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
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
• 3rd and 5th semester retention rates continue to climb
  – First-time, full-time new freshman 3rd semester retention rate up to 70.4%
  – 2005 Baccalaureate first-time, full-time 3rd semester retention rate = 75.2% (all-time record high for NMU)
  – 2004 Baccalaureate first-time, full-time 5th semester retention rate = 61.4% (all-time record high for NMU)
New Freshmen 3rd Semester Retention Rates

Retention Rates:
- 68.4 in 1996
- 69.5 in 1998
- 68.9 in 2000
- 72.1 in 2001
- 72.3 in 2003
- 73.3 in 2004
- 72.9 in 2005
- 75.2 in 2006

Highest Ever
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) 3rd semester retention rate has grown from 42.1% in Fall 2000 to 52.7% in Fall 2005
  - Freshman Probation (FP) program 3rd 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 though 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\textsuperscript{st} semester at NMU
Segmenting First-Time Full-time New Freshman Populations – Fall 2005 (A Sample)

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

N = 1,754
Comparative 3\textsuperscript{rd} 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\textsuperscript{st} 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%
Comparative 3rd 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 3rd 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 3rd 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 3rd semester retention rate to 80% (This would be higher than the rates for CMU and GVSU)
• Raise the average non-baccalaureate 3rd semester retention rate to 65%.
• Increase retention of each identified and targeted sub group of first-time, full-time new freshmen
• Questions?