

Enrollment Management Report for Faculty Senate

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February 18, 2021

Overall Enrollment

Spring 2021 Enrollments			
Campus	Career	#	% Change from Spring 2020
Main	Undergraduate/Associate	16,700	-4.9%
	Graduate	4,318	-0.9%
	<i>Total</i>	<i>21,018</i>	<i>-4.1%</i>
Branch	<i>Total (Associate)</i>	<i>1,480</i>	<i>-26.4%</i>
	<i>UWM Total</i>	<i>22,498</i>	<i>-6.0%</i>

Applications and Admissions

Fall 2021 Applications and Admissions

Campus	Admit Group	Applications		Gross Admits		Net Admits	
		#	% Change (Fall 21 vs. Fall 20)	#	% Change from Last Year	#	% Change from Last Year
Main	New Freshmen	12,471	45.7%	10,198	84.5%	9,856	80.0%
	New Transfers	956	-12.3%	433	-4.6%	431	-4.9%
	New Graduates	2,978	-0.8%	619	3.5%	600	2.2%
Branch	New Freshmen	498	-21.2%	394	25.1%	387	24.4%
	New Transfers	47	23.7%	21	23.5%	19	11.8%

Recruitment Efforts

- Changes for this year:
 - EAB campaign for application generation
 - Scholarship coordination including expanded Chancellor's Merit Scholarship awards
 - Common App
 - Funded applications/free applications

Re-enrollment Efforts

- Re-enrollment campaigns were successful, leading to relatively better spring returns.
- Progress Reports and Persistence Action Team are critical to our outreach efforts to help students

Engagement Opportunities

- We expect yield to be a challenge. To that end,
 - Refining fee and confirmation structures
 - Optimizing and coordinating prospective student communication
 - School/college yield targets
 - School/college road show