Welcome to Enrollment Summit 2016!
AGENDA REVIEW
GOALS
2016 – 2017
GOAL: Efficiently manage admissions and enrollment process to increase the academic profile and diversity for new first-time, first-year students.

- Increase geographic diversity
- Improve overall academic profile of FTFY students measured by SAT and selectivity (Admit rate of 67% this year)
- Increase overall racial and ethnic diversity of the first-year class
GOAL: Utilize transfer students to help meet enrollment goals in programs with capacity.

- Implement transfer module in DegreeWorks
- Expand progression plans to assist in growing transfer enrollment and timely graduation
GOAL: Improve the first-year retention rate from 86 to 90 percent for the Class of 2022 (class entering 2018). Improve the retention rate for the class of 2020, beginning fall 2016 to 88 percent.

• Implement First-Year Experience Committee (FYE) recommendations: centralized coordination for First-Year Experience
• Establish common first-year course (student success, University 001)
• Transform residential communities
GOAL: Improve the 4-year graduation rate from 64 to 70 percent by 2020.

- Centralize re-entry application process by creating a common form and altering the process by which students are formally re-admitted for enrollment
- Fully implement DegreeWorks in Summer 2017
## Re-Entry by College/School

<table>
<thead>
<tr>
<th>Fall Term</th>
<th>CALS</th>
<th>RSEN</th>
<th>CAS</th>
<th>GSB</th>
<th>CEMS</th>
<th>CESS</th>
<th>CNHS</th>
<th>ALL</th>
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<tbody>
<tr>
<td>2012</td>
<td>18</td>
<td>9</td>
<td>89</td>
<td>13</td>
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<td>13</td>
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<td>2015</td>
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<td>13</td>
<td>22</td>
<td>12</td>
<td>14</td>
<td>175</td>
</tr>
<tr>
<td>2016</td>
<td>23</td>
<td>10</td>
<td>73</td>
<td>13</td>
<td>15</td>
<td>10</td>
<td>14</td>
<td>158</td>
</tr>
</tbody>
</table>
5. GOAL: Expand the ‘Access to Success’ initiative for low income and first-generation Vermont residents.

- Name and brand the access plan for low income Vermonters
- Implement efforts that will produce a cohort experience for Pell-eligible students showing institutional commitment and involving academic success initiatives
- Develop targeted communication flow and website with information for low income and first-generation students
Pell-Eligible FTFY Enrollment by Residency

- Vermont
- Out-of-State
Pell-Eligible Student Retention by Residency

- Vermont
- Out-of-State

<table>
<thead>
<tr>
<th>Year</th>
<th>Vermont</th>
<th>Out-of-State</th>
</tr>
</thead>
<tbody>
<tr>
<td>2006</td>
<td>95%</td>
<td>80%</td>
</tr>
<tr>
<td>2007</td>
<td>90%</td>
<td>85%</td>
</tr>
<tr>
<td>2008</td>
<td>90%</td>
<td>80%</td>
</tr>
<tr>
<td>2009</td>
<td>90%</td>
<td>85%</td>
</tr>
<tr>
<td>2010</td>
<td>90%</td>
<td>80%</td>
</tr>
<tr>
<td>2011</td>
<td>85%</td>
<td>75%</td>
</tr>
<tr>
<td>2012</td>
<td>75%</td>
<td>70%</td>
</tr>
<tr>
<td>2013</td>
<td>70%</td>
<td>60%</td>
</tr>
<tr>
<td>2014</td>
<td>60%</td>
<td>50%</td>
</tr>
<tr>
<td>2015</td>
<td>50%</td>
<td>40%</td>
</tr>
</tbody>
</table>
4-Year Graduation Rates for Pell-Eligible Students

- Vermont
- Out-of-State
GOAL: Continue to enhance the globalization of campus by increasing international enrollment and expanding global opportunities for current students.

- Continue to grow the number of international students (from 5 percent to 7-10 percent)
- Expand the number of exchange programs available to students for study abroad and increase student participation in exchange programs
- Launch new initiative to aggressively increase participation in experiential learning abroad and to diversify that participation by end of 2020
SAVE THE DATE!

Tuesday, November 8
3:00 – 3:30 p.m.
Waterman Manor
(5th Floor)
7. GOAL: Continue to enhance marketing and communications efforts to increase interest from prospective students, families and other key influencers.

- Collaborate with Creative Director to determine campus priorities and create a university marketing and communications strategy
- Develop and implement a new undergraduate admissions presentation
- Reshape and enhance how we communicate about cost of attendance and financial aid
WE LIKE TO THINK OF UVM AS AN
Academic Ecosystem
THE CITY OF BTV
OUR CAMPUS
One of Huffington Post's Top 10 Places to go to College.
TOP 100
US News & World Report's Best Colleges
WE TRULY ARE AN AMAZING PLACE
FULL OF UNIQUE PEOPLE.
HERE, EVERYTHING IS ON THE TABLE.
The UVM Student
2007 – 2016
### First-Time First-Year 2007 - 2016

<table>
<thead>
<tr>
<th></th>
<th>2007</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Class Size</td>
<td>2450</td>
<td>2496</td>
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<tr>
<td>Average SAT</td>
<td>1174</td>
<td>1207</td>
</tr>
<tr>
<td>Percent Vermont</td>
<td>26%</td>
<td>21%</td>
</tr>
<tr>
<td>Percent Female</td>
<td>55%</td>
<td>61%</td>
</tr>
<tr>
<td>Percent ALANA</td>
<td>7%</td>
<td>11%</td>
</tr>
<tr>
<td>Percent Outside New England</td>
<td>37%</td>
<td>41%</td>
</tr>
</tbody>
</table>
First-Time First-Year Fall Enrollment

- CALS: 10%
- CAS: 56%
- CEMS: 4%
- CESS: 7%
- CNHS: 7%
- GSB: 10%
- RSENR: 4%

2007: 56%
2016: 49%
Total Applications and Admits

- Applications
- Admits
Total Admit Rate and Yield

![Graph showing Admit Rate and Yield from 2006 to 2016.]}
Vermont Admit Rate and Yield

Admit Rate

Yield
## Transfer Students 2007 vs. 2016

<table>
<thead>
<tr>
<th></th>
<th>2007</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>New Fall Enrollment</td>
<td>400</td>
<td>463</td>
</tr>
<tr>
<td>Percent Vermont</td>
<td>57%</td>
<td>38%</td>
</tr>
<tr>
<td>Percent International</td>
<td>1%</td>
<td>37%</td>
</tr>
<tr>
<td>Percent ALANA</td>
<td>6%</td>
<td>7%</td>
</tr>
</tbody>
</table>
Fall Transfer Enrollment by College/School

- CALS: 11%
- CAS: 4%
- CEMS: 6%
- CESS: 13%
- CNHS: 2%
- GSB: 7%
- RSENR: 14%

2007
- 57% total enrollment

2016
- 45% total enrollment
Transfer Enrollment by Residency

- Vermont
- Out-of-State
# Undergraduate Enrollment 2007 vs. 2016

<table>
<thead>
<tr>
<th></th>
<th>2007</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Enrollment</td>
<td>9,454</td>
<td>10,267</td>
</tr>
<tr>
<td>Percent Vermont</td>
<td>35%</td>
<td>28%</td>
</tr>
<tr>
<td>Percent Female</td>
<td>55%</td>
<td>57%</td>
</tr>
<tr>
<td>Percent ALANA</td>
<td>7%</td>
<td>11%</td>
</tr>
<tr>
<td>Percent International</td>
<td>0.5%</td>
<td>5.2%</td>
</tr>
<tr>
<td>FTFY Retention Rate</td>
<td>85.6%</td>
<td>86.4%</td>
</tr>
<tr>
<td>4-Year Graduate Rate</td>
<td>57%</td>
<td>64%</td>
</tr>
</tbody>
</table>
Undergraduate Enrollment by College/School

- CALS
- CAS
- CEMS
- CESS
- CNHS
- GSB
- RSENR

2007:
- 53% (CAS)
- 10% (CEMS)
- 6% (CNHS)
- 10% (GSB)
- 6% (RSENR)
- 6% (CESS)
- 8% (CALS)

2016:
- 42% (CAS)
- 14% (CEMS)
- 7% (CNHS)
- 9% (GSB)
- 14% (RSENR)
- 9% (CESS)
- 7% (CALS)
Intercampus Transfers (In)

- CALS
- CAS
- CEMS
- CESS
- CNHS
- GSB
- RSENR

Chart showing the trend of intercampus transfers from 2007 to 2016 for the specified colleges.
## Cost and Aid: Vermonters 2007 vs. 2016

<table>
<thead>
<tr>
<th></th>
<th>2007</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tuition and Fees</td>
<td>$12,030</td>
<td>$17,270</td>
</tr>
<tr>
<td>Total Cost</td>
<td>$22,400</td>
<td>$31,960</td>
</tr>
<tr>
<td>Average Net Cost</td>
<td>$12,262</td>
<td>$20,208</td>
</tr>
<tr>
<td>Average EFC</td>
<td>$15,749</td>
<td>$21,620</td>
</tr>
<tr>
<td>Average Scholarship/Grant</td>
<td>$5,192</td>
<td>$7,710</td>
</tr>
</tbody>
</table>
## Cost and Aid: Nonresidents 2007 vs. 2016

<table>
<thead>
<tr>
<th></th>
<th>2007</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tuition and Fees</td>
<td>$27,914</td>
<td>$40,434</td>
</tr>
<tr>
<td>Total Cost</td>
<td>$38,604</td>
<td>$55,442</td>
</tr>
<tr>
<td>Average Net Cost</td>
<td>$28,886</td>
<td>$34,154</td>
</tr>
<tr>
<td>Average EFC</td>
<td>$28,618</td>
<td>$42,978</td>
</tr>
<tr>
<td>Average Scholarship/Grant</td>
<td>$7,076</td>
<td>$15,224</td>
</tr>
</tbody>
</table>
Retention Factors: Student Characteristics

- Academic Prep
- Residency
- Gender
- Motivation/Grit
- Financial
- External (family, behavioral)
Retention Factors: Institutional Experiences

- Level and quality of engagement
- Integration (academic, co-curricular, social)
- Academic challenge
- Supportive campus environment
First-Year Retention by Average Ace Score

- 80% retention
- 82% retention
- 84% retention
- 86% retention
- 88% retention
- 90% retention
- 92% retention
- 94% retention
- 96% retention
- 98% retention
- 100% retention

Low (1-3), Mid (4-6), High (7-9)

Years: 2007 to 2015
First-Year Retention by Residency

- VT: 90% - 95%
- Out-of-State: 80% - 85%

Yearly retention rates from 2006 to 2015.
First-Year Retention by Gender

- Female:
  - 2006: 87%
  - 2007: 85%
  - 2008: 85%
  - 2009: 85%
  - 2010: 85%
  - 2011: 85%
  - 2012: 85%
  - 2013: 85%
  - 2014: 85%
  - 2015: 85%

- Male:
  - 2006: 75%
  - 2007: 75%
  - 2008: 75%
  - 2009: 75%
  - 2010: 75%
  - 2011: 75%
  - 2012: 75%
  - 2013: 75%
  - 2014: 75%
  - 2015: 75%
4 Year Graduation: By Gender

Year Graduation: By Gender

- Female
- Male

Year:
- 2003
- 2004
- 2005
- 2006
- 2007
- 2008
- 2009
- 2010
- 2011
- 2012

Percentage:
- 50%
- 55%
- 60%
- 65%
- 70%
- 75%
- 80%
ALANA Retention

Year: 2006 to 2015

Retention Rate:
- 0.0%
- 10.0%
- 20.0%
- 30.0%
- 40.0%
- 50.0%
- 60.0%
- 70.0%
- 80.0%
- 90.0%
- 100.0%
ALANA 4 Year Graduation

0% 10% 20% 30% 40% 50% 60% 70%

1 Year Retention by Estimated Family Contribution

- 0-5K
- 5K-10K
- 10K-20K
- 20K-30K
- 30K-40K
- 40K-50K
- 50K-75K
- 75K & up

Year: 2003 to 2015
Graduation Rate by Estimated Family Contribution

![Graph showing graduation rate by estimated family contribution from 2003 to 2012. The x-axis represents years from 2003 to 2012, and the y-axis represents graduation rates from 45% to 80%. The graph includes lines for different estimated family contributions: 0-5K, 5K-10K, 10K-20K, 20K-30K, 30K-40K, 40K-50K, 50K-75K, and 75K & up.]}
Global Gateway Program
# New Global Gateway Program (GGP) Students by Term: Fall 2014 – Fall 2016

<table>
<thead>
<tr>
<th></th>
<th></th>
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<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>New GGP Enrollment</strong></td>
<td>40</td>
<td>18</td>
<td>147</td>
<td>54</td>
<td>15</td>
<td>151</td>
<td>47</td>
<td>16</td>
<td>96</td>
</tr>
<tr>
<td><strong>Total GGP Enrollment</strong></td>
<td>40</td>
<td>57</td>
<td>165</td>
<td>197</td>
<td>111</td>
<td>181</td>
<td>164</td>
<td>103</td>
<td>136</td>
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</table>
## Matriculation of GGP Students by Term

<table>
<thead>
<tr>
<th></th>
<th></th>
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<tbody>
<tr>
<td></td>
<td>0</td>
<td>0</td>
<td>35</td>
<td>17</td>
<td>0</td>
<td>136</td>
<td>33</td>
<td>0</td>
<td>121</td>
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</tbody>
</table>
# Average GPA of Matriculated GGP Students

<table>
<thead>
<tr>
<th>GGP Track</th>
<th>Starting Term</th>
<th>Average GGP</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spring Start, 1-Term</td>
<td>Spring 2016</td>
<td>---</td>
</tr>
<tr>
<td>Spring Start, 2-Term</td>
<td>Spring 2014</td>
<td>3.32</td>
</tr>
<tr>
<td></td>
<td>Spring 2015</td>
<td>3.31</td>
</tr>
<tr>
<td>Spring Start, 3-Term</td>
<td>Spring 2015</td>
<td>3.14</td>
</tr>
<tr>
<td></td>
<td>Spring 2016</td>
<td>---</td>
</tr>
<tr>
<td>Summer Start, 2-Term</td>
<td>Summer 2014</td>
<td>3.37</td>
</tr>
<tr>
<td></td>
<td>Summer 2015</td>
<td>3.00</td>
</tr>
<tr>
<td>Fall Start, 1-Term</td>
<td>Fall 2015</td>
<td>3.54</td>
</tr>
<tr>
<td>Fall Start, 2-Term</td>
<td>Fall 2014</td>
<td>3.16</td>
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<tr>
<td></td>
<td>Fall 2015</td>
<td>---</td>
</tr>
<tr>
<td>Fall Start, 3-Term</td>
<td>Fall 2014</td>
<td>3.15</td>
</tr>
<tr>
<td></td>
<td>Fall 2015</td>
<td>---</td>
</tr>
<tr>
<td>All GGP Students</td>
<td></td>
<td>3.20</td>
</tr>
<tr>
<td>GGP Track</td>
<td>Starting Term</td>
<td>CALS</td>
</tr>
<tr>
<td>------------------------</td>
<td>---------------</td>
<td>------</td>
</tr>
<tr>
<td>Spring Start, 1-Term</td>
<td>Spring 2016</td>
<td></td>
</tr>
<tr>
<td>Spring Start, 2-Term</td>
<td>Spring 2014</td>
<td>7</td>
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<tr>
<td></td>
<td>Spring 2015</td>
<td>1</td>
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<tr>
<td>Spring Start, 3-Term</td>
<td>Spring 2015</td>
<td>2</td>
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<tr>
<td></td>
<td>Spring 2016</td>
<td></td>
</tr>
<tr>
<td>Summer Start, 2-Term</td>
<td>Summer 2014</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>Summer 2015</td>
<td>4</td>
</tr>
<tr>
<td>Fall Start, 1-Term</td>
<td>Fall 2015</td>
<td>4</td>
</tr>
<tr>
<td>Fall Start, 2-Term</td>
<td>Fall 2014</td>
<td>6</td>
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<td></td>
<td>Fall 2015</td>
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<tr>
<td>Fall Start, 3-Term</td>
<td>Fall 2014</td>
<td>2</td>
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<tr>
<td></td>
<td>Fall 2015</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>17</td>
</tr>
</tbody>
</table>
GGP Matriculated Student
Average GPA

3.0
National Trends
Major National Trends

- College participation rates slow
- Demographic shifts
- Student academic interest
College participation rates have been a key growth driver but they have leveled at 68 percent overall.
Foreign students enrolled in U.S. institutions of higher education: 1980 to 2013

2.45 million students
70% male
497,000 degrees conferred

20.2 million students
56% female
4.5 million degrees conferred

Fall 1949

Fall 2014

Source: 2016 Digest Ed Statistics
High school graduates: Public and Non-Public
Projected change in graduates during the next 5 years (2016-17 to 2021-22)
We are in the middle of a 19 percent decline in the number of white public high school graduates

Source: WICHE, 2016
High school graduates: White Non-Hispanic

Projected change in graduates during the next 5 years (2016-17 to 2021-22)
Hispanic public high school graduates will increase by 49 percent and Asian/Pacific Islanders by 57 percent.

Source: WICHE, 2016
High school graduates: Students of Color
Projected change in graduates during the next 5 years (2016-17 to 2021-22)
An overview of top 10 student-planned educational majors: 2004-2014

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An overview of bottom 10 student-planned educational majors: 2004-2014

- Community, Family, and Personal Services
- Computer Science and Mathematics
- Communications
- Agriculture and Natural Resources Conservation
- Engineering Technology and Drafting
- Repair, Production, and Construction
- Architecture
- English and Foreign Languages
- Philosophy, Religion, and Theology
- Area, Ethnic, and Multidisciplinary Studies

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Financial Aid Changes
Changes in Applying for Aid

- President Obama's Executive Action
- Goals:
  - Simplify FAFSA (Free Application for Federal Student Aid)
  - Improve access to higher education for limited income students
  - Improve information available to families
  - More time for completing application and supporting documentation
  - Enable schools to consider awarding aid earlier
  - Reduce administrative burden on schools
Use of Prior-Prior Year Tax Information

- **Rationale:**
  - Lowest income family income and assets do not fluctuate much
  - Reduce stress and confusion for families required to complete FAFSA before taxes are due
  - IRS Data Retrieval
Early FAFSA

- Now FAFSA will open on Oct 1 for the 2017-18 academic year
- Information available to schools three months earlier to encourage schools to award aid earlier
- Year one will be a learning year for everyone
So What Does This Mean?

- Determine changes in admissions and aid timelines.
- Extended timeframe for schools and families to work together.
- Anticipate schools will receive large increase in appeals from families who feel their prior-prior year income, tax information is not relevant.
UVM’s Financial Aid Plans

Earlier priority deadline for aid applications

• From Feb 10th for incoming students to Feb 1st
• From March 1 for returning students to Feb 1st
• Transfer deadline will remain Mar 1st

• Earlier aid awards for incoming students
  • Aid awards for mid-February decision release will be on Mar 3, 2017
  • Aid awards for all remaining prospective students on Mar 17, 2017

• No change to returning student aid timeline, still early June
Other Points of Interest

- First-Year families will have 5 months instead of 5-6 weeks to complete the FAFSA before priority deadline
- SFS will begin to develop FAFSA completion workshops and assistance to improve FAFSA completion rates
- Families will have awards almost a month earlier than in the past to allow more time to make informed decisions
- We will be creating two separate financial aid brochures for prospective students, one for VT and one for non-residents
Admissions Updates
New SAT

- Move back to two-score (known as Evidenced Based Reading and Writing) and Math
- Concord all scores to new SAT
- Scores appear higher:
  - 1200 CR+M (old) → 1270 ERW+M (new)
What is the Coalition for Access, Affordability, and Success?

A diverse group of 90+ public and private U.S. colleges and universities (the Coalition) that has come together to develop tools to improve access to college, especially for low-income and first generation students, and to better support all students in the admissions process.
Affordability

Coalition schools represent a range of public schools with low-cost, in-state tuitions and private schools committed to meeting the full demonstrated need of all their admitted domestic students.
Successful Student Outcomes

Coalition schools graduate at least 70 percent of their students within six years (with many having much higher rates).
Important Dates

- Application deadlines (Nov 1 and Jan 15)
- Notification dates: (Nov 9, Dec 14, Feb 9, Mar 10)
- College/School participation:
  - Green and Gold reception (September)
  - Open House/Discovering UVM/Vermont In Person Days
  - ALANA calling (January/March)
  - VIP calling (February)
  - Counselor visit programs (January)
  - Admitted Student Visit Days (February, March, April)
Admit Pack Changes

Admit Pack

Admit Letter
#UVMsaidYes piece
Info on housing, enrollment

Welcome Letter
College/School piece
Outcomes sheet
<table>
<thead>
<tr>
<th>Scholarship Type</th>
<th>Scholarship Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>In-state</td>
<td>$2,000 - $7,000</td>
</tr>
<tr>
<td>Out-of-state</td>
<td>$8,000 - $18,000</td>
</tr>
<tr>
<td>Arts and Sciences</td>
<td>$3,000 - $4,000</td>
</tr>
<tr>
<td>Dean's Merit</td>
<td>$3,000 - $6,000</td>
</tr>
</tbody>
</table>
New Technologies
Customer Relations Management (CRM)
Enhanced Efficiencies

- Modern, dynamic database
- Robust data integrity features
- Universal search capabilities
- Streamlined data entry processes
Query & Reporting

- Dynamic data extract capabilities
- Data manipulation
- Sophisticated reporting tools
Email Delivery

- Improved ability to communicate to parents
- Liquid markup for enhanced personalization
- In-depth filtering for drip communications
- Responsive design
Visits & Events

- Improved event management tools
- Streamlined registration functionality
- Enhanced “front-facing” reservation system
Recruitment Travel

- Geo-Mapping for web display (UVM-Near-You)
- Link to school & counselor data
- Detailed trip notes and itineraries
Timeline

- Inquiry & applicant data: July/August 2016 (done!)
- Inbox (Admissions, RO, SFS): October 2016
- Orientation: January 2017
- Application review: Summer 2017
- Colleges/Schools: 2018 academic year
QUESTIONS?