Enrollment Management Update

Senate Meeting

December 6, 2021

Faculty Questions

- What is being done to turn applications into registrations? Students apply but then do not enroll.

- What is our plan to increase enrollment post pandemic?

- What collaboration is occurring through Public Relations?

- What are our requirements for acceptance?

- What efforts are being done to retain students?

What's Being Done

- Strategic enrollment initiatives
- Financial aid and tuition analysis
- Admission and recruitment activities
- Retention activities

Enrollment Research Associates

Financial Aid Leveraging Recommendations

- Full-tuition - Pocono Promise

- PA merit scholarships

- Out-of-state scholarships

Tuition Analysis

- Special New Jersey and New York rates
- Dual enrollment
- Suspend Warrior Promise

Carnegie Dartlet

Admissions / Recruitment Recommendations

- Organizational Personality

- Student Personality

- Audience segmentation

- Communication plan

Fall 2021 Recruitment Activities

- Commitment to 65 mile ESU market radius
- 552 high school/community college visits (84% increase)
- 21 Instant decision days (133% increase)
- On-campus VIP high school visits
- Campus visitation (17% increase)

Admissions Successes

More applications

High school applications up spring and fall

- Transfer student applications up spring and fall

- Applications up from out-of-state markets
  - ✓ (NJ, NY, DE, MD)

- Common App 61.7% of all applications

Collaboration with University Relations

- Fall and spring marketing plan
- Photo shoot October 20-21
- Assorted recruitment materials
- Websites

UG Admission Requirements

- Minimum 2.0 GPA
- Except for Nursing
  - 3.0 min GPA
  - 1070 SAT or 22 ACT or
  - TEAS
    - ✓ Reading 72.8%
    - ✓ Math 68.83
    - ✓ Science 58%
    - ✓ English and language usage 66.8%

Retention

- December 1-2 – Register Now! event
- Distribution of $7.5M in ARP funds
- Outreach campaigns to non-registered students
- Flexible appointments with financial aid
- Eliminating or reducing enrollment barriers