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Enrollment Update

Board of Trustees Meeting
September 24, 2020

Tina McEntire, Vice Chancellor



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Agenda

- 2020 Enrollment Update
 - FTIC
 - Transfers
 - Graduate
 - Online
- Financial Aid
- Future Enrollment Planning





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Total Enrollment

Undergraduate	2019 (Fall Census)	2020 (Fall Census)	Difference
New Enrollment	5,472	4,866	-606 (-11%)
Continuing Enrollment	11,065	11,097	32 (.02%)
Total	16,537	15,963	-574 (-3.5%)

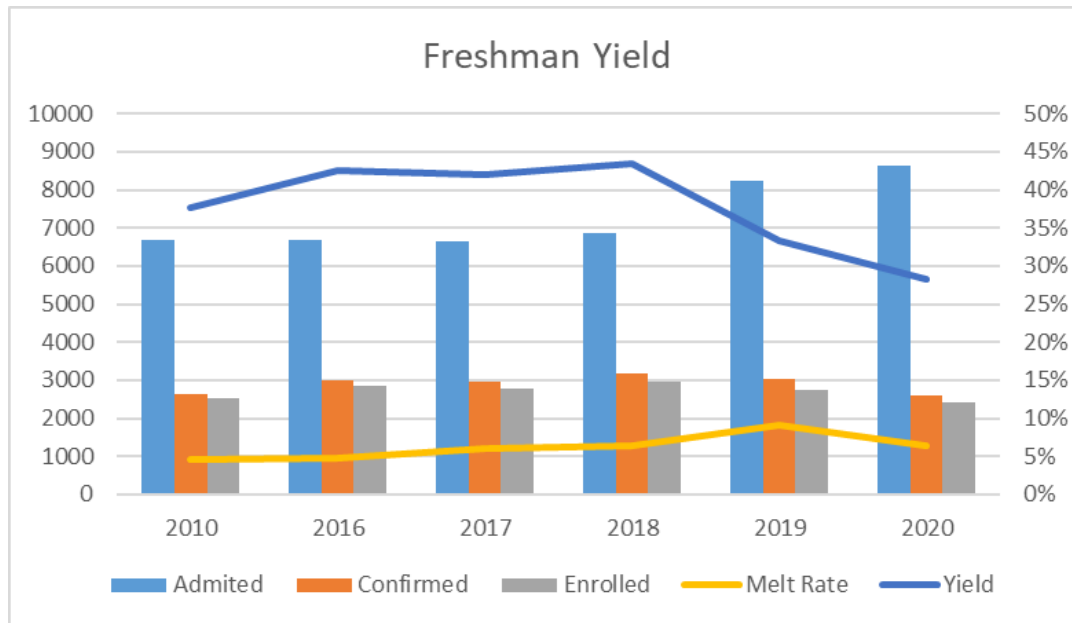
Graduate	2019 (Fall Census)	2020 (Fall Census)	Difference
New Enrollment	1,265	1,494	229 (18%)
Continuing Enrollment	2,350	2,275	-75 (-.03%)
Total	3,615	3,769	154 (4.3%)

TOTAL ENROLLMENT	20,196	19,764	-432 (-2.1%)
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Freshman Enrollment



- 2,432 Enrolled (314 less as compared to 2019)
- 4% decline in apps
- 5% increase in admits (admit rate of 85%)
- 5% decline in yield



Students with significant financial need melted at a higher rate



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Freshman Profile

Academic Profile	2016	2017	2018	2019	2020
SAT Total	1115	1113	1105	1106	1076
HS GPA	3.81	3.70	3.70	3.65	3.67

58%

Underrepresented
Minority*



39%

First
Generation



100

Legacy
Students



68%

Female
Students



94%

In-State
Residency



*URM defined by non-White and non-Asian



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Freshman Feeder Counties

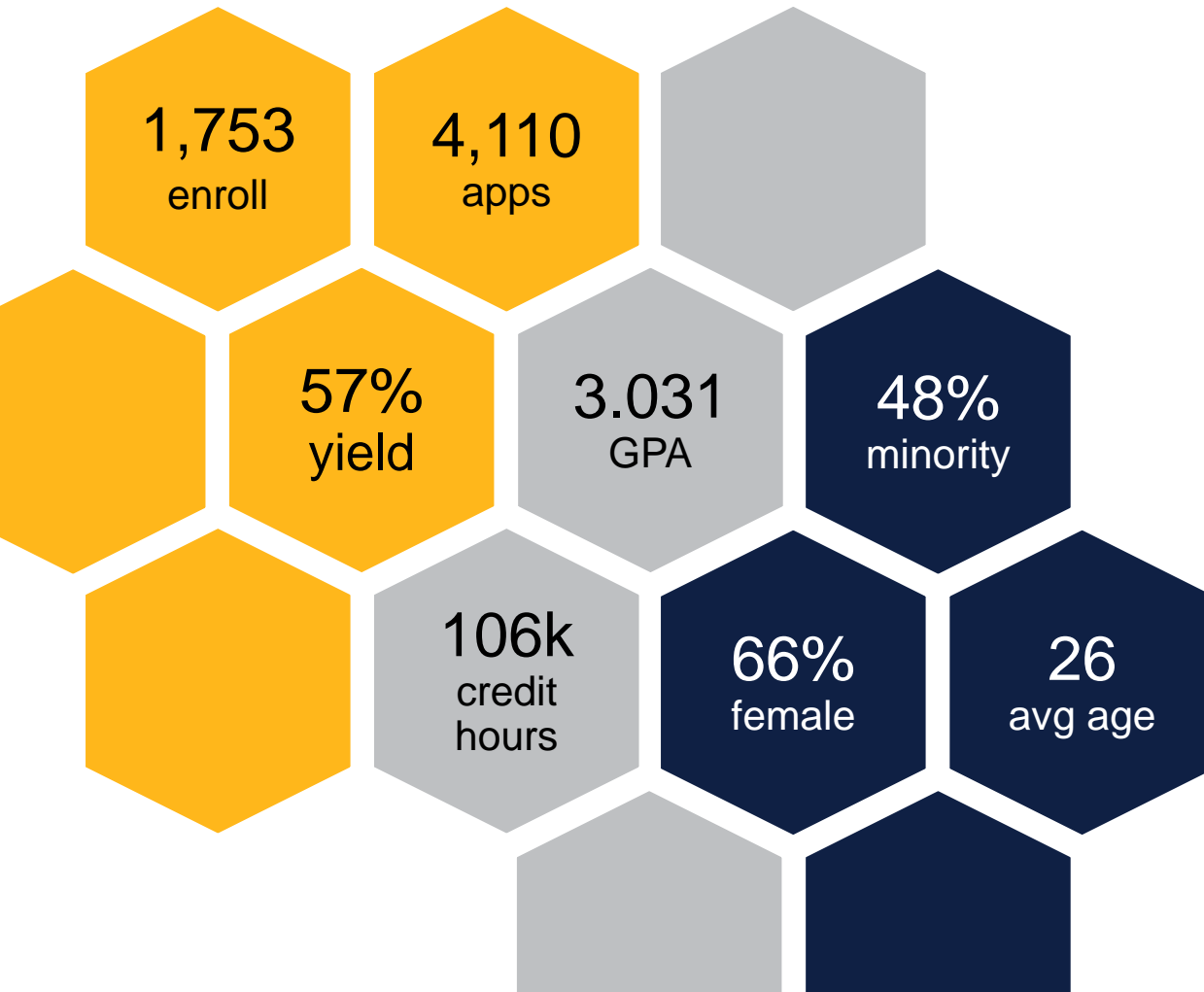
Three-Year Change

County	2017	2020	% Difference
Guilford	515	453	-12%
Wake	323	295	-8%
Mecklenburg	282	198	-30%
Forsyth	147	190	43%
Durham	107	119	11%
Alamance	88	74	-16%
Cumberland	65	65	No change



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New Transfer Students



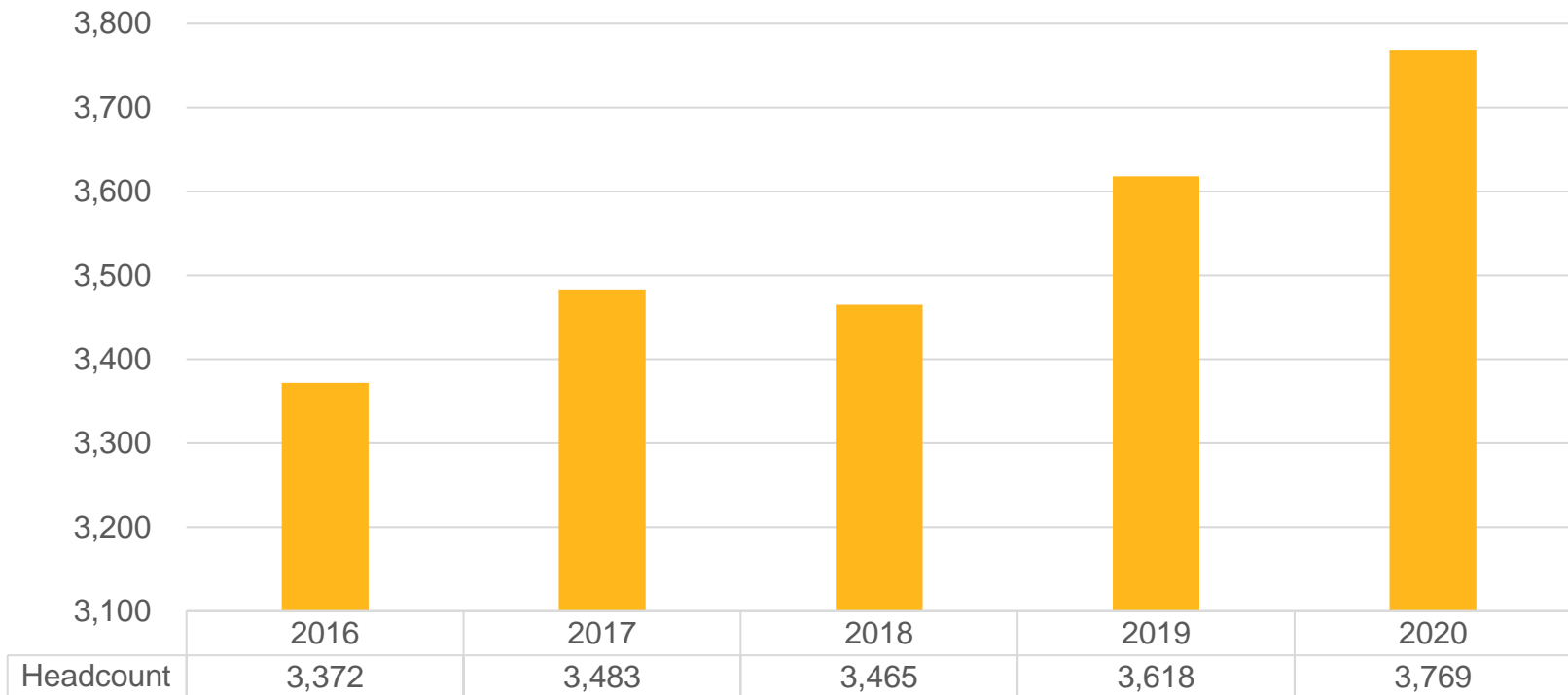
- 1,753 new enrolled transfers (decline of 6.8%)
- 8.7% decline in applications (390 students)
- 3% decline in yield
- Top Feeders NCCC

GTCC	221
FTCC	132
Wake Tech	91
Alamance	62
Davidson	57



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Graduate Enrollment



11.7% increase over five years



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Graduate Program Growth

Fall 2020 Launch



M.S. Sustainability and Environment (online)



M.Ed Instructional Technology



M.S. Informatics and Analytics (online)



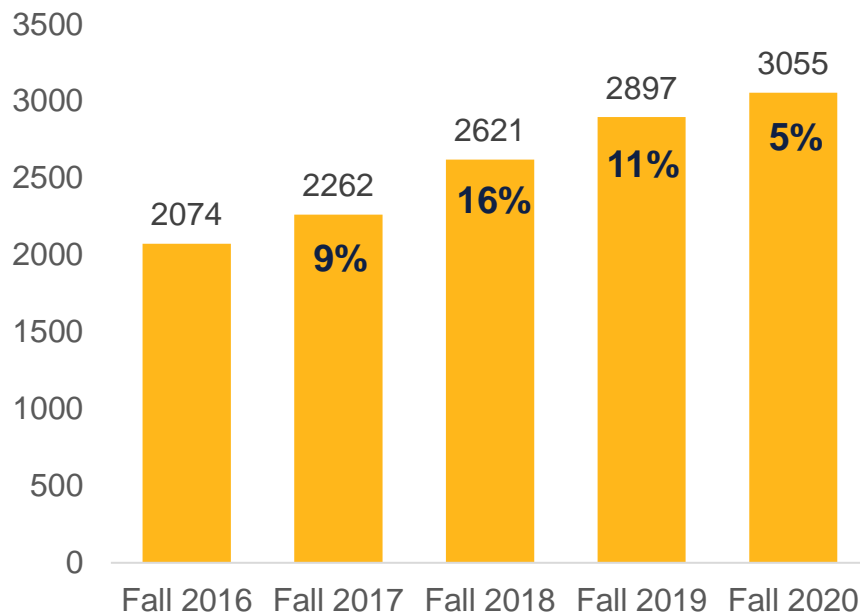
M.A. Applied Economics



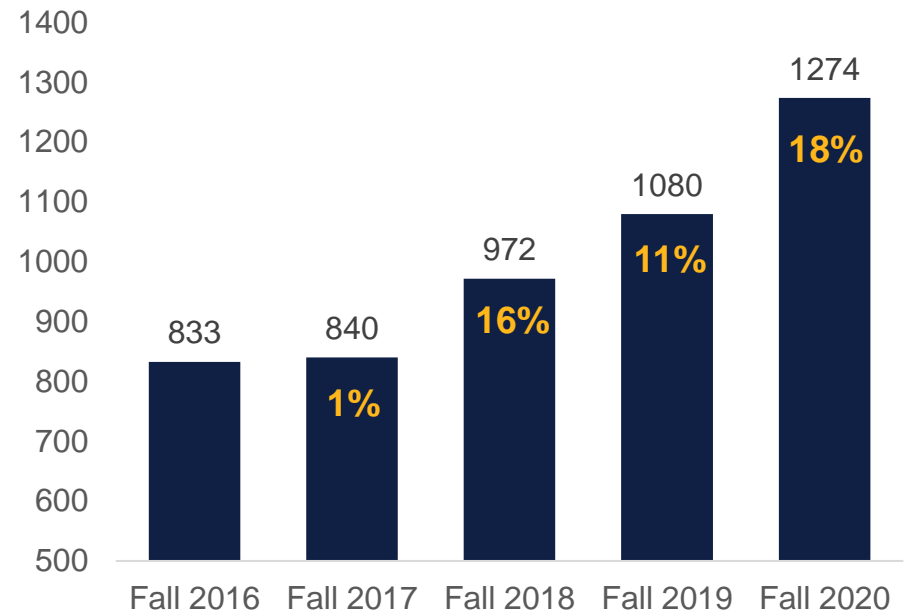
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Online Student Enrollment

Total Online Enrollment



Graduate Online Enrollment





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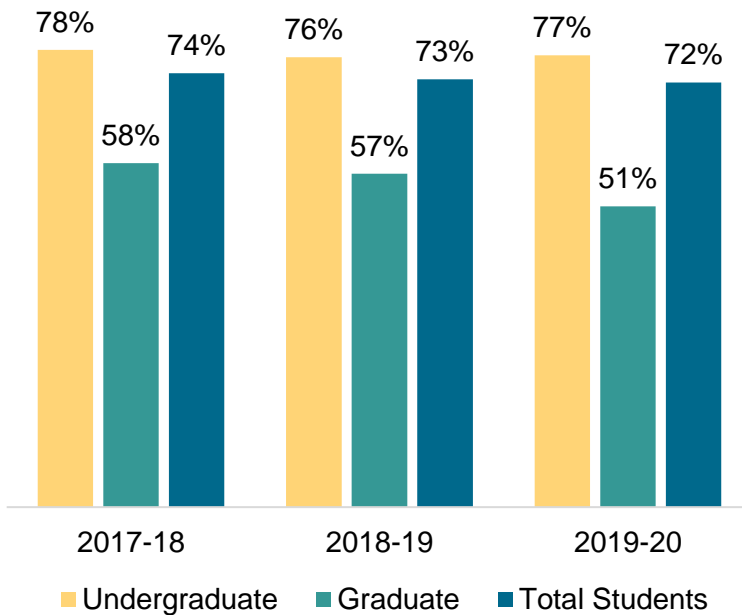
Financial Aid



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Financial Aid Overview

Percentages of Students with Financial Aid



- 15,362 with aid
- 75% of aid applicants have loans as a part of their aid package.
- Average loan debt at graduation= \$27,140

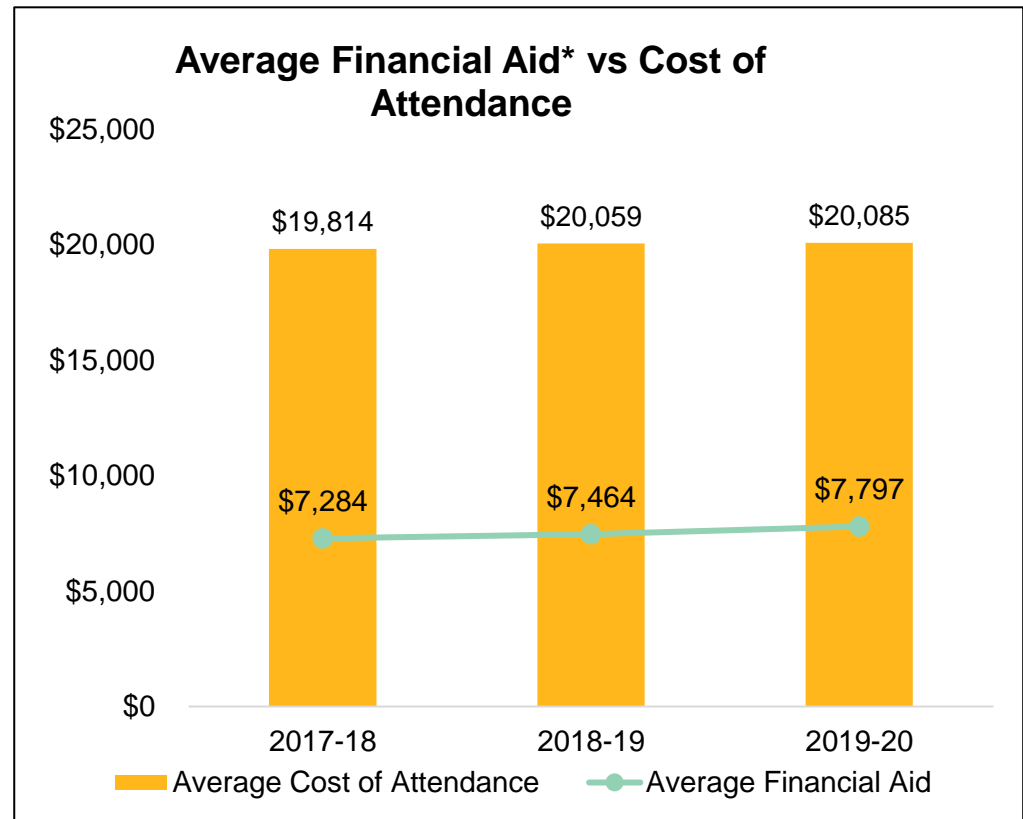
Data includes Fall, Spring and Summer Terms for both Undergraduate and Graduate Degree Seeking Students



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Financial Aid Overview

- 51% (8,458) of undergraduates were awarded a Pell grant
- Number of Full-Need Students (0 EFC)= 5,295



*Average Financial Aid excludes loans



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Future Enrollment Planning



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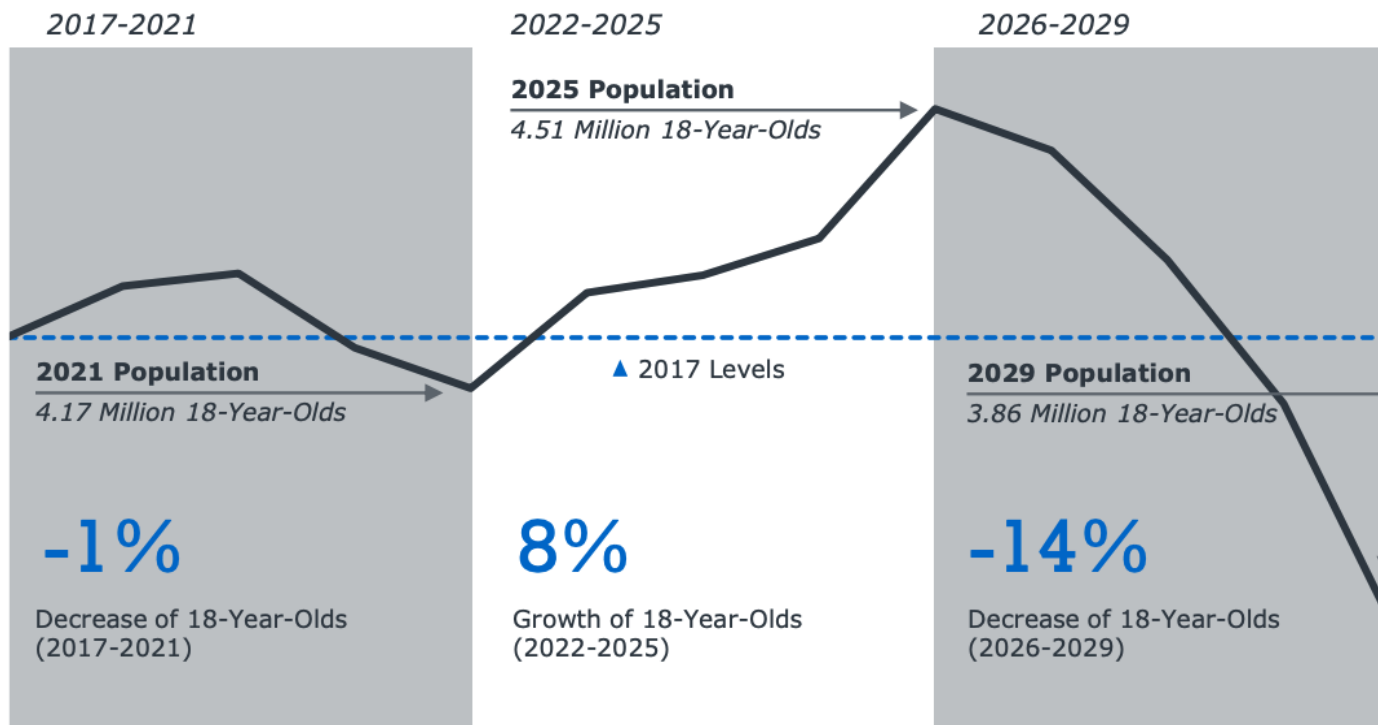
Projections for U.S. Population

Population of 18-year-olds to contract sharply after 2025

Modest Decrease...

...Followed by Growth Spike...

...Met with A Sharp Decline





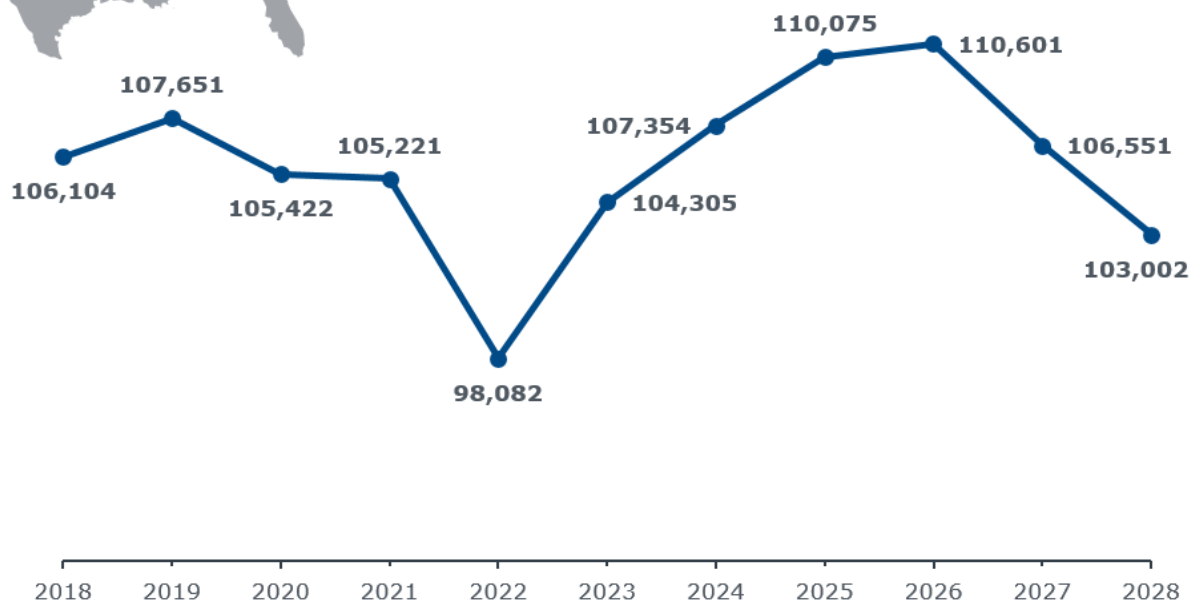
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Projections for NC High School Graduates

Graduating Classes 2018 – 2028



North Carolina	Southern Region
-2.9%	-2.1%





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Focus for Undergraduate Enrollment



Begin practicing the “Science of Enrollment”

- Engage EAB Enrollment Services to expand outreach to sophomores and juniors and to employ yield optimization.
- Engage EAB Financial Aid Optimization to begin leveraging program



Expand visit program to provide more opportunities for students to attend on-campus events – more open houses, more receptions, more admitted student days



Improve visit space appearance – first impressions are everything in recruitment



Expand involvement of Colleges in recruitment



Expansion of community college visits



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Improving Enrollment Services



- Enhance and streamline the “Business of Being A Student”
- Create Virtual One-Stop site
- CQI

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UNC
GREENSBORO