

An Enrollment Planning Discussion with
Budget Planning Council

Division of Enrollment Management: Units and Leadership

www.ohio.edu/enrollment-management

- **Undergraduate Admissions:** Dr. Mateo Remsburg, AVP and executive director
- **OHIO Online Enrollment:** Ginny Valentin, senior director
- **Enrollment Marketing and Operations:** Katie Troyer, senior director
- **Office of Student Financial Aid and Scholarships:** Valerie Miller, executive director of Student Financial Aid and Scholarships
- **Office of the University Registrar:** Deb Benton, University Registrar
 - Veterans and Military Student Services Center: Terry St. Peter, director
- **Enrollment Initiatives:** Rob Callahan, senior director

Division Support

- Jennifer Dillie, senior business manager
- Justine Beasecker, special projects manager and assistant to the vice president

Enrollment Management Planning Groups 2022-2023

Group	Purpose	Notes
Strategic Enrollment Executive Group	Deciding	Dedicated convenings of Executive Budget Group to enact decisions related to strategic enrollment management and associated resources. <i>Includes President, EVPP, VPFA, and support personnel.</i>
Enrollment Strategy Steering Group <i>Replaced SEEC Enrollment Growth Subgroup</i>	Recommending	Prepares and advances strategic and resource recommendations with input from other groups. Validates enrollment projections. <i>Composition: VP UCM, VP EM, Deans (2), VP Undergraduate Education, Academic Budget Office</i>
Strategic Enrollment Advisory Group <i>Replaced SEEC</i>	Advisory	Cross-functional group with representation from all divisions and faculty senate. Includes ad hoc working groups.
Scholarship Leveraging Group	Recommending	Supports design and implementation of OHIO's strategic use of aid to optimize enrollment, generate revenue, and achieve desired profile.
University Recruitment Council	Informational	Modeled after University Academic Advising Council, a University-wide, all-are-welcome group to share recruitment and yield best practices, trends and opportunities for involvement.
Other groups as needed	Variable	Examples: CC+ Strategy, RHE Enrollment Integration

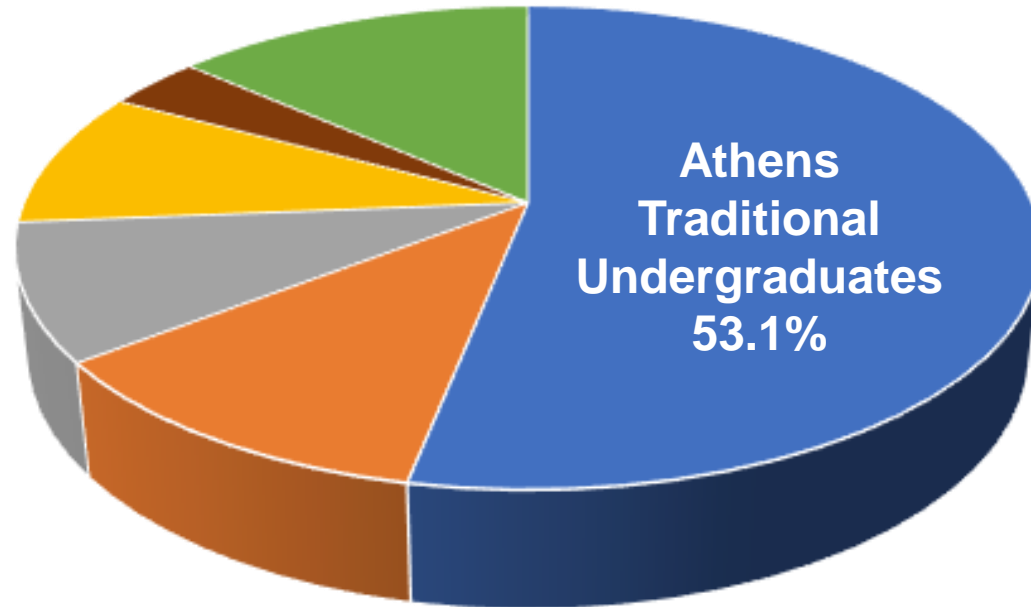
Featured Enrollment Initiatives

- Regain lost share and expanding new markets
- Enhance targeted recruitment, with emphasis on diversity and special populations
- Evolve the role of academics in recruitment and yield
- Support scholarship leveraging for regional campuses
- Implement a new transfer credit experience
- Optimize College Credit Plus as a pipeline
- Innovate our technology infrastructure for enrollment and student success
- Hire, retain, and support the growth and development of talented EM staff
- Further expand OHIO Online enrollment efforts, including community college partnerships and diverse employer partner pipelines

Quick Recap:
Fall 2022 Enrollment
Outcomes

Total University Enrollment

Fall 2022 Preliminary Final Census Headcount



Slight upward shift in proportion of Athens campus traditional undergraduates in Fall 2022 (50.6% in 2021).

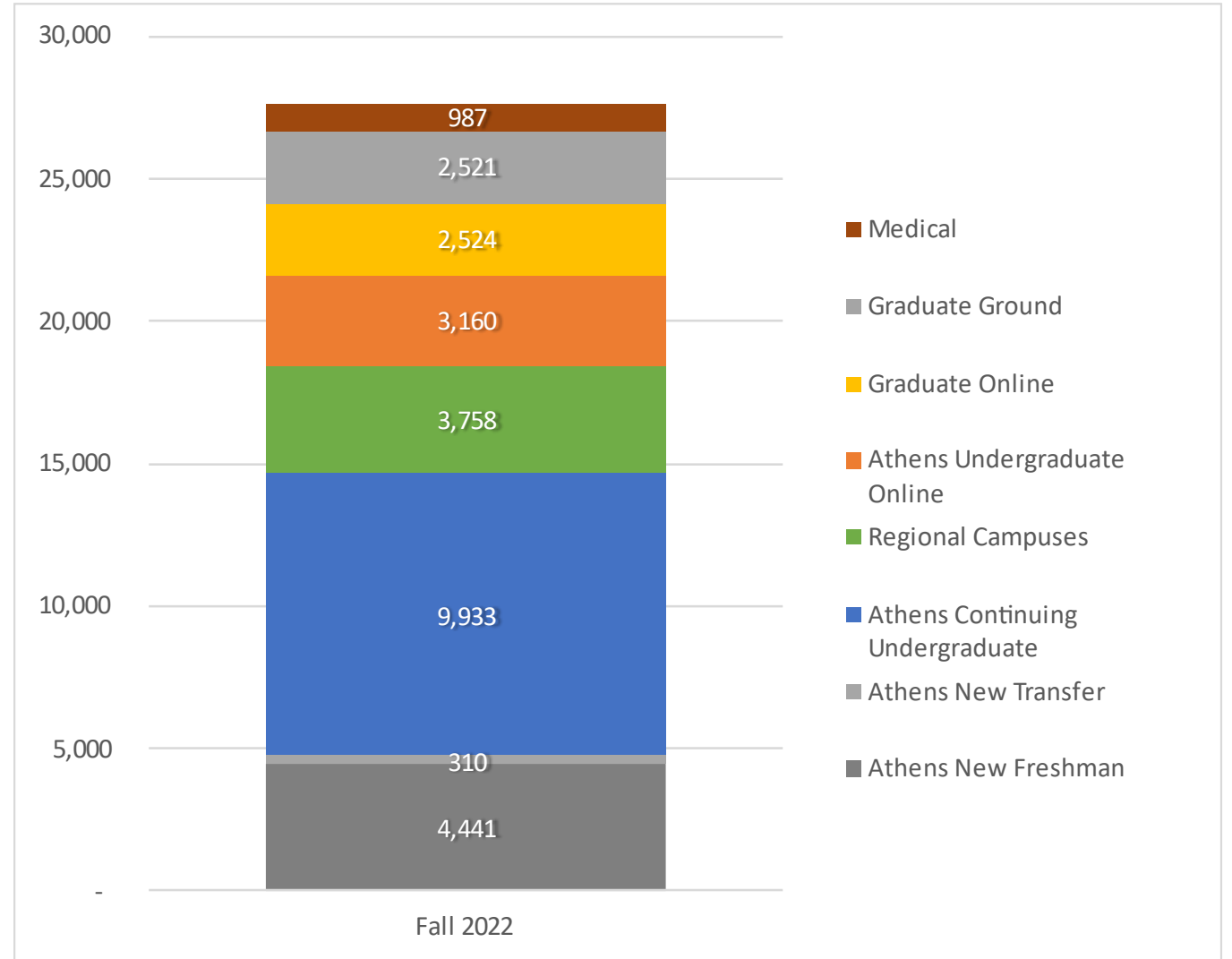
- Athens Undergraduate Traditional
- Athens Undergraduate Online
- Graduate Ground
- Graduate Online
- Medical
- Regional Campuses

Total University Enrollment

Fall 2022 Preliminary Final Census Total Headcount: **27,634**

Census date: 9/5/2022
Diff vs. 2021: -1,136 (-3.9%)

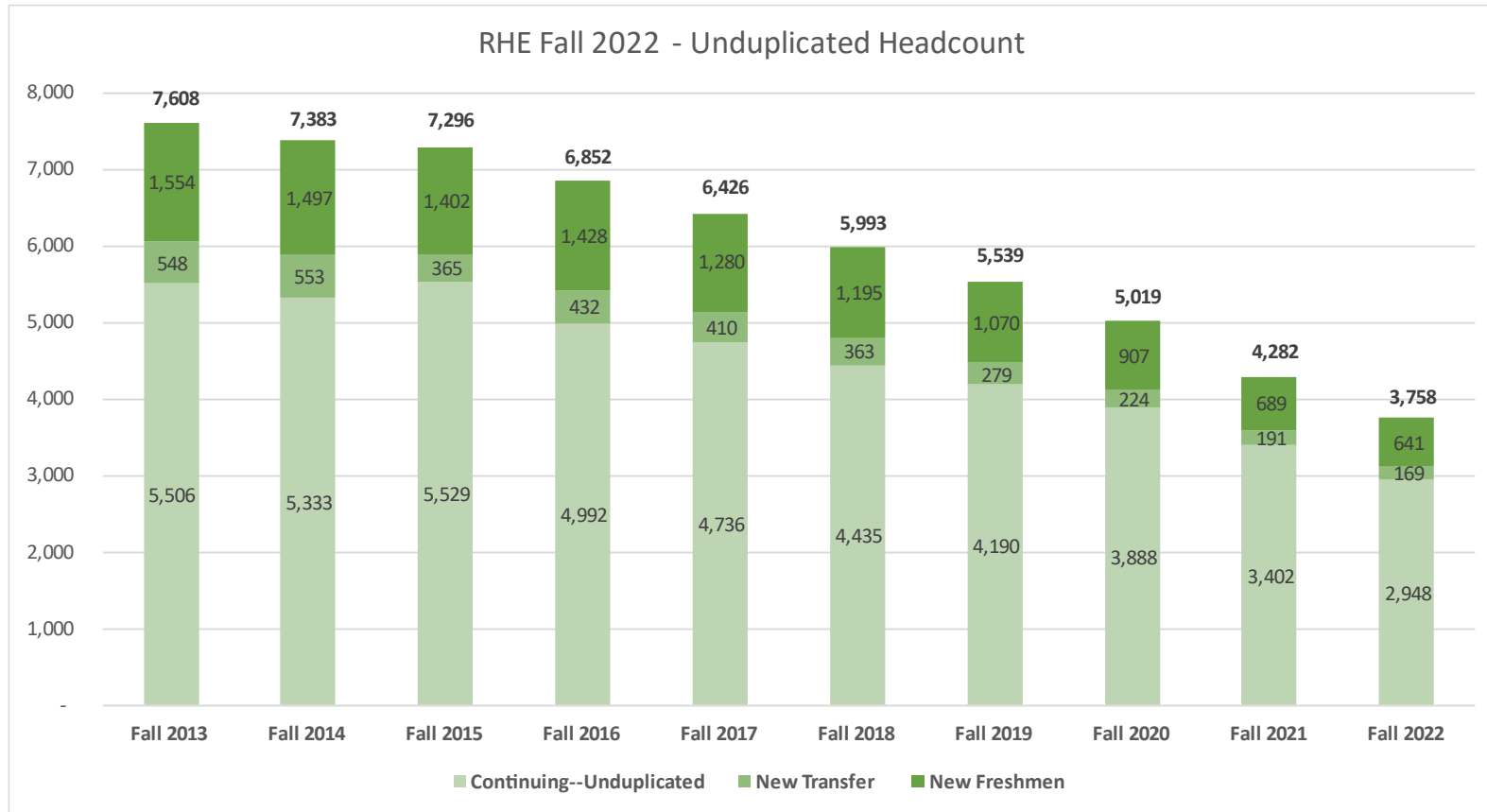
Data considered preliminary; changes are anticipated due to multiple-start online programs.



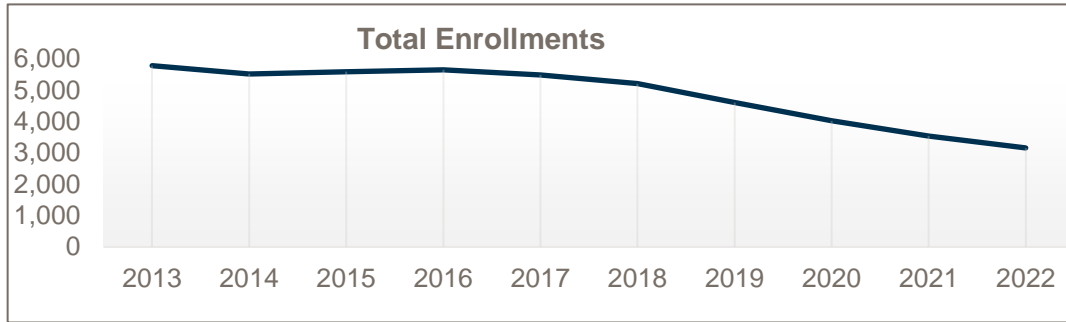
Regional Campuses

RHE Census Enrollment: 3,758

- Difference vs. 2021: -524 (-12.2%)
- Credit hours will continue to include Athens students taking RHE courses

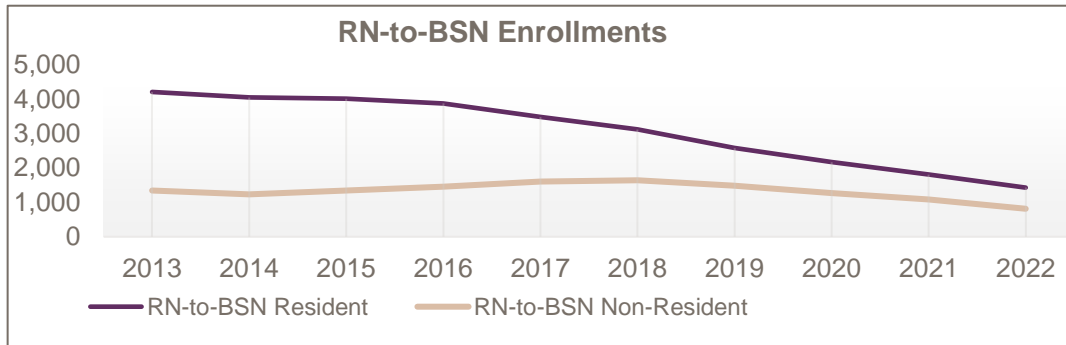


Undergraduate Online Programs



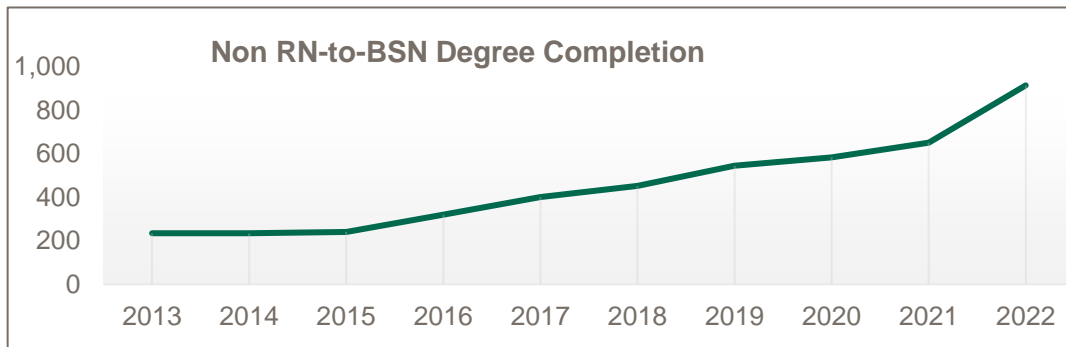
Total Undergraduate Online Students

- **Census Enrollment: 3,160**
- Difference vs 2021: -381 (-10.8%)



RN-to-BSN Students

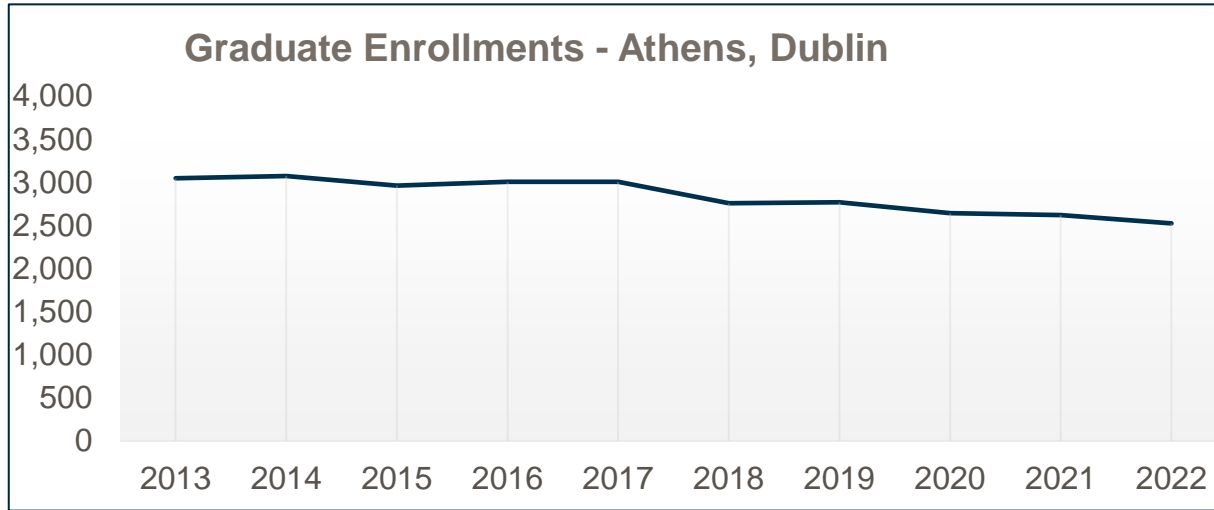
- **Census Enrollment: 2,247**
- Difference vs 2021: -643 (-22.2%)



Other Online Programs Outside of RN-to-BSN

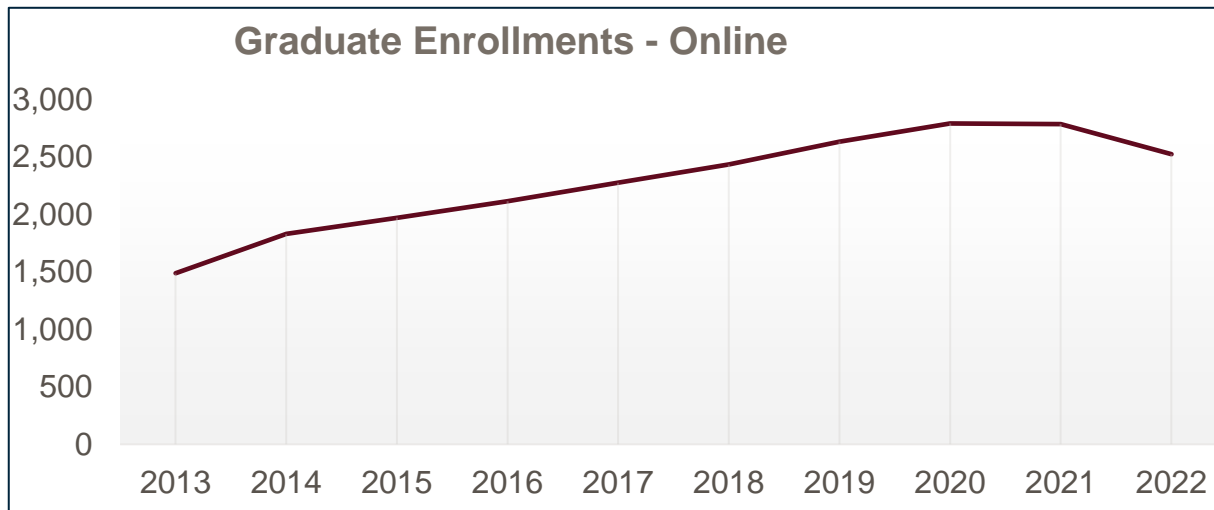
- **Census Enrollment: 913 (RECORD again)**
- Difference vs 2021: +262 (+40.2%)

Athens Graduate Enrollments



Graduate / Ground-Based and Hybrid

- **Census Enrollment: 2,521 Students**
- Difference vs 2021: -99 (-3.8%)

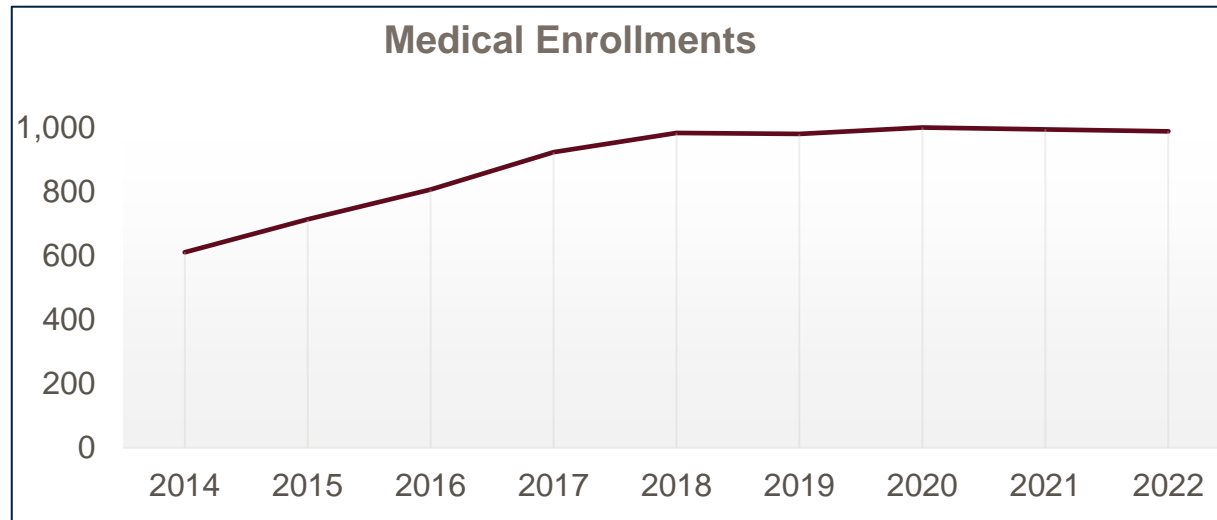


Graduate Online Programs

- **Census Enrollment: 2,524**
- Difference vs 2021: -261 (-9.4%)

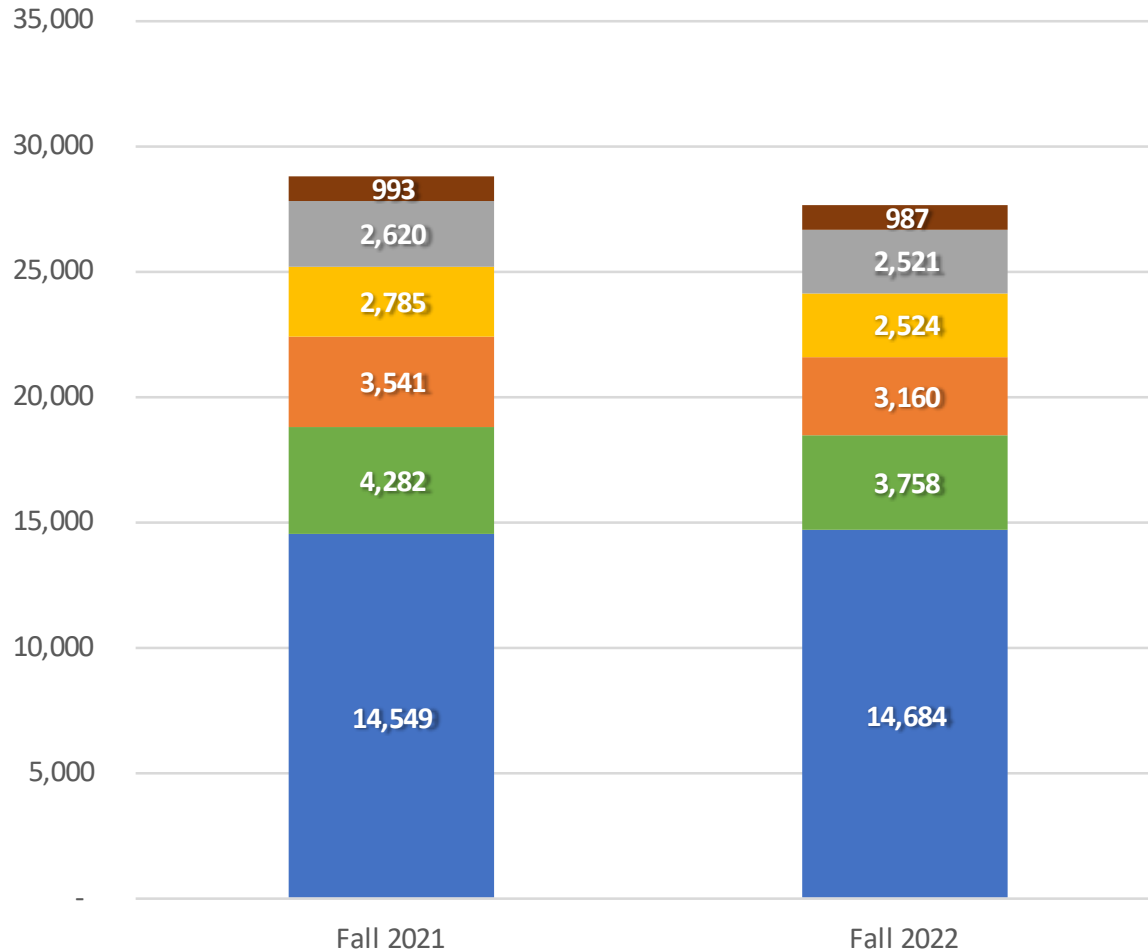
HCOM Enrollments - All Campuses

Heritage College of Osteopathic Medicine



- **Census Enrollment: 987 Students**
- Difference vs 2021: -6 (-0.6%)
- Fall 2018 was final year of planned growth

TOTAL Enrollments - Change Analysis



- Athens Undergraduate Traditional
- Regional Campuses
- Athens Undergraduate Online
- Graduate Online
- Graduate Ground
- Medical

Total Enrollment Variance

Undergraduate Athens:	135
Regional Campuses:	(524)
Undergraduate Online:	(381)
Graduate Ground:	(261)
Graduate Online:	(99)
Medical:	(6)

Total Difference vs 2021: (1,136)

Overview:
Building the Fall 2023
Freshman Projection

Undergraduate Recruitment Strategy

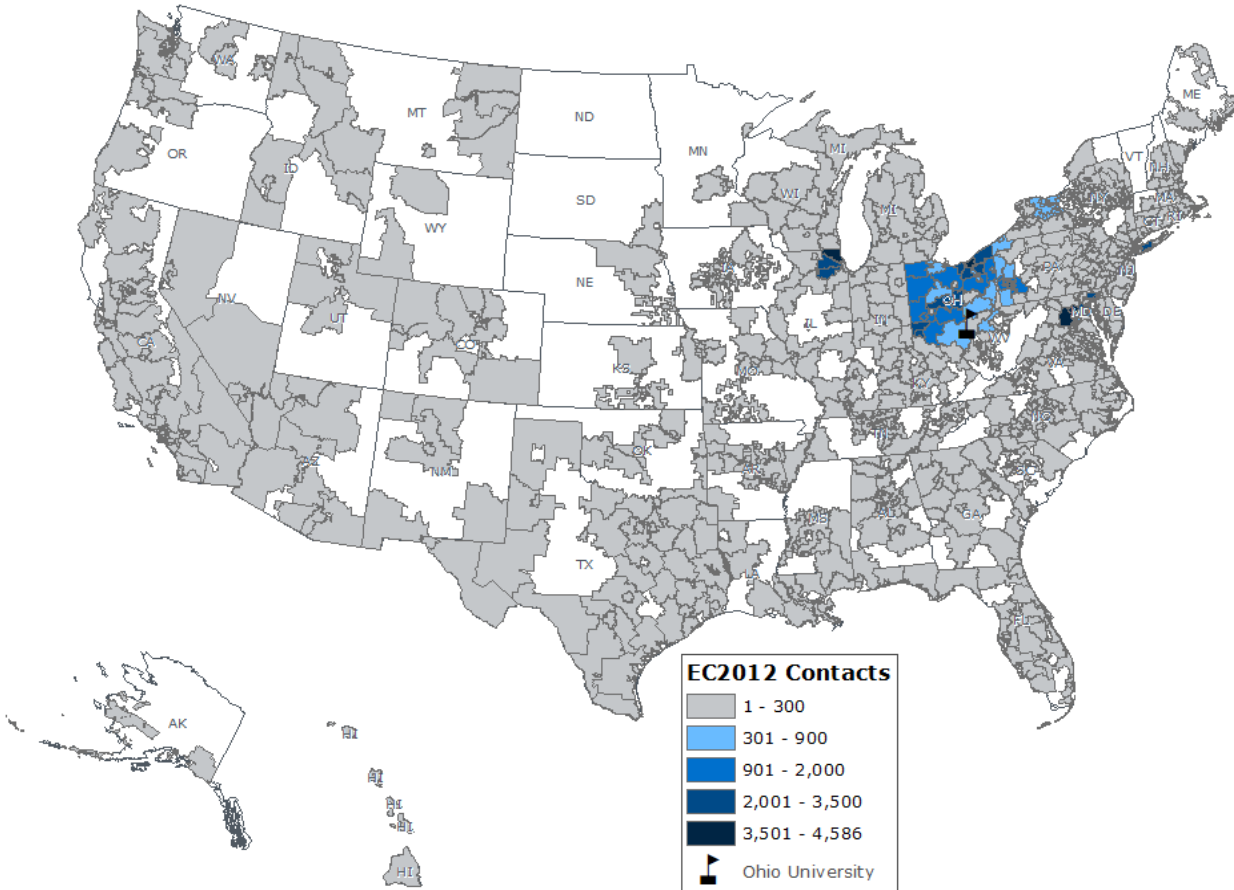
Creating the Enrollment Pipeline

- **Prospects (~500k)**
 - Testing agencies (College Board, ACT | NRCCUA)
 - Digital marketing
 - Survey-based list sources
 - Referrals
 - Partnerships with schools, institutions, community-based organizations, licensure agencies, and employers
- **Inquiries (~100k)**
 - Traditional, digital, and web-based advertising/marketing
 - Test scores (ACT, SAT, AP, TOEFL, IELTS, CLEP, etc.)
 - Application search campaigns
 - Recruitment travel and on- and off-campus events
 - Academic camps, summer programming, CC+
 - Alumni engagement and referrals
 - School counselor, parent, and other influencer engagement

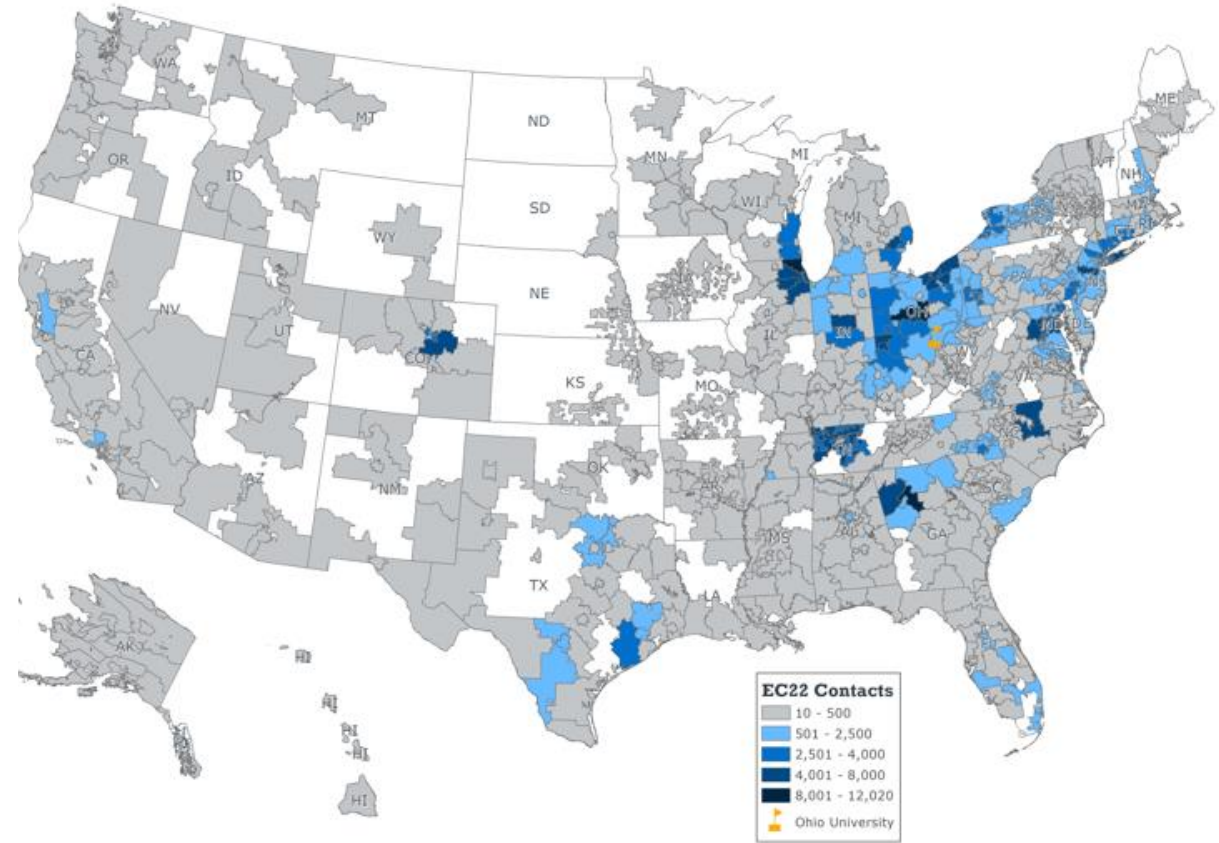


Expanded Geography: Athens Fall Freshmen Prospects

National recruitment approach



Fall 2012



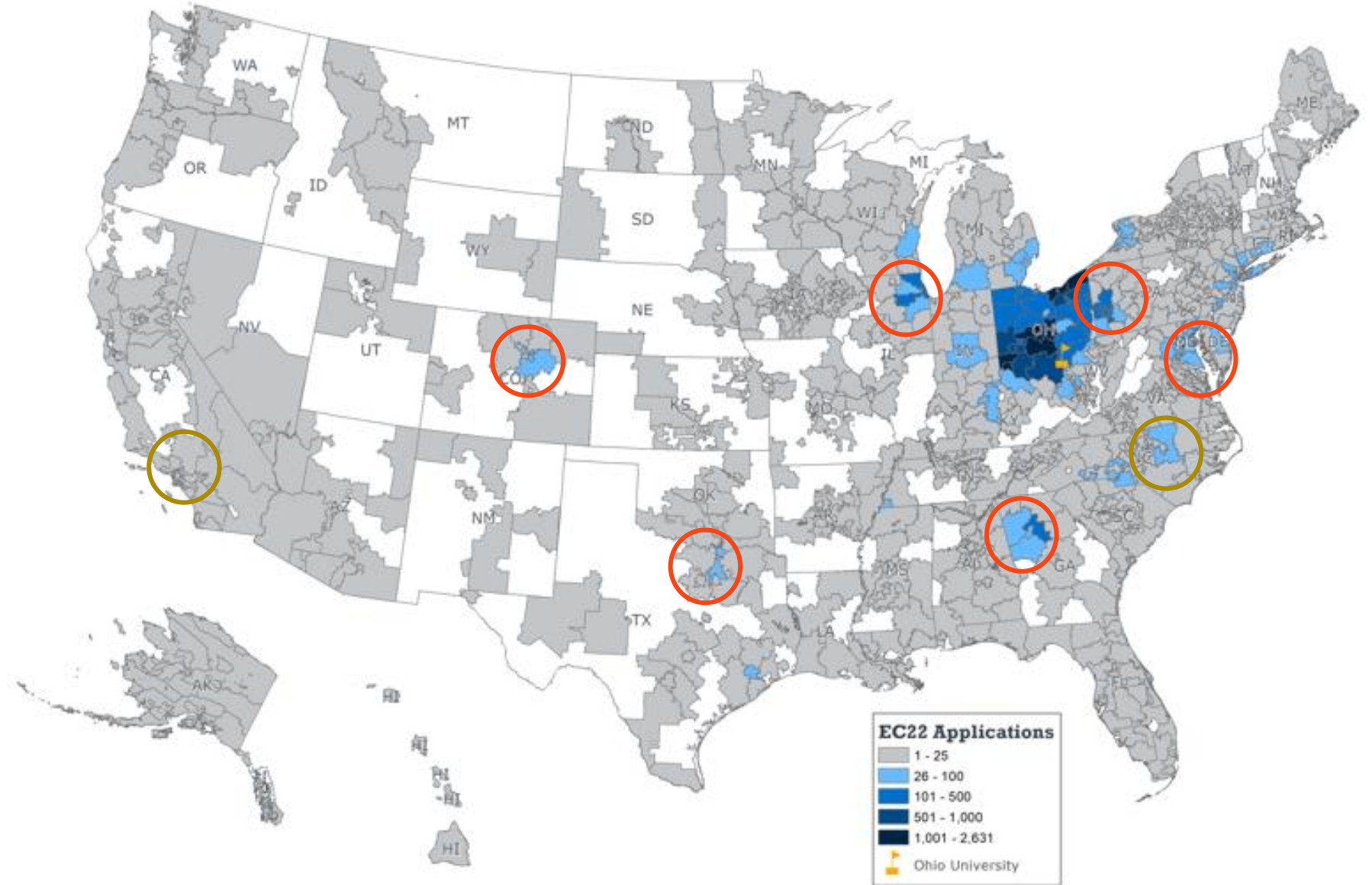
Fall 2022

Expanded Non-resident Initiatives

**Fall 2022 Application
Volume by Market**
(~25k applications)

International in- market staffing:

- Vietnam
- India



Fall 2023: Important Milestones



Continuous recruitment...

Communication, recruitment travel, on- and off-campus events, virtual events, visits/tours, call campaigns, etc.

...and yield



August 1

Application
Opens



November 15

Early Action
Application
Deadline



December 1

Housing
Contract
Opens



December

OHIO
Excellence
Award
scholarship
letters mailed



January 15

FAFSA
deadline



February

Regular app
deadline &
financial aid
packages
mailed



May 1

National
Candidate's
Reply
(Confirmation)
Deadline



June

Bobcat Student
Orientation



Aug 28:
Fall
2023 semester
begins

Important considerations:

- The cycle for many students begins in 10th grader or earlier.
- Traditional recruitment such as high school visits and college fairs are still impacted by COVID.
- Campus visits are in high demand by prospective students!
- Housing Application opens on December 1.

Building Enrollment Projections



**Landscape and
market data**



**National trends,
precedents, surveys**



**Graduation
rates and trends**



**Competitive info
and intelligence**



**YTD metrics and
milestones**



**Interest indicators
and activities**



**Scholarship
predictive modeling**



**Economic
conditions**



**Government actions,
restrictions, orders**



**Institutional
changes**



**International
considerations**



**COVID-19 impacts
and outlook**

Building Enrollment Projections

National Data Sources and Research

- [IPEDS Data Center](#)
- [College Navigator](#)
- [Common Data Set Initiative](#)
- [National Student Clearinghouse](#)
- [Knocking at the College Door](#) (WICHE)
- [The College Board](#)
- [National College Attainment Network](#)
- [ACT | NRCCUA Encoura](#) and Eduventures reports
- [NSSE](#)
- [High-Schools.com](#)
- [EAB](#)
- [United States Census Bureau](#)
- [Bureau of Labor Statistics](#)

State Resources

- ODHE [Enrollment Reports](#)
- ODHE [Higher Education Information](#) (HEI) System

Marketing

- Admitted Student Questionnaire
- Proprietary and commissioned research
- Google Analytics

Institutional Data

- CRM database (Technolutions Slate)
- [Institutional Effectiveness and Analytics](#) publications and ad hoc reporting
- [Oracle Business Intelligence](#)
- Analytics and Decision Support System
- Advisory boards

Athens Undergraduate New Student Enrollment & Preliminary Budget Targets

Athens Undergraduate	Fall 2020 Final	Fall 2021 Final
Total Freshman Class	3,126	3,664
Total Transfer Class (including Intl)	325	309
New Student Total	3,451	3,973

Fall 2022 Preliminary Target	Fall 2022 Final
3,711	4,441
325	310
4,036	4,751

Freshman Detail

Ohio Resident	2,682	3,055
Domestic non-resident	421	568
International (FR)	23	41
<i>Estimated*</i> Ohio Market Share (Univ Enrollment)	7.9%	9.0%
Non-resident Proportion	14.2%	15.5%

3,082	3,908
588	494
41	39
9.3%	11.6%
15.8%	12.0%

*Share of Ohio HS grads attending University. Estimated pending release of source data (actuals) from ODHE.

Projection Development: Market Share Approach

1. Understand predicted HS graduation in Ohio and nationally (WICHE).
2. Analyze first-time college students attending any USO college or university (ODE and ODHE).
3. Determine volume of students attending university.
4. Apply WICHE rates of change to historical populations to project future available HS grads.
5. Track stated goals and progress of major competitors. Understand intentions of competitors—what share will they take?
6. Assume and apply OHIO's anticipated rate of market-share change in Ohio.
7. Analyze out-of-state and international initiatives to project trends.
8. Validate against actuals in progress and predictions.
9. Generate prescriptions, implement interventions and **iterate throughout the cycle.**

Current Budget Planning Assumptions

Subject to change.

FY24-29 Budget Planning Assumptions <i>As of: September 2022</i>	FY24 Planning Assumption	FY25 Planning Assumption	FY26 Planning Assumption	FY27 Planning Assumption	FY28 Planning Assumption	FY29 Planning Assumption
<i>Ohio University Revenue Assumptions</i>	<i>FY24 vs FY23</i>	<i>FY25 vs FY24</i>	<i>FY26 vs FY25</i>	<i>FY27 vs FY26</i>	<i>FY28 vs FY27</i>	<i>FY29 vs FY28</i>
UG Gross Tuition						
UG Guarantee Rate Increases	4.5%	4.5%	4.0%	4.0%	3.5%	3.5%
UG Freshman: Fall Enrollments	4,000	4,000	4,000	4,000	4,000	4,000



Fall 2023 Observations and Considerations

- Competitive landscape and national trends
- Cyclical changes—*up or early?* deferrals?
- Inquiry pool
- Applications
- FAFSA submissions
- Impact of CC+ trends and community college enrollment
- Predictive and descriptive variables in each lifecycle phase
- Layered strategy ROI analysis
- Yield efforts—yield *rate* fluctuation

Questions & Discussion