



Board of Regents

Annual Enrollment Update

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*ignite
your
Spark*



NKU[™]

Overview

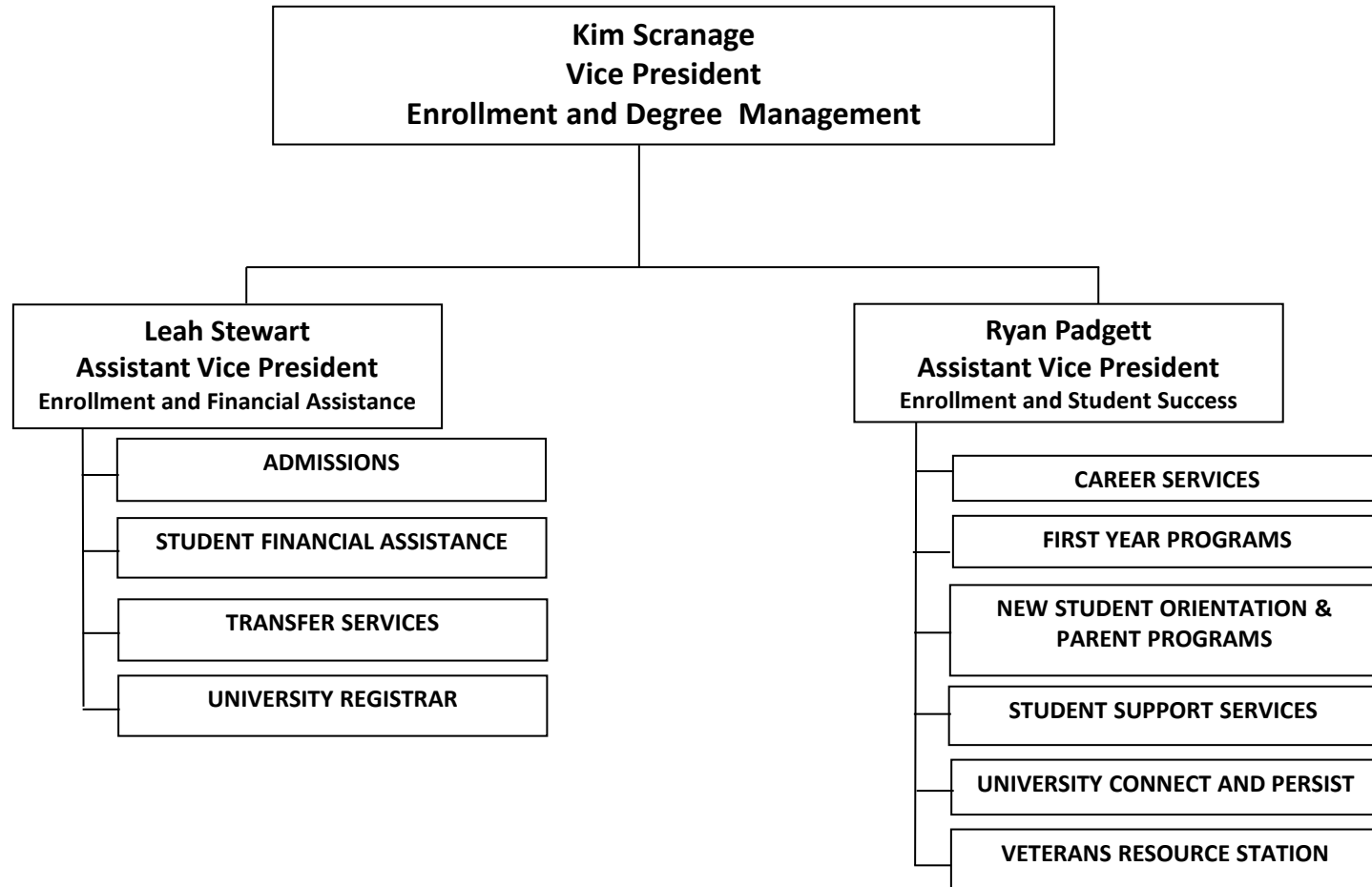
- Enrollment & Degree Management
- Enrollment Landscape
- Fall Census
- Successes and Opportunities
- Perceptions and Pricing
- 2015-2016 Initiatives

WHAT IS ENROLLMENT AND DEGREE MANAGEMENT?

A comprehensive process designed to assist the University achieve and maintain optimal recruitment, retention, and graduation rates of students.

- Stabilize enrollments
- Link academic programs and E&DM
- Optimize resources
- Improve services
- Improve quality
- Improve access to information
- Reduce vulnerability to environmental forces

WHO IS ENROLLMENT AND DEGREE MANAGEMENT?



Optimal Enrollment Formula

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

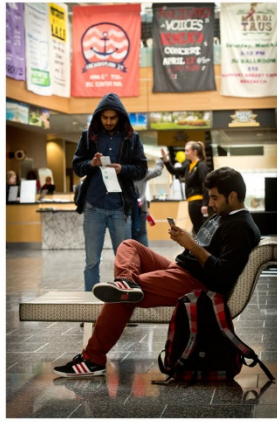
25%

75%

What do we know today?

Enrollment down over last year

	Fall 2012	Fall 2013	Fall 2014	Fall 2015
Undergraduate Total	13,344	13,166	13,110	12,806
New Freshman	2,126	2,273	2,194	2,266
New Transfers	886	799	671	664
School-Based Scholars	602	645	982	1,036
Continuing Students	9,730	9,399	9,263	8,840
Graduate	1,768	1,661	1,579	1,480
Law	548	506	425	434
Total	15,660	15,283	15,114	14,720
		-2.4%	-1.1%	-2.6%



16%
DIVERSITY



99.5%
HOUSING



69%
RETENTION

43%
MALE

66%
IN-STATE

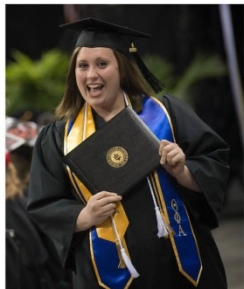
68%
FULL-TIME

23.7 **ACT**
COMPOSITE

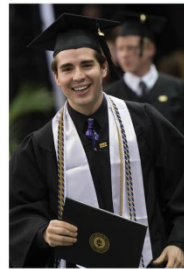


3.4 **HIGH SCHOOL**
GPA

391 **VETERANS**



40%
SIX-YEAR
GRADUATION RATE



51% **FIRST**
GENERATION

34% **PELL**
ELIGIBLE





Successes: First-Year Students

- First-time degree seeking freshmen increased 3.3% (2,266)
- High school GPA increased to 3.4
- Students with deficiencies decreased by 147 (10.9%)
- URM students increased by 32 (9.9%)
- First-time SBS students increased approximately 30%
- Awarded the largest number of merit awards in history with 47.6% recipients
- Largest number in history of new freshmen living on campus (48.7%)

Successes: Continuing Students

- Reached residential capacity with 2,000 students, the largest number of students living in university housing in university history
- Persistence rate increased approximately 1%, the second largest persistence rate in university history
- Conferred the most degrees and certificates than ever with 3,087
- NKU has also hit another milestone and reached the highest graduation rate in school history at 39.8%

Continued Opportunities

https://www.polleverywhere.com/free_text_polls/XRS9BoT6FoKjBMa

Please Text 22333 with NORSE

You will Receive an auto response that you have joined the poll

Answer the poll question with 1 -2 words.

Opportunities

- Approximately 63% of SBS participants enroll at a post-secondary institution other than NKU one year after high school graduation
- Expand KY market in counties outside of the CPE geographic area of responsibility
- Fall-to-fall retention rates remain flat for the bachelor's cohort
- Explore additional opportunities for expanded development for residential options
- Increase transfer enrollment through programs such as Gateway2NKU and CState2NKU
- Reach national six-year graduation rate
- Overall graduate enrollment decreased by 99 students from fall 2014 to fall 2015 but new graduate students experienced a modest increase of 10 students
- Sustained growth for continuation rates and degrees conferred

Art and Science

Group Pricing and Positioning Study

- Study focused on identifying market perceptions and how to strengthen the competitive position of NKU, as well as sensitivities to price and financial aid with prospective undergraduate students
- Four phases of work:
 - Strategic assessment
 - Market research with inquirers and admitted applicants
 - Financial aid modeling
 - Recommendations
- Interviewed campus constituents, surveyed students, and continue to work with an institutional committee with finance, enrollment, institutional research, marketing and communications and faculty representatives

Art & Science Group's Next Steps

- Over the next few weeks we will further discuss with NKU the implications of these findings as well as our recommendations for NKU moving forward
- These recommendations will be focused on:
 - Strategies for supporting and reinforcing this positioning through recruitment and communication efforts
 - Further analysis of potential net revenue effects arising from pricing and positioning options
 - Institutional strategies designed to improve the University's overall competitive appeal



Higher education marketing firm focused on “full funnel” communications for enrollment offices

Current NKU Projects:

- Senior and Junior Search: focused, variable campaign designed to target “likely to apply” students; has social media integration as well as branded communications.
- Yield campaign: strategic yield campaign designed to push deposit submissions in spring.
- Graduate campaign: multiple graduate marketing initiatives for both internal and external audiences.
- Transfer campaign: integrated transfer student campaign.

NKU Summer Bridge

- Specifically targeting first-generation students and students with a high school GPA between a 2.5 – 3.5 (i.e., “murky middle”)
- Two Concurrent tracks that include a full-day residential or half-day commuter component
- An inclusive five-week summer bridge program that offers incoming students the opportunity to (a) demonstrate math competency and/or (b) complete three credit hours in a general education course
- In addition to completing college-level coursework, students will be introduced to vetted non-cognitive skills associated with student success, including academic efficacy, time management, financial literacy, and resiliency

EAB Student Success Collaborative

- The Student Success Collaborative platform will use predictive analytics to help departments leverage real-time data, streamline direct support to students, and improve key performance indicators by delivering:
 - Comprehensive student risk data
 - A platform for proactive outreach and interventions
 - A streamlined campus-wide case management system
 - Central reporting and evaluation functions
- Specifically, the platform will assist NKU by:
 - Identifying bottleneck courses within the curriculum pipeline
 - Identifying a curriculum pipeline that assists students on a timely and successful progression towards graduation
 - Predicting student risk and retention patterns

EAB Student Success Collaborative: Member Results

SSC Members Seeing Impressive Results



Selected Impact Stories From Around the Collaborative

Early Alpha Member Seeing Sustained Impact



+3.0%

Increase in graduation rate

+26%

Latino/a students graduating from 2012 to 2014

+18%

African American students graduating from 2012 to 2014

2%

Decrease in average credits at time of graduation

Retaining More Students for Millions in Additional Revenue



+7.5%

Increase in first year, full time retention

+187

Additional students completing a third term in fall 2014

\$3.5M

Anticipated additional annual revenue due to gains in first-year retention

Improving Outcomes with an Increasingly Diverse Student Population



+4.7%

Increase in first year, full time retention

+35%

Increase in students declaring by end of first year

+26%

Increase in students registered for 15+ credits in first term

+12%

Graduation probability of undeclared students (2012 to 2014)

Rapid Gains in First Six Months of Membership



+1.5%

Overall undergraduate persistence (fall to spring)

+4.5%

Increase in fall to spring persistence for new transfers

+2.1%

Increase in fall to spring persistence for sophomores

+390

Additional undergraduate students enrolled in spring 2015

Positive Results in the Midst of Institutional Restructuring



+7.0%

Increase in first year, full time retention

248

Students involved in SSC intervention campaigns in fall 2014

2X

Improvement in academic outcomes for students advised as part of an SSC campaign

Cohort Intervention Initiative (GRS) & Project Graduate

- Students from 4-, 5- and 6-year cohorts who have not graduated, who are not on probation or suspension, who have not transferred to another institution, and who are not yet registered for the upcoming semester
- Students with 120+ credit hours, enrolled, and have not applied for graduation (focused on graduation timeline)
- Non-returners, open matriculations (2 years), not enrolled, 90+ seniors (focused on graduation timeline)
- Adult learners who have accumulated 80 credit hours toward a first bachelor's degree and stopped out.
 - If NKU was the last institution the student attended and the student lives in Kentucky, he/she is eligible for \$1,000 in scholarship money (\$250 per semester for 4 semesters).

Summary

- Realigning ourselves to meet the needs of our students throughout their academic career
- Utilizing a data-centered approach to meeting enrollment goals
- Celebrating our successes while addressing our continued opportunities
- Forecasting our enrollment competitive appeal; and
- Implementing best practice strategies along the life-cycle of the student

(Graduation/Attrition) + New Students + Returning Students = Enrollment



THANK YOU!