

# Enrollment and Retention Report

Board of Trustees

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# Enrollment Funnel



- Likely suspects: ??
- Prospects: ~25,000
- Applicants: ~4700
- Admits: ~3800
- Enrolled: ~1850

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12 counselors managing freshman recruitment regions/activities

2 counselors managing transfer regions/activities

4 counselors/assoc/dir managing supporting activities

# NMU Total Enrollments



# Fall 2006 Highlights

- Fall 2006 New Freshman cohort comparable to last two record high levels
  - First-time, full-time freshmen= 1,750 (1,754)
  - Baccalaureate first-time, full-time new freshmen = 1,366 (1,372)
- Baccalaureate academic credentials approaching record high levels of Fall 2005
- Graduate enrollments continuing to rebound
- 3<sup>rd</sup> and 5<sup>th</sup> semester retention rates continue to climb
  - First-time, full-time new freshman 3<sup>rd</sup> semester retention rate up to 70.4%
  - 2005 Baccalaureate first-time, full-time 3<sup>rd</sup> semester retention rate = 75.2% (all-time record high for NMU)
  - 2004 Baccalaureate first-time, full-time 5<sup>th</sup> semester retention rate = 61.4% (all-time record high for NMU)



# New Freshmen 3<sup>rd</sup> Semester Retention Rates



◆ Baccalaureate

# Factors Influencing Higher Retention Rates for Fall 2005

- Higher baccalaureate academic credentials
- Continued growth of First Year Experience (FYE) program (now 58% of all new freshmen)
- Successful segmentation of new freshman cohort into target groups with appropriate interventions:
  - College Transition Program (CTP) 3<sup>rd</sup> semester retention rate has grown from 42.1% in Fall 2000 to 52.7% in Fall 2005
  - Freshman Probation (FP) program 3<sup>rd</sup> semester retention rate has grown from 50.9% in Fall 2000 to 63.8% in Fall 2005

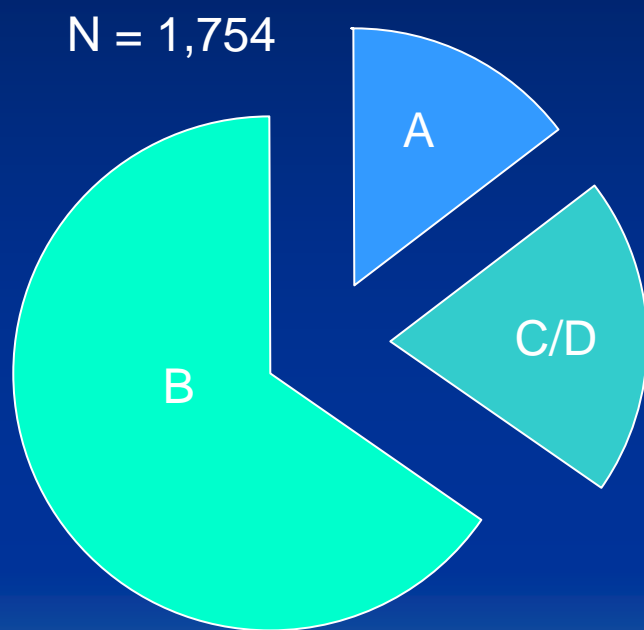


# Action Steps for Enhancing Retention for Fall 2006 New Freshmen

- Increase sophistication of segmentation efforts through intensive institutional research
- Design targeted academic and student support programs to specific full-time freshman subgroups
- If necessary, provide “triage” programs to help students recover from a poor 1<sup>st</sup> semester at NMU




# Segmenting First-Time Full-time New Freshman Populations – Fall 2005 (A Sample)



■ Baccalaureate   ■ Associate  
■ Diploma/Certif

- Baccalaureate degree 3<sup>rd</sup> semester retention rate is 75.2%
- Associate degree 3<sup>rd</sup> semester retention rate is 56.0%
- Diploma/Certificate 3<sup>rd</sup> semester retention rate is 55.6% (including certificates awarded)

# Comparative 3<sup>rd</sup> Semester retention rates by sample Fall 2005 F-t, F-t New Freshman Subgroups (N = 1,754)

- FYE Regular Admit Freshmen = 79.4%
  - Freshman Probation (FP) = 63.8%
  - Caucasian = 70.9%
  - Female = 74.2%
  - 1<sup>st</sup> Generation = 69.9%
  - At academic risk plus Pell eligible = 55.0%
  - Non FYE Regular Admit Freshmen = 68.5%
  - College Transitions (CTP) = 52.7%
  - Non-Caucasian = 62.0%
  - Male = 67.0%
  - Pell Eligible = 61.2%
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# Comparative 3<sup>rd</sup> Semester retention rates by Fall 2005 Subgroups

## An example of a “triage” program

- In Fall 2005 a total of 835 new freshmen did not participate in the FYE program
- 206 or 25% achieved less than a “c” in Fall 2005
- Of these 206 students, only 75 returned in Fall 2006 for a 3<sup>rd</sup> semester retention rate of 36.4%
- If a Winter 2006 FYE-type intervention was required for these 206 students, the “recovery” of only 20 additional students would increase the 3<sup>rd</sup> semester retention rate by 10% and would generate considerable 2006-07 tuition revenue

# Retention Goals for NMU

While maintaining access for students, particularly for those from the Upper Peninsula we will:

- Raise the average baccalaureate 3<sup>rd</sup> semester retention rate to 80% (This would be higher than the rates for CMU and GVSU)
- Raise the average non-baccalaureate 3<sup>rd</sup> semester retention rate to 65%.
- Increase retention of each identified and targeted sub group of first-time, full-time new freshmen



- Questions?

