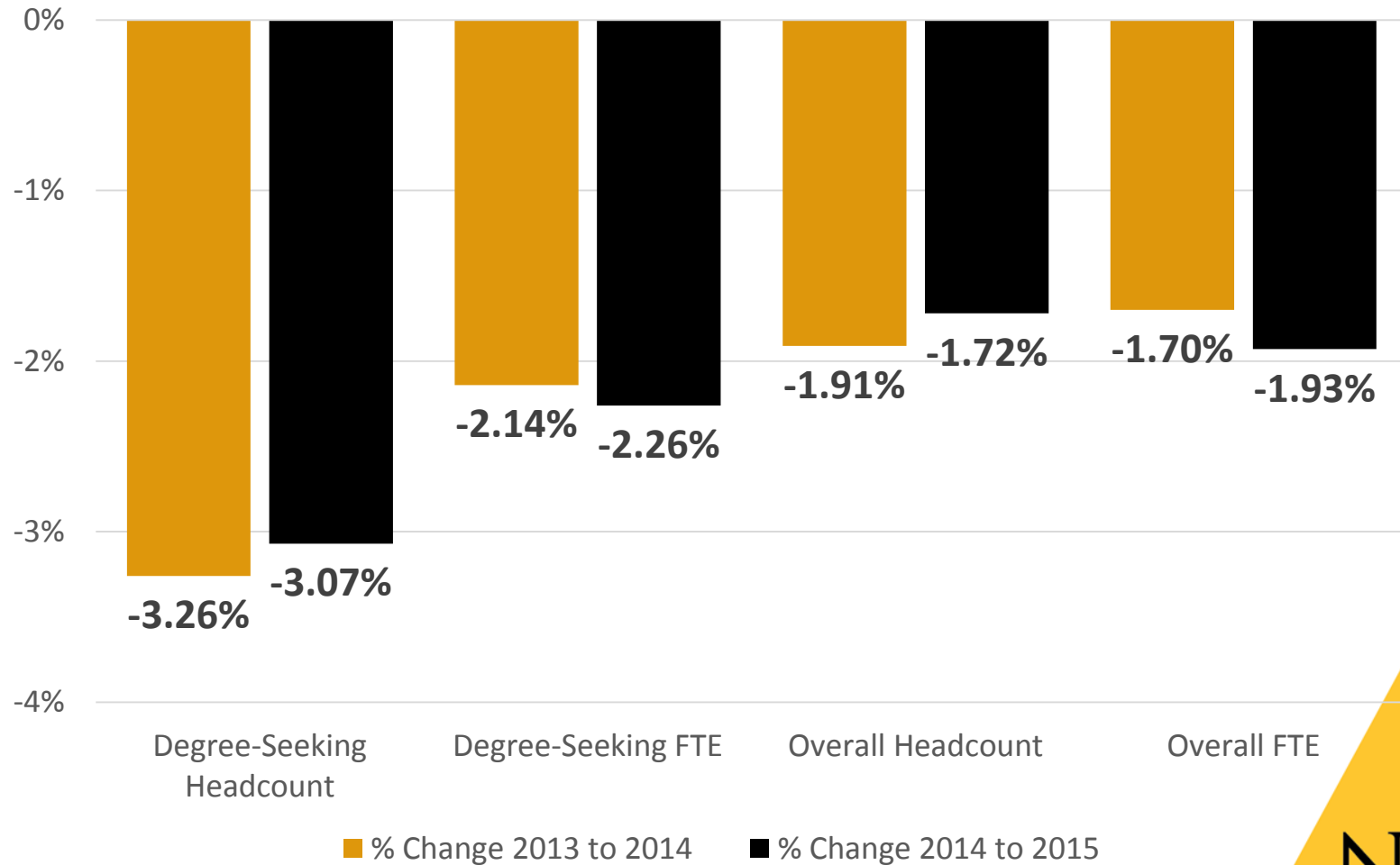
Degree Level	Qualification	December 2013 Degrees Awarded	Term Over Previous Term % Change	December 2014 Degrees Awarded	Term Over Previous Term % Change
Associate Level	Associate of Applied Science	24	33%	19	-21%
Associate Level	Associate of Arts	2	-67%	7	250%
Subtotal		26	8%	26	0%
Bachelor Level	Bachelor of Arts	397	10%	367	-8%
Bachelor Level	Bachelor of Fine Arts	18	-10%	20	11%
Bachelor Level	Bachelor of Music	3	-40%	2	-33%
Bachelor Level	Bachelor of Science	345	13%	337	-2%
Bachelor Level	Bachelor of Science in Nursing	81	-9%	80	-1%
Bachelor Level	Bachelor of Social Work	30	25%	39	30%
Subtotal		874	9%	845	-3%
Master Level	Education Specialist	5	500%	6	20%
Master Level	Master of Accountancy	6	0%	7	17%
Master Level	Master of Arts	31	-14%	35	13%
Master Level	Master of Arts in Teaching	1	-67%	2	100%
Master Level	Master of Business Administration	16	-24%	3	-81%
Master Level	Master of Public Administration	8	-56%	14	75%
Master Level	Master of Science	43	43%	33	-23%
Master Level	Master of Science in Nursing	13	-58%	23	77%
Master Level	Master of Social Work	0	0%	1	100%
Subtotal		123	-15%	124	1%
Other	Certificate	3	-57%	5	67%
Other	Graduate Certificate	27	29%	26	-4%
Subtotal		30	7%	31	3%
Professional	Juris Doctor	15	0%	22	47%
Doctoral Level	Doctor of Education	3	0%	1	-67%
Doctoral Level	Doctor of Nursing Practice	0	0%	1	100%
Subtotal		18	0%	24	33%
Grand Total		1071	5%	1050	-2%

Spring Enrollment

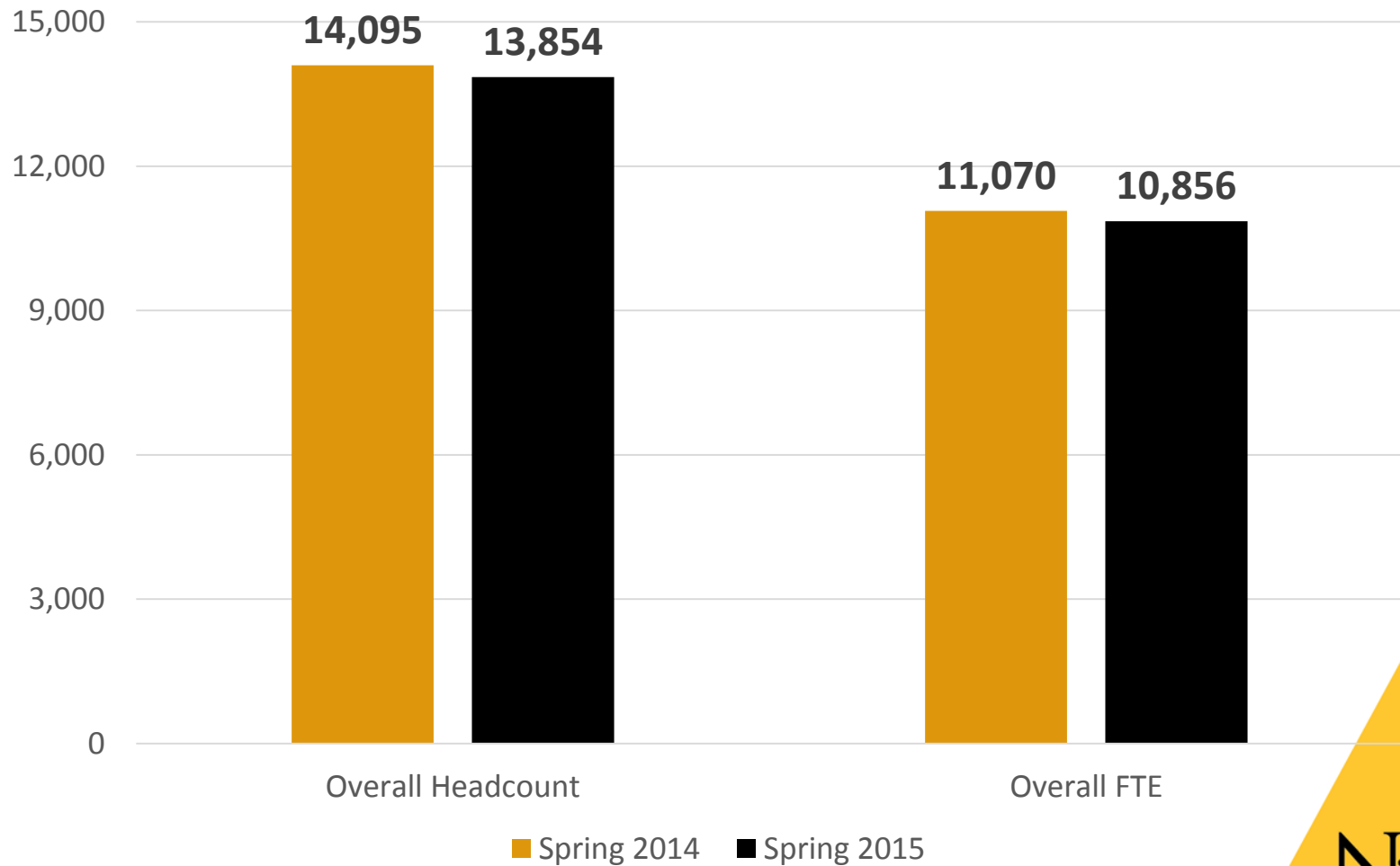
Fall and Spring Enrollment Comparison Shows Fewer Students Taking More Hours



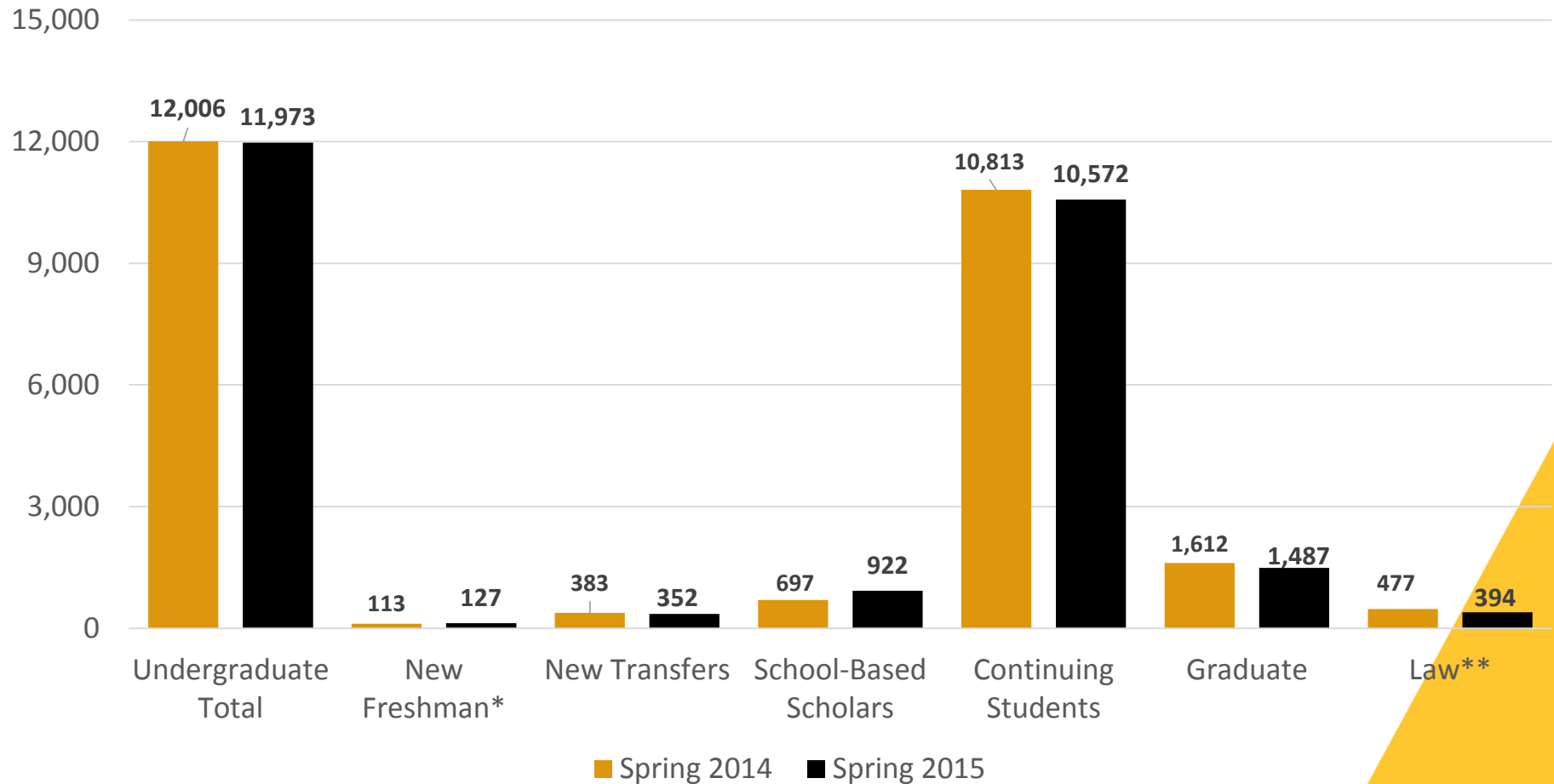
Spring to Spring Enrollment Comparison Over Past 2 Years Indicates More Students Taking Fewer Hours



Spring Over Spring Enrollment Experiences Small Decreases



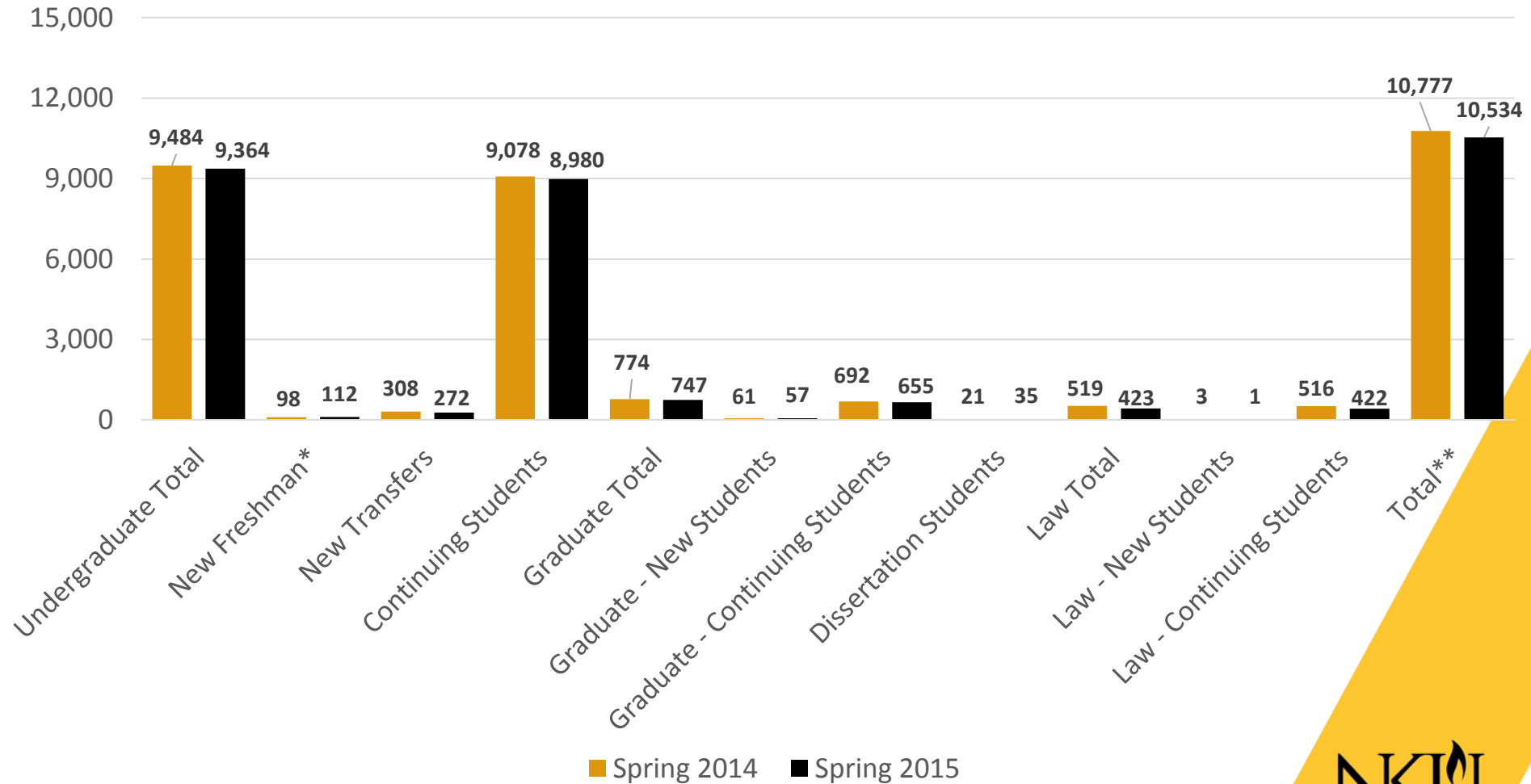
Spring Over Spring Enrollment Comparison by Student Level Decreases With the Exception of School-based Scholars



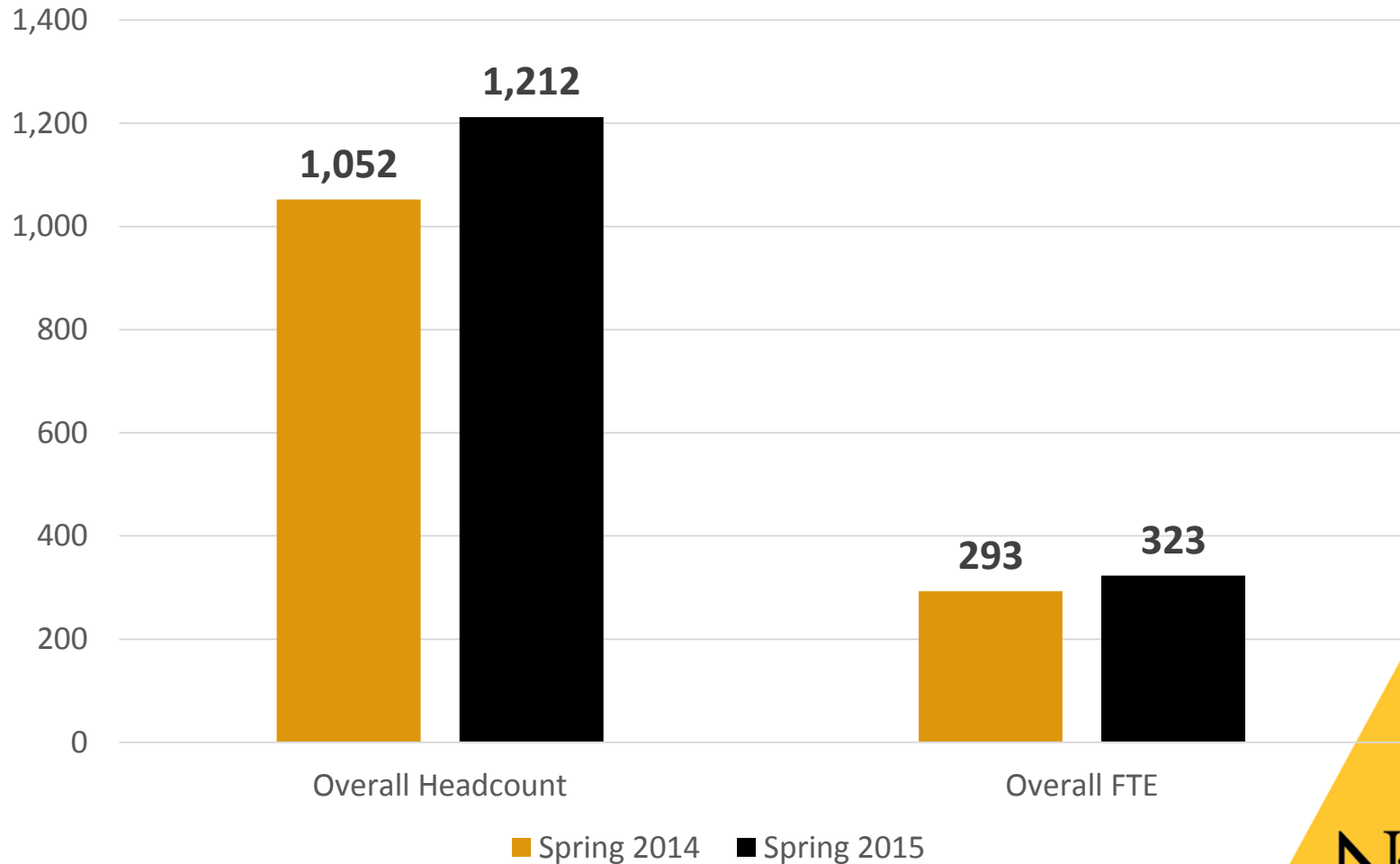
*Includes students who are first-time in college with different classifications (e.g. Sophomore standing)

**One student in Spring 2014 and two students in Spring 2015 were Law Non Degree-Seeking Students. The Enrollment Profiles have counted their enrollment in the graduate headcounts and not law.

Spring Over Spring Enrollment Comparison by Degree-seeking FTE Illustrates Small Loss



Spring Over Spring Enrollment Comparison for Non-Degree Students Demonstrates More Students Taking More Hours



Fall 2015 Enrollment Preview

Graduation Degrees Awarded Versus Applications Snapshot

Degree Level	Qualification	May 2014 Degrees Awarded	Term Over Previous Term % Change	May 2015 Degrees Awarded Final	Term Over Previous Term % Change
Associate Level	Associate of Applied Science	51	-16%	51	0%
Associate Level	Associate of Arts	4	100%	4	0%
Subtotal		55	-13%	55	0%
Bachelor Level	Bachelor of Arts	491	-4%	573	17%
Bachelor Level	Bachelor of Fine Arts	27	-13%	34	26%
Bachelor Level	Bachelor of Music	5	-67%	11	120%
Bachelor Level	Bachelor of Science	472	9%	522	11%
Bachelor Level	Bachelor of Science in Nursing	57	-25%	62	9%
Bachelor Level	Bachelor of Social Work	32	14%	50	56%
Subtotal		1084	-1%	1252	15%
Master Level	Education Specialist	3	300%	2	-33%
Master Level	Master of Accountancy	11	0%	20	82%
Master Level	Master of Arts	54	-45%	75	39%
Master Level	Master of Arts in Teaching	13	-13%	7	-46%
Master Level	Master of Business Administration	11	-21%	2	-82%
Master Level	Master of Public Administration	7	-46%	14	100%
Master Level	Master of Science	51	16%	61	20%
Master Level	Master of Science in Nursing	62	170%	37	-40%
Master Level	Master of Social Work	53	308%	57	8%
Subtotal		265	15%	275	4%
Other	Certificate	5	-29%	6	20%
Other	Graduate Certificate	25	-43%	37	48%
Subtotal		30	-41%	43	43%
Professional	Juris Doctor	138	2%	120	-13%
Doctoral Level	Doctor of Education	5	-50%	21	320%
Doctoral Level	Doctor of Nursing Practice	5	500%	4	-20%
Subtotal		148	2%	145	-2%
Grand Total		1582	0%	1770	12%

Returning Student Registrations Show Fewer Students Registered but Taking More Hours

Program Level	St Count Fall 2014 05/12/2014	Att. Credits Fall 2014 05/12/2014	St Count Fall 2015 05/11/2015	Att. Credits Fall 2015 05/11/2015	St Count % Change	Att. Credits % Change
Graduate	901	5,807	935	6,266	3.77%	7.90%
Law	298	4,124	254	3,492	-14.77%	-15.32%
Undergraduate	9,203	113,174	9,003	113,902	-2.17%	0.64%
Overall Result	10,402	123,105	10,192	123,660	-2.02%	0.45%

Fall 2015 New Student Sneak-Peak

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

Summary

- We are better positioned to manage optimal enrollment
- Past 2-year Overall Fall to Fall Enrollment Shows Slight Improvement
- Winter Focus results in increased enrollments
- Academic and Financial performance influences enrollment results
- Fewer students in spring 2015 versus spring 2014 with non-degree students continuing to increase as degree-seeking lags behind
- Looking ahead we are tracking the same or ahead in new student confirmations but lagging a little behind in returning registrations

New Students + Returning Students – Loss(Graduation, Attrition) = Enrollment

THANK YOU!