



ENROLLMENT UPDATE



ENROLLMENT FUNNEL

PROSPECTS

RESPONDENTS

APPLICANTS

ADMITTED

FINANCIAL AID

BEAR TRACKS

DEPOSITS/NSO

ENROLLED



ADMISSIONS FUNNEL DATA

	2014	2015	2016	2017	2018	5-Year Change	Slope
Applicants	6996	7370	8153	7695	6607	-5.56%	-45
Admits	6361	6524	7486	6953	5765	-9.37%	-76
Admit (%)	90.9%	88.5%	91.8%	90.4%	87.3%	-4.03%	-0.5%
Matriculants	2719	2496	2338	2254	2034	-25.19%	-161
Yield (%)	42.7%	38.3%	31.2%	32.4%	35.3%	-17.46%	-2.1%

- The table examines admissions funnel data for first-time, full-time college students who applied to, were admitted to, or enrolled at University of Montana.
- Overall, UM applications have declined over the past five years.
- This has affected the number of students admitted and enrolled (matriculants). More important, enrollment yield has decreased by more than 17 percent.

ENROLLMENT YIELD

	2014	2015	2016	2017	2018	Mean	Slope
FTFT	39.60%	34.32%	27.05%	28.70%	30.78%	32.09%	-2.33%
Transfer	53.71%	52.11%	50.49%	49.72%	56.49%	52.50%	0.32%
Total	42.74%	38.26%	31.23%	32.42%	35.28%	35.99%	-2.08%

- The table above shows trends in enrollment yield among incoming freshman and transfer students.
- Enrollment yield is more than a statistic of student decision-making. It is a precursor to identifying problematic issues with recruitment and, even more broadly, to identifying possible systemic marketing and messaging misfires.
- **Over the past five years, enrollment yield has declined at a rate of 2.1 percent.**
 - **First-time freshman enrollment has declined at a rate of 2.3 percent**
 - **Transfer student enrollment, however, has increased slightly, from 53.7 percent in 2014 to 56.5 percent in 2018.**

GEOGRAPHIC DISTRIBUTION

	2014	2015	2016	2017	2018	Mean	5-Year Change	Slope
In-State	65.94%	68.07%	63.60%	65.22%	66.57%	65.88%	0.95%	-0.16%
Out-of-State	34.06%	31.93%	36.40%	34.78%	33.43%	34.12%	-1.84%	0.16%
WUE States	10.45%	9.54%	9.71%	10.78%	10.62%	10.22%	1.67%	0.16%
All Other States	23.61%	22.40%	26.69%	24.00%	22.81%	23.90%	-3.39%	0.00%

- Over the past five years, the majority of students enrolled at UM came from Montana.
 - Among out-of-state students, an average of 10 percent came from WUE states and 23.9 percent from other states.

STUDENT PROFILE

	Status	Admissions metric	Mean	Median	25th percentile	50th percent ile	75th percent ile
First-Time, Full-Time Freshman (FTFT)	Matric	High School GPA	3.23	3.31	2.84	3.31	3.70
		SAT	1078	1080	980	1080	1190
		ACT	23	22	19	22	26
	Non-Matric	High School GPA	3.48	3.40	2.97	3.40	3.76
		SAT	1095	1100	980	1100	1210
		ACT	23	23	20	23	26
Transfer	Matric	College GPA	3.00	3.11	2.58	3.11	3.52
	Non-Matric	College GPA	3.01	3.08	2.60	3.08	3.50

- The table above shows the academic profiles for incoming freshman and transfer students. Overall, students at UM have an average GPA of less than 3.25 and average SAT scores of 1078 and average ACT scores of 22.

MONTANA

- Over the past five years, UM's student enrollment from Montana has taken a large hit. Among the top 10 producing counties, five have declined.
 - Furthermore, the 10 top counties account for over 80 percent of Montana enrollment and 50 percent UM's total enrollment.
- Eight counties have the best potential to increase enrollment:

Big Horn	Park
Hill	Richland
Jefferson	Rosebud
Lincoln	Stillwater
- These counties can produce new students, but the population size does not nearly match the current size of counties from which UM is drawing the most students.

OREGON

- Oregon is comprised of 25 counties, and the majority of Oregon matriculants at UM are from a small number of counties.
 - The top five counties produce more than 50 percent of Oregon's student population at University of Montana.
 - Matriculants from Oregon have been highly centralized to counties with the largest populations. All counties have a population of over 175,000 residents and have high educational attainment.
- After benchmarking these counties and examining enrollment data, we determined that five counties have greatest opportunities for UM to grow enrollment:
 - Linn
 - Marion
 - Polk
 - Umatilla
 - Yamhill

WASHINGTON

- Washington enrollment is declining among many counties.
 - The top five counties account for an average of more than 60 percent of Washington matriculants.
 - King County produces 32 percent of Washington matriculants. However, King County enrollment has been declining rapidly over the last five years, accounting for only 27.46 percent in 2018 compared to 36.6 percent in 2014.
- Like Montana and Oregon, recruitment has been most successful in the most highly populated areas in Washington.
 - Fortunately (given the decline in King County), Washington is comprised of far larger counties than Montana and Oregon.
- After benchmarking demographics and enrollment trends, we determined that 5 Washington counties have greatest potential for enrollment growth:

Benton Grant
Cowlitz Yakima
Franklin

TAKEAWAYS

- New market opportunities in Montana, Oregon and Washington.
- Admission trends by student characteristics.
 - Findings show over the past five years, applicants, admits and matriculants have declined.
 - Specifically, and important to note, the number of matriculants has decreased from 2,719 in 2014 to 2,034 in 2018 — a 25 percent decrease.
 - Moreover, enrollment yield has decreased by 17.5 percent over the past five years.
- In the past five years, the percentage of UM student enrollment has slightly shifted state-by-state.
 - The percentage of students from Montana has remained fairly consistent, while out-of-state recruitment has decreased by 1.84 percent.
 - Importantly, the percentage of students enrolling from WUE states increased between 2014 and 2018

HOW STUDENTS COME TO US

- We buy their names
- We receive a “Refer a Griz”
- They complete a prospect card at an event, visit or fair
- They submit an inquiry from the website
- They send us test scores
- They send us their FAFSA
- They send us their transcripts
- They reach out to us on social media
- They apply
 - Ghosts

MARKETING TO STUDENTS

- Digital ads — web and social media
- Collateral pieces
- Letters
- Postcards
- Emails
- Texts
- Calls
- Instant messaging

COMMUNICATION FLOWS

Three types

- **Marketing**
 - For inquiries
 - To admit
 - General
 - Major-specific
- **Informational/transactional**
- **Decisions**

WEEKLY REPORTS

- Comparison of data from this week to same time last year (STLY)
- Overall campus numbers
 - Mountain
 - Missoula College
 - Grad School
- Data from colleges/schools/departments

LISTS OF ADMITS

- Students admitted to UM, indicated your college/school/program
- Look at all columns before contacting — helps with conversation
 - Decision
 - Registered for Bear Tracks
 - Completed AIQ
 - Applied for housing
 - Accepted financial aid package

LIST OF INQUIRIES

- Students inquiring about UM, indicated your college/school/program
- Look at all columns before contacting — helps with conversation
 - Preferred name
 - Old major

UNDECLAREDS

- We are including them for every college
- Ground rules
 - Conversations should be wholly positive and upbeat
 - Do not disparage the University, another department or another university (it's not nice and we hear about it from students and parents)
 - If you want to reach out to this population, please let us know
 - Keep excellent notes about result of call
 - Report notes back to Enrollment Management

ENROLLMENT 2019-20

MOUNTAIN CAMPUS

ADMIT DESCRIPTION	Fall 19 Apps	Fall 18 Apps STLY	Percentage Increase- Apps	Fall 18 Apps-Final	Fall 19 Acpt	Fall 18 Acpt STLY	Percentage Increase- Admitted	Fall 18 Acpt-Final
Freshman Early Admit								
Freshman Nontraditional	87	76	14%	187	65	49	33%	140
Freshman Traditional	3,942	4,350	-9%	4,642	3,611	3,713	-3%	4,087
Nondegree	13	12	8%	103	9	3	200%	85
Transfer	717	653	10%	1,222	511	485	5%	1,049
TOTAL	4,759	5,091	-7%	6,154	4,196	4,250	-7%	5,361

MISSOULA COLLEGE

ADMIT DESCRIPTION	Fall 19 Apps	Fall 18 Apps STLY	Percentage Increase- Apps	Fall 18 Apps-Final	Fall 19 Acpt	Fall 18 Acpt STLY	Percentage Increase- Admitted	Fall 18 Acpt-Final
Freshman Early Admit	11	1		43	11	1	1,000%	43
Freshman Nontraditional	34	45	-24%	149	13	30	-57%	116
Freshman Traditional	396	356	11%	497	368	322	14%	488
Nondegree	1	0	100%	2	1	0	100%	2
Transfer	101	91	11%	326	73	61	20%	293
TOTAL	543	493	10%	1017	466	414	13%	942

Graduate School

ADMIT DESCRIPTION	Fall 19 Apps	Fall 18 Apps STLY	Percentage Increase- Apps	Fall 18 Apps-Final	Fall 19 Acpt	Fall 18 Acpt STLY	Percentage Increase- Admitted	Fall 18 Acpt-Final
Doctoral	768	884	-13%	1071	138	117	18%	346
Nondegree				94				94
Master's	756	897	-16%	1066	392	399	-2%	612
Specialist	25	23	9%	31	11	9	22%	18
TOTAL	1,549	1,804	-14%	2,262	541	525	3%	1,070

RESIDENCY COMPARISON — MOUNTAIN

Residency	Fall 19 apps	Fall 18 apps — STLY	Fall 18 apps — census	Fall 19 admits	Fall 18 admits — STLY	Fall 18 admits — census	Increase apps	Increase admits
In-state	1,887	1,960	2,571	1,683	1,674	2,077	-4%	1%
Out-of-state	1,536	2,391	2,814	1,261	1,854	1,794	-36%	-32%
WUE	1,288	740	769	1,251	722	555	74%	73%
TOTAL	4,711	5,091	6,154	4,195	4,250	4,426	-7%	-1%

RESIDENCY COMPARISON — MISSOULA

Residency	Fall 19 apps	Fall 18 apps — STLY	Fall 18 apps — census	Fall 19 admits	Fall 18 admits — STLY	Fall 18 admits — census	Increase apps	Increase admits
In-state	410	397	829	372	337	744	3%	10%
Out-of-state	115	96	188	93	77	148	20%	21%
TOTAL	525	493	1,017	465	414	892	6%	12%

RESIDENCY COMPARISON — GRADUATE

Residency	Fall 19 apps	Fall 18 apps — STLY	Fall 18 apps — census	Fall 19 admits	Fall 18 admits — STLY	Fall 18 admits — census	Increase apps	Increase admits
In-state	208	246	409	172	173	343	-15%	-1%
Out-of-state	1,352	1,575	1,870	377	360	513	-14%	5%
TOTAL	1,560	1,821	2,279	549	533	856	-14%	3%

BEAR TRACKS REGISTRATIONS

Date	Students	Guests	Status
April 12	59 attended		Closed, at capacity
April 19	155 registered	232	Closed, at capacity
April 26	169 registered	245	Closed, at capacity
May 10	114 registered	161	Closed, at capacity
June 7	130 registered	211	Still open
Online	155 registered		23 complete
TOTALS	782	849	

HOUSING

Gender	New first-time	New transfer	Continuing
Male	287 (+48)	10 (-21)	119 (-35)
Female	476 (+62)	23 (-31)	178 (-78)
TOTAL	763 (+110)	33 (-52)	297 (-113)
	TOTAL — 796 (new students)		

PROJECTIONS FOR NEXT YEAR

Year	Percent increase	No. of apps	No. of enrolled
2020	2 percent	7,314	2,690
2021	3 percent	7,533	2,770
2022	5 percent	7,909	2,908

As 2019 is likely to come in nearly flat, 2018 numbers were used
Fall 18 funnel

Acquisitions	278,807
Inquiries	32,809
Applicants	7,171
Admits	6,256
Enrolled	2,638