ENROLLMENT UPDATE
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.
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

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

- 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.
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.
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 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
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

<table>
<thead>
<tr>
<th>ADMIT DESCRIPTION</th>
<th>Fall 19 Apps</th>
<th>Fall 18 Apps STLY</th>
<th>Percentage Increase-Apps</th>
<th>Fall 18 Apps-Final</th>
<th>Fall 19 Acpt</th>
<th>Fall 18 Acpt STLY</th>
<th>Percentage Increase-Admitted</th>
<th>Fall 18 Acpt-Final</th>
</tr>
</thead>
<tbody>
<tr>
<td>Freshman Early Admit</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Freshman Traditional</td>
<td>3,942</td>
<td>4,350</td>
<td>-9%</td>
<td>4,642</td>
<td>3,611</td>
<td>3,713</td>
<td>-3%</td>
<td>4,087</td>
</tr>
<tr>
<td>Nondegree</td>
<td>13</td>
<td>12</td>
<td>8%</td>
<td>103</td>
<td>9</td>
<td>3</td>
<td>200%</td>
<td>85</td>
</tr>
<tr>
<td>Transfer</td>
<td>717</td>
<td>653</td>
<td>10%</td>
<td>1,222</td>
<td>511</td>
<td>485</td>
<td>5%</td>
<td>1,049</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>4,759</strong></td>
<td><strong>5,091</strong></td>
<td><strong>-7%</strong></td>
<td><strong>6,154</strong></td>
<td><strong>4,196</strong></td>
<td><strong>4,250</strong></td>
<td><strong>-7%</strong></td>
<td><strong>5,361</strong></td>
</tr>
</tbody>
</table>
## MISSOULA COLLEGE

<table>
<thead>
<tr>
<th>ADMIT DESCRIPTION</th>
<th>Fall 19 Apps</th>
<th>Fall 18 Apps STLY</th>
<th>Percentage Increase-Apps</th>
<th>Fall 18 Apps-Final</th>
<th>Fall 19 Acpt</th>
<th>Fall 18 Acpt STLY</th>
<th>Percentage Increase-Admitted</th>
<th>Fall 18 Acpt-Final</th>
</tr>
</thead>
<tbody>
<tr>
<td>Freshman Early Admit</td>
<td>11</td>
<td>1</td>
<td></td>
<td>43</td>
<td>11</td>
<td>1</td>
<td>1000%</td>
<td>43</td>
</tr>
<tr>
<td>Freshman Nontraditional</td>
<td>34</td>
<td>45</td>
<td>-24%</td>
<td>149</td>
<td>13</td>
<td>30</td>
<td>-57%</td>
<td>116</td>
</tr>
<tr>
<td>Freshman Traditional</td>
<td>396</td>
<td>356</td>
<td>11%</td>
<td>497</td>
<td>368</td>
<td>322</td>
<td>14%</td>
<td>488</td>
</tr>
<tr>
<td>Nondegree</td>
<td>1</td>
<td>0</td>
<td>100%</td>
<td>2</td>
<td>1</td>
<td>0</td>
<td>100%</td>
<td>2</td>
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<tr>
<td>Transfer</td>
<td>101</td>
<td>91</td>
<td>11%</td>
<td>326</td>
<td>73</td>
<td>61</td>
<td>20%</td>
<td>293</td>
</tr>
<tr>
<td>TOTAL</td>
<td>543</td>
<td>493</td>
<td>10%</td>
<td>1017</td>
<td>466</td>
<td>414</td>
<td>13%</td>
<td>942</td>
</tr>
</tbody>
</table>
### Graduate School

<table>
<thead>
<tr>
<th>ADMIT DESCRIPTION</th>
<th>Fall 19 Apps</th>
<th>Fall 18 Apps STLY</th>
<th>Percentage Increase-Apps</th>
<th>Fall 18 Apps-Final</th>
<th>Fall 19 Acpt</th>
<th>Fall 18 Acpt STLY</th>
<th>Percentage Increase-Admitted</th>
<th>Fall 18 Acpt-Final</th>
</tr>
</thead>
<tbody>
<tr>
<td>Doctoral</td>
<td>768</td>
<td>884</td>
<td>-13%</td>
<td>1071</td>
<td>138</td>
<td>117</td>
<td>18%</td>
<td>346</td>
</tr>
<tr>
<td>Nondegree</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>94</td>
</tr>
<tr>
<td>Master’s</td>
<td>756</td>
<td>897</td>
<td>-16%</td>
<td>1066</td>
<td>392</td>
<td>399</td>
<td>-2%</td>
<td>612</td>
</tr>
<tr>
<td>Specialist</td>
<td>25</td>
<td>23</td>
<td>9%</td>
<td>31</td>
<td>11</td>
<td>9</td>
<td>22%</td>
<td>18</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>1,549</strong></td>
<td><strong>1,804</strong></td>
<td><strong>-14%</strong></td>
<td><strong>2,262</strong></td>
<td><strong>541</strong></td>
<td><strong>525</strong></td>
<td><strong>3%</strong></td>
<td><strong>1,070</strong></td>
</tr>
<tr>
<td>Residency</td>
<td>Fall 19 apps</td>
<td>Fall 18 apps — STLY</td>
<td>Fall 18 apps — census</td>
<td>Fall 19 admits</td>
<td>Fall 18 admits — STLY</td>
<td>Fall 18 admits — census</td>
<td>Increase apps</td>
<td>Increase admits</td>
</tr>
<tr>
<td>-----------------</td>
<td>--------------</td>
<td>---------------------</td>
<td>-----------------------</td>
<td>----------------</td>
<td>----------------------</td>
<td>-------------------------</td>
<td>---------------</td>
<td>-----------------</td>
</tr>
<tr>
<td>In-state</td>
<td>1,887</td>
<td>1,960</td>
<td>2,571</td>
<td>1,683</td>
<td>1,674</td>
<td>2,077</td>
<td>-4%</td>
<td>1%</td>
</tr>
<tr>
<td>Out-of-state</td>
<td>1,536</td>
<td>2,391</td>
<td>2,814</td>
<td>1,261</td>
<td>1,854</td>
<td>1,794</td>
<td>-36%</td>
<td>-32%</td>
</tr>
<tr>
<td>WUE</td>
<td>1,288</td>
<td>740</td>
<td>769</td>
<td>1,251</td>
<td>722</td>
<td>555</td>
<td>74%</td>
<td>73%</td>
</tr>
<tr>
<td>TOTAL</td>
<td>4,711</td>
<td>5,091</td>
<td>6,154</td>
<td>4,195</td>
<td>4,250</td>
<td>4,426</td>
<td>-7%</td>
<td>-1%</td>
</tr>
</tbody>
</table>
# Residency Comparison — Missoula

<table>
<thead>
<tr>
<th>Residency</th>
<th>Fall 19 apps</th>
<th>Fall 18 apps — STLY</th>
<th>Fall 18 apps — census</th>
<th>Fall 19 admits</th>
<th>Fall 18 admits — STLY</th>
<th>Fall 18 admits — census</th>
<th>Increase apps</th>
<th>Increase admits</th>
</tr>
</thead>
<tbody>
<tr>
<td>In-state</td>
<td>410</td>
<td>397</td>
<td>829</td>
<td>372</td>
<td>337</td>
<td>744</td>
<td>3%</td>
<td>10%</td>
</tr>
<tr>
<td>Out-of-state</td>
<td>115</td>
<td>96</td>
<td>188</td>
<td>93</td>
<td>77</td>
<td>148</td>
<td>20%</td>
<td>21%</td>
</tr>
<tr>
<td>TOTAL</td>
<td>525</td>
<td>493</td>
<td>1,017</td>
<td>465</td>
<td>414</td>
<td>892</td>
<td>6%</td>
<td>12%</td>
</tr>
</tbody>
</table>
# Residency Comparison — Graduate

<table>
<thead>
<tr>
<th>Residency</th>
<th>Fall 19 apps</th>
<th>Fall 18 apps — STLY</th>
<th>Fall 18 apps — census</th>
<th>Fall 19 admits</th>
<th>Fall 18 admits — STLY</th>
<th>Fall 18 admits — census</th>
<th>Increase apps</th>
<th>Increase admits</th>
</tr>
</thead>
<tbody>
<tr>
<td>In-state</td>
<td>208</td>
<td>246</td>
<td>409</td>
<td>172</td>
<td>173</td>
<td>343</td>
<td>-15%</td>
<td>-1%</td>
</tr>
<tr>
<td>Out-of-state</td>
<td>1,352</td>
<td>1,575</td>
<td>1,870</td>
<td>377</td>
<td>360</td>
<td>513</td>
<td>-14%</td>
<td>5%</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>1,560</strong></td>
<td><strong>1,821</strong></td>
<td><strong>2,279</strong></td>
<td><strong>549</strong></td>
<td><strong>533</strong></td>
<td><strong>856</strong></td>
<td><strong>-14%</strong></td>
<td><strong>3%</strong></td>
</tr>
</tbody>
</table>
## BEAR TRACKS REGISTRATIONS

<table>
<thead>
<tr>
<th>Date</th>
<th>Students</th>
<th>Guests</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>April 12</td>
<td>59 attended</td>
<td></td>
<td>Closed, at capacity</td>
</tr>
<tr>
<td>April 19</td>
<td>155 registered</td>
<td>232</td>
<td>Closed, at capacity</td>
</tr>
<tr>
<td>April 26</td>
<td>169 registered</td>
<td>245</td>
<td>Closed, at capacity</td>
</tr>
<tr>
<td>May 10</td>
<td>114 registered</td>
<td>161</td>
<td>Closed, at capacity</td>
</tr>
<tr>
<td>June 7</td>
<td>130 registered</td>
<td>211</td>
<td>Still open</td>
</tr>
<tr>
<td>Online</td>
<td>155 registered</td>
<td></td>
<td>23 complete</td>
</tr>
<tr>
<td><strong>TOTALS</strong></td>
<td><strong>782</strong></td>
<td><strong>849</strong></td>
<td></td>
</tr>
</tbody>
</table>
## HOUSING

<table>
<thead>
<tr>
<th>Gender</th>
<th>New first-time</th>
<th>New transfer</th>
<th>Continuing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>287 (+48)</td>
<td>10 (-21)</td>
<td>119 (-35)</td>
</tr>
<tr>
<td>Female</td>
<td>476 (+62)</td>
<td>23 (-31)</td>
<td>178 (-78)</td>
</tr>
<tr>
<td>TOTAL</td>
<td>763 (+110)</td>
<td>33 (-52)</td>
<td>297 (-113)</td>
</tr>
</tbody>
</table>

TOTAL — 796 (new students)
## PROJECTIONS FOR NEXT YEAR

<table>
<thead>
<tr>
<th>Year</th>
<th>Percent increase</th>
<th>No. of apps</th>
<th>No. of enrolled</th>
</tr>
</thead>
<tbody>
<tr>
<td>2020</td>
<td>2 percent</td>
<td>7,314</td>
<td>2,690</td>
</tr>
<tr>
<td>2021</td>
<td>3 percent</td>
<td>7,533</td>
<td>2,770</td>
</tr>
<tr>
<td>2022</td>
<td>5 percent</td>
<td>7,909</td>
<td>2,908</td>
</tr>
</tbody>
</table>

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