



**Meeting of the Full Board**  
**August 29, 2024**  
**8:30 am**

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**Discussion Item**

BOT - 1      Enrollment Update

**Background Information**

Vice Chancellor McEntire will present an enrollment update, which will include a review of the fall semester's enrollment and details on supplemental pipelines under development. The update will provide the fall enrollment comparison and a review of the application pipeline. Successes and room for growth will be discussed. The academic quality indicators of the first-year class will be presented. The results of the FAFSA debacle will also be outlined, along with the impacts on first-year yield and melt. UNC System comparisons will be provided along with information on UNCG's [Transfer Promise Program](#). Data on the growing non-consumerism population will also be shared. Lastly, the presentation will outline the supplemental enrollment pipelines under development.



# Enrollment Update

Tina McEntire, Vice Chancellor for Enrollment  
August 29, 2024



# Fall Census Enrollment Comparison

↑ **1.6%** increase in Total Headcount

↑ **1.5%** increase in Student Credit Hour Production

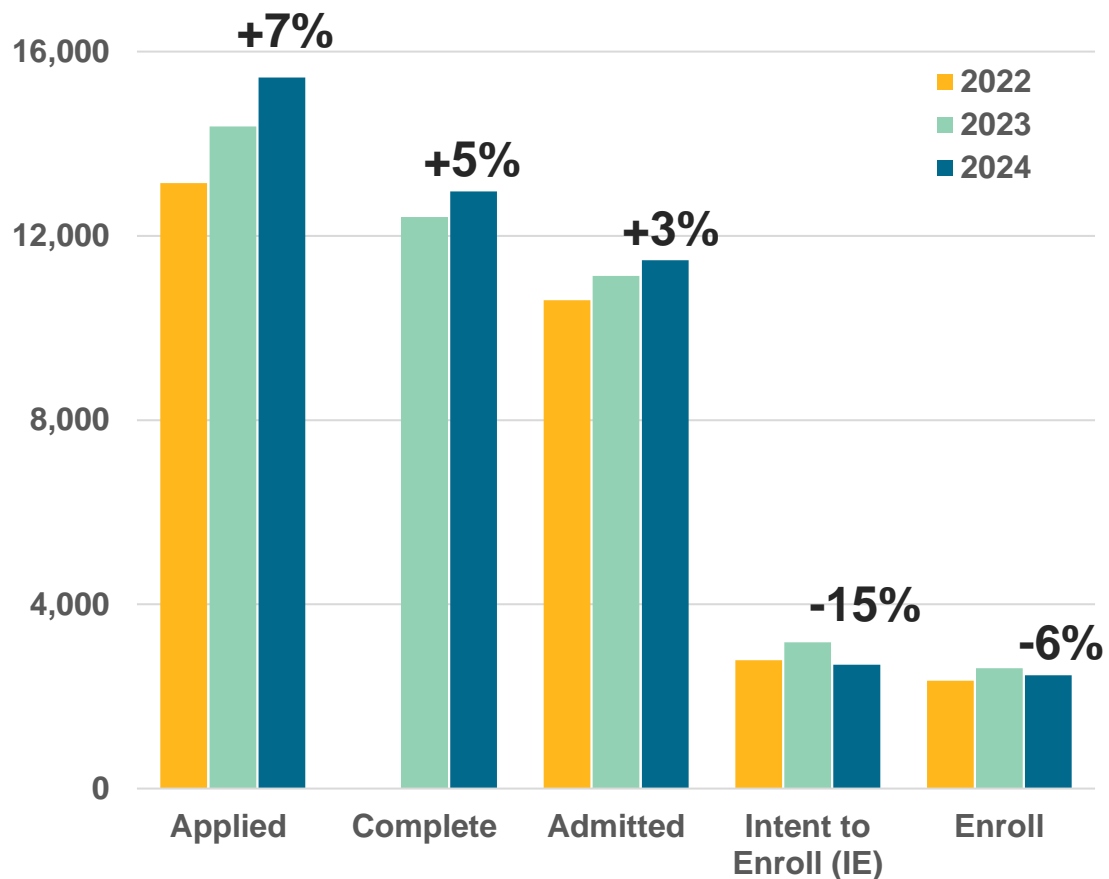
	2022	2023	2024	Change % ('23 to '24)
<b>Undergraduate</b>				
New Freshman	2,343	2,613	<b>2,428</b>	<b>-6.7%</b>
New Transfer	1,493	1,626	<b>1,782</b>	<b>9.7%</b>
Readmitted Students	377	410	<b>382</b>	<b>-6.7%</b>
New Other (non-degree, middle college)	312	279	<b>353</b>	<b>28.5%</b>
Continuing UG Enrollment	9,649	9,199	<b>9,468</b>	<b>2.9%</b>
<b>UG Total</b>	<b>14,174</b>	<b>14,127</b>	<b>14,413</b>	<b>2.0%</b>
<b>Graduate</b>				
New Graduate Enrollment	1,390	1,327	<b>1,393</b>	<b>5.0%</b>
Continuing Enrollment	2,390	2,260	<b>2,197</b>	<b>-2.7%</b>
<b>GR Total</b>	<b>3,780</b>	<b>3,587</b>	<b>3,590</b>	<b>0.0%</b>
Integrative Community Studies	24	29	<b>27</b>	<b>-6.9%</b>
<b>TOTAL HEADCOUNT</b>	<b>17,978</b>	<b>17,743</b>	<b>18,030</b>	<b>1.6%</b>



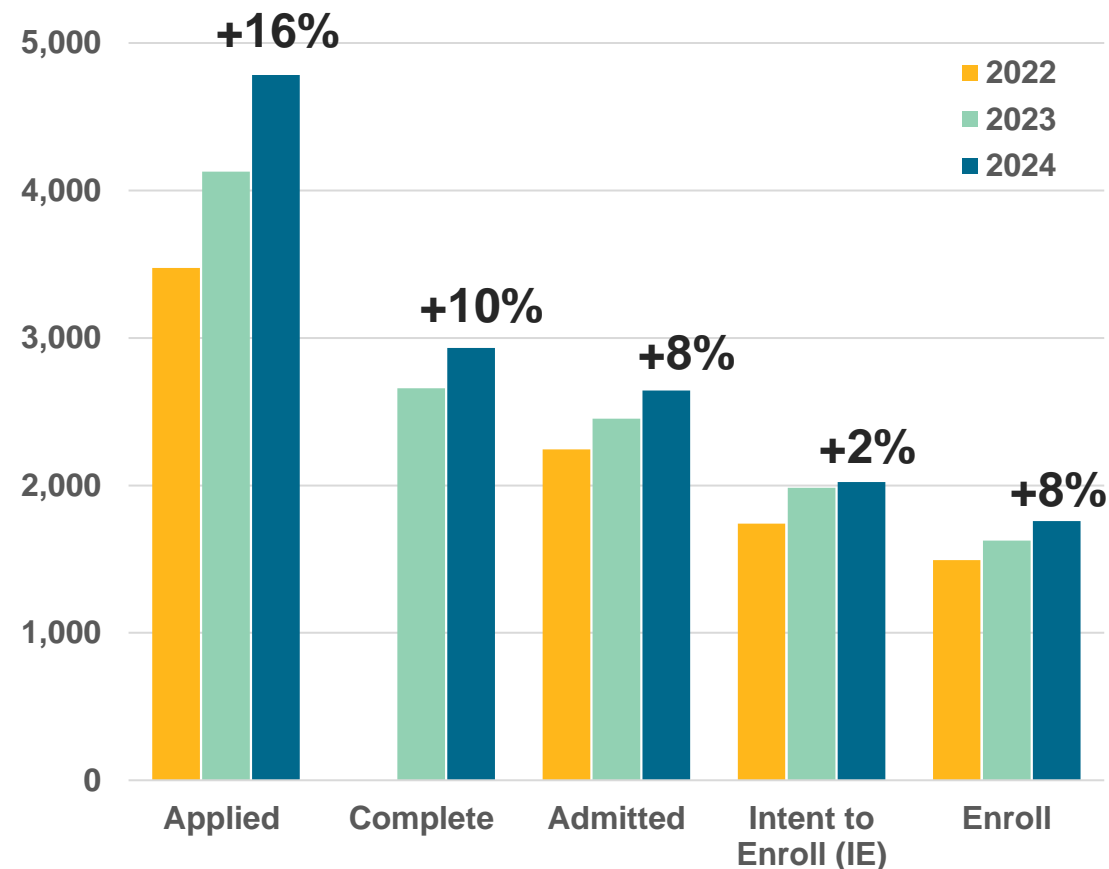
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# 3-Year Funnel Comparison

## First Year Funnel



## Transfer Funnel



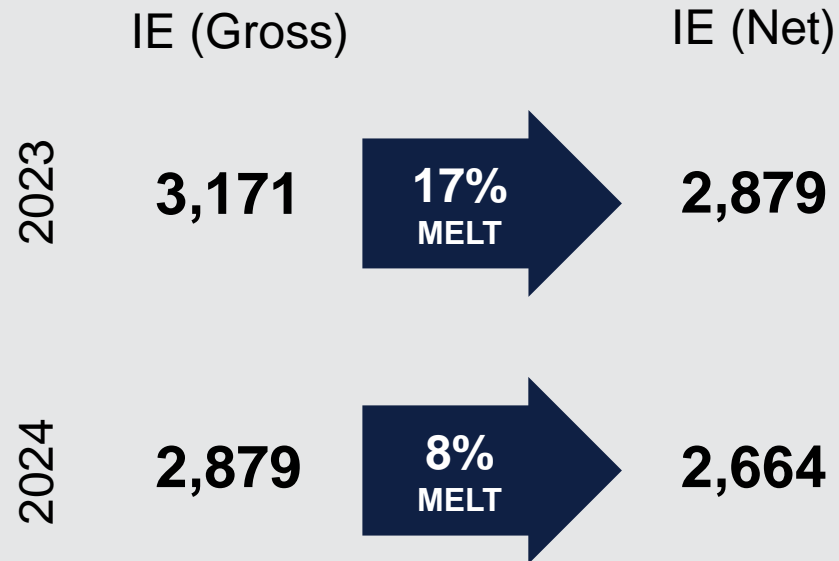


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# Yield: First Time in College Students

## A look at student melt:

*\*The goal is to melt below 10%.*



## About the Class:

	2022	2023	2024
<b>GPA</b>	3.61	3.62	3.6
<b>SAT</b> (Composite)	1202	1189	1243
<b>ACT</b> (Composite)	24	25	25
<b>First Generation %</b>	53%	50%	49%
<b>Pell Received %</b>	54%	59%	61%
<b>In-State/OOS</b>	89% / 11%	90% / 10%	90% / 10%



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# Transfer Enrollment Success

Highest completed application total since 2019

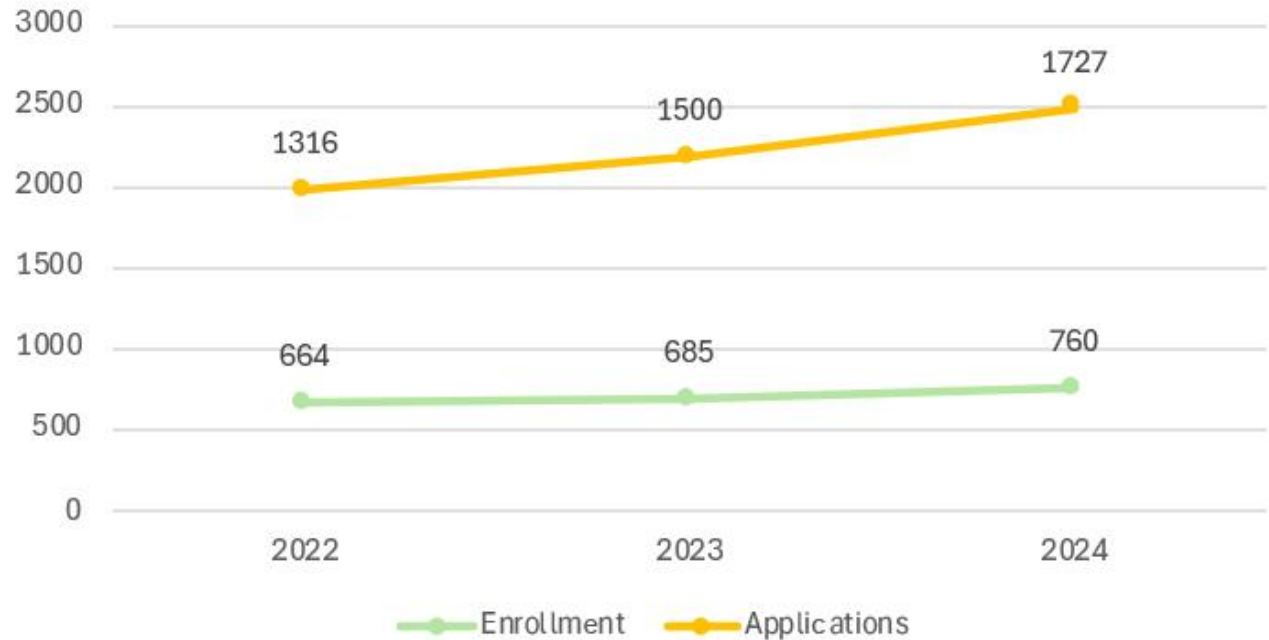
11% YOY transfer enrollment increase as of 8/26/2024

Transfer Promise program expanded from 5 partners to 9

Students from Transfer Promise schools saw 5% retention increase

\$300,000+ in transfer scholarships awarded annually

### Transfer Promise Partner Enrollment

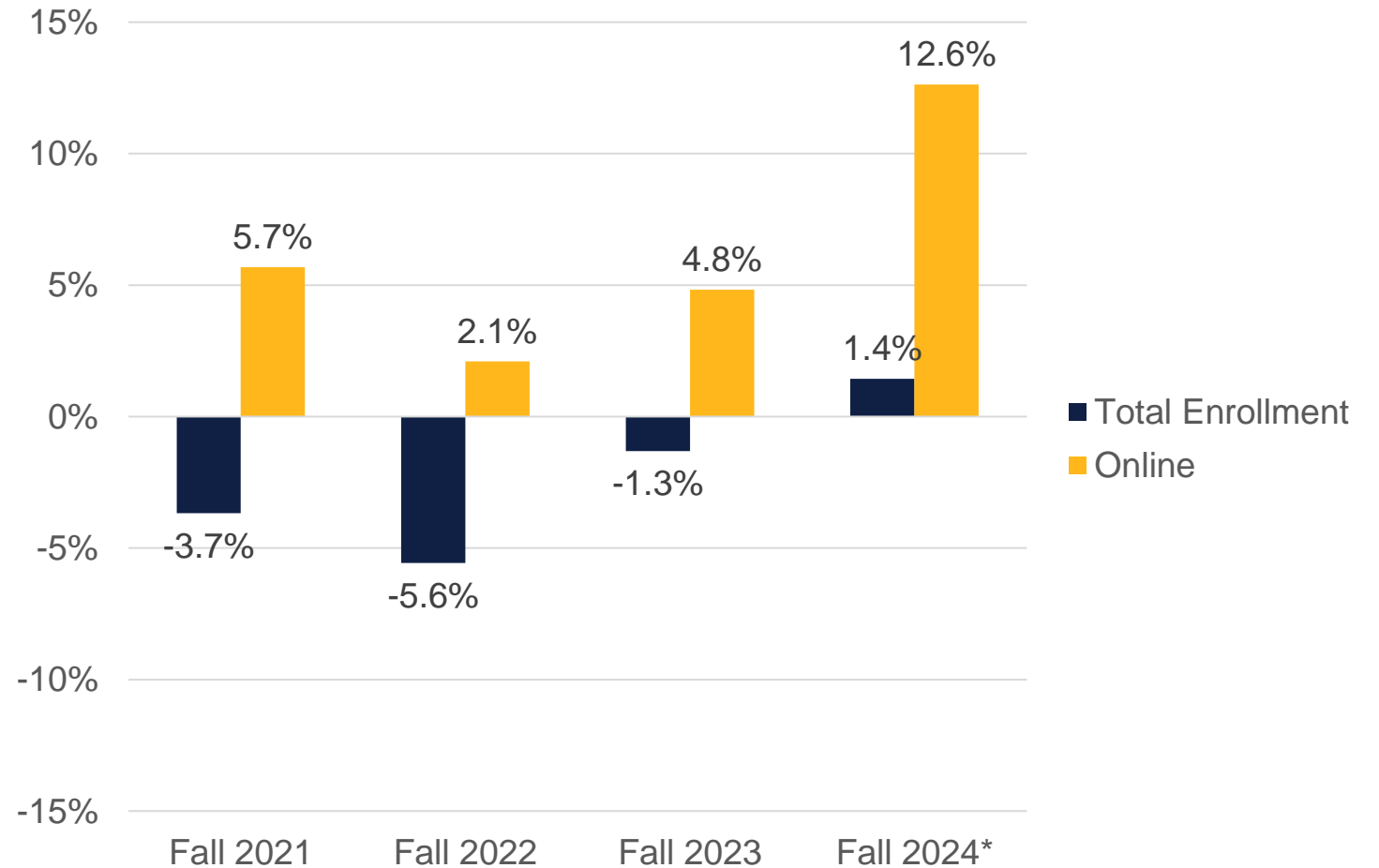




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# Online Programs (All Careers)

Year over year change (%) in total enrollment compared to change in students in fully online programs.

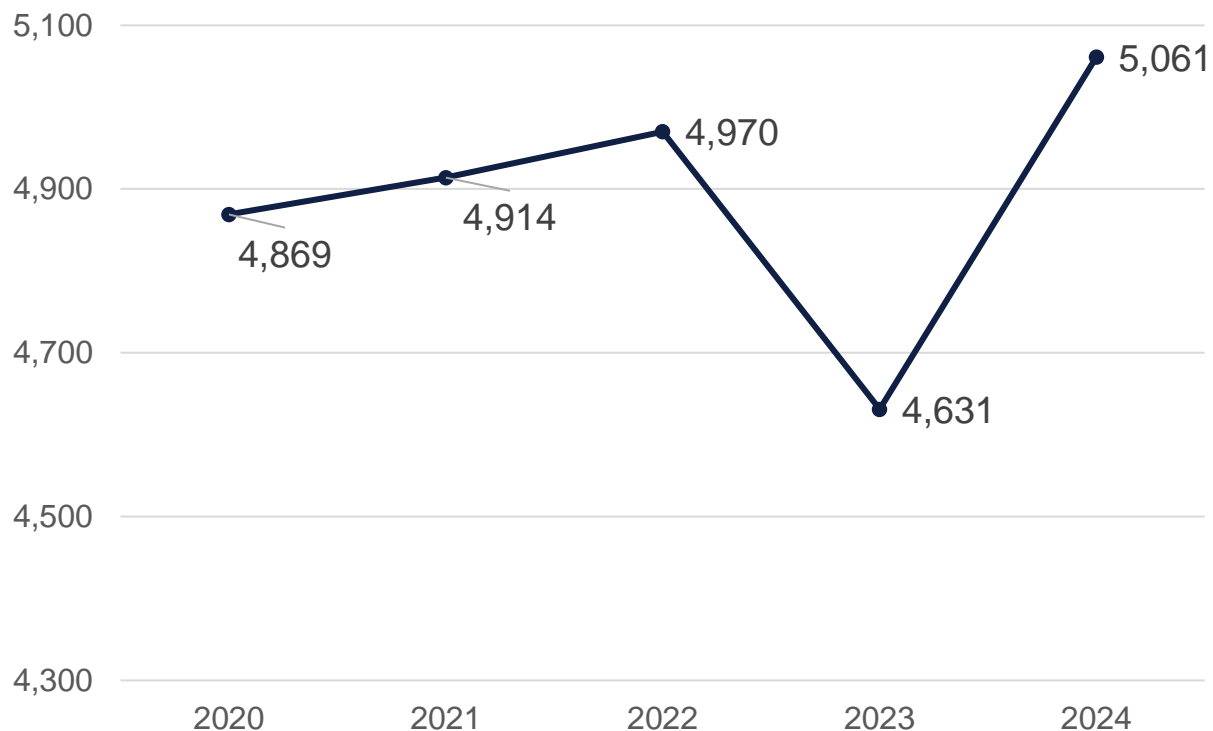




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# Graduate Updates

## Applications to Graduate Programs



UNCG Graduate School Applications top 5,000 for the first time

## Growth in New Student Populations vs. 2023

- +73 (25%) new Nursing Students
- +9.1% new Master's Students
- +6.05% new Doctoral Students

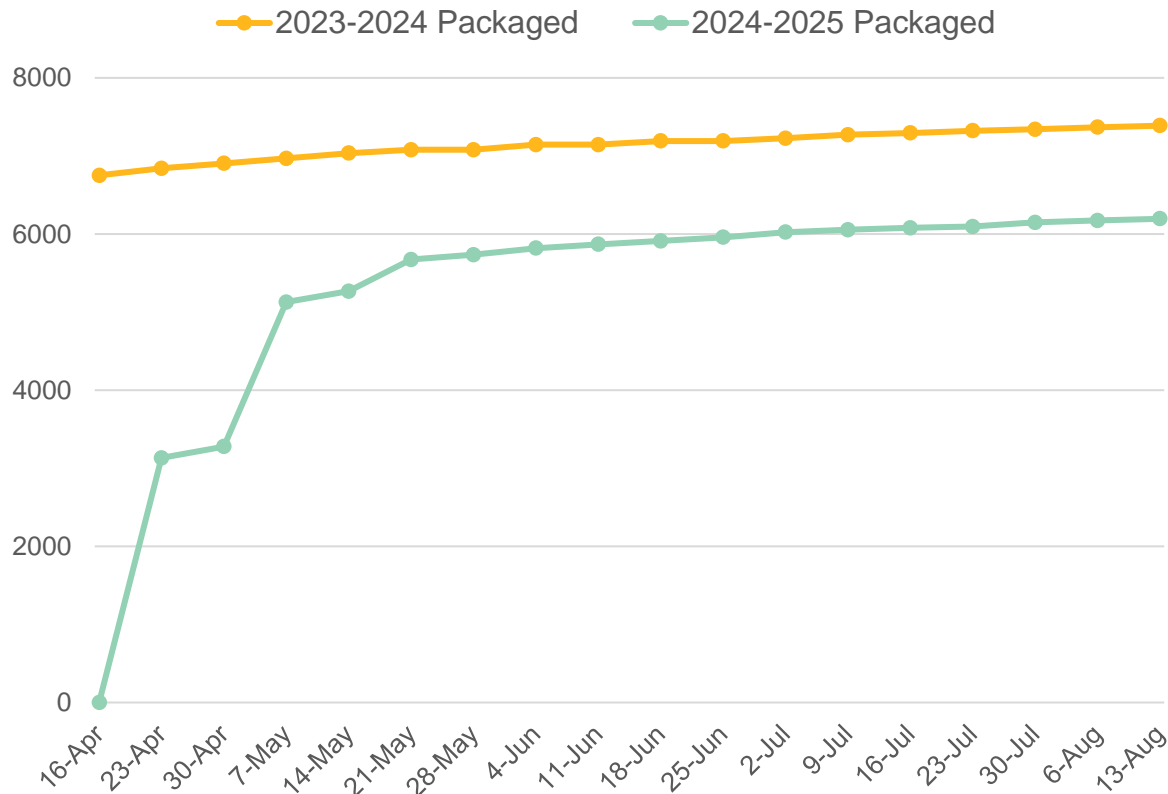




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# FAFSA Simplification Impacts

## 2024-2025 Students Packaged by Week



- Packaged 5,000+ students within three weeks of data release.
- Topped out at approx. 16% Y/Y decline in FTIC packages awarded.

## Positive Pell Impact

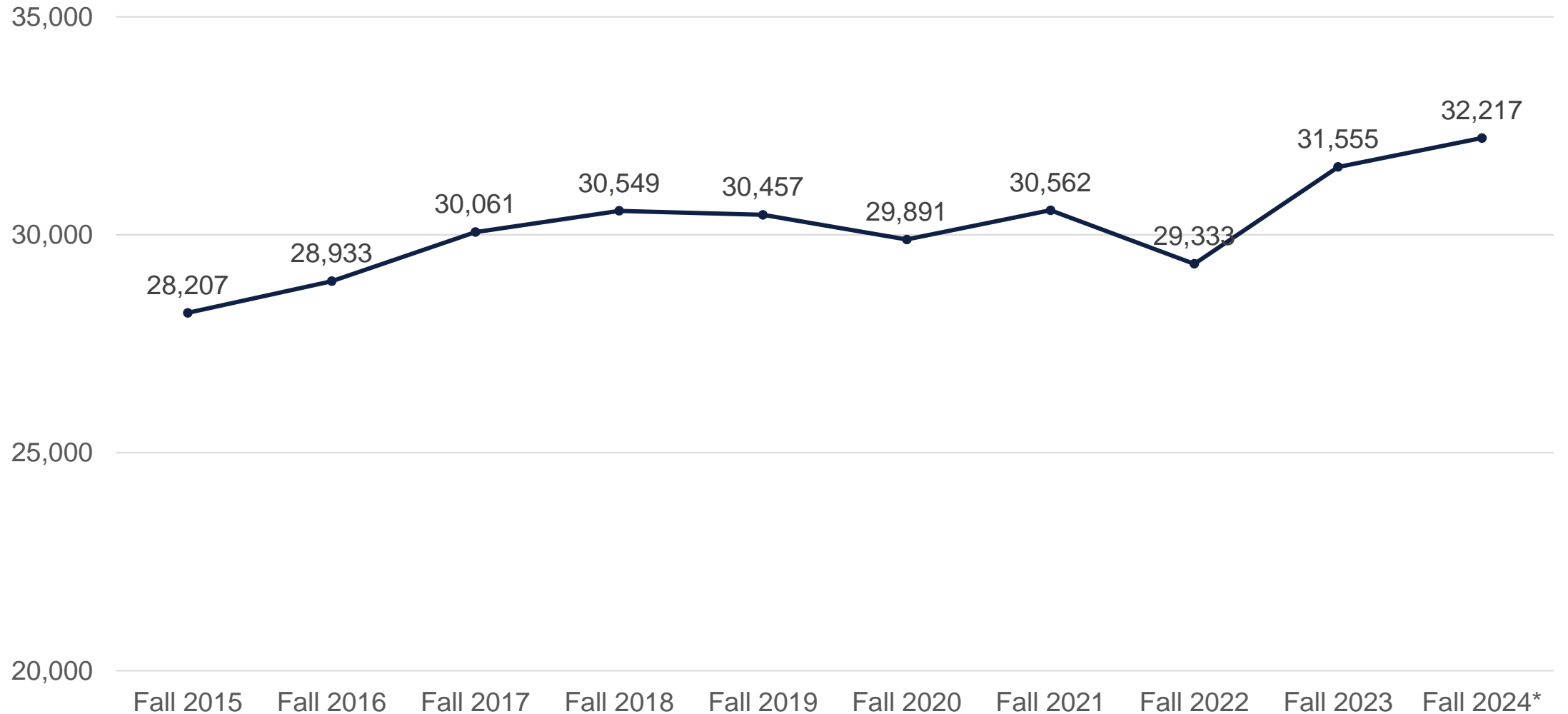
Fall 2023	Fall 2024
7,071	7,567

- 7% increase in Pell recipients
- 54% of undergraduate students



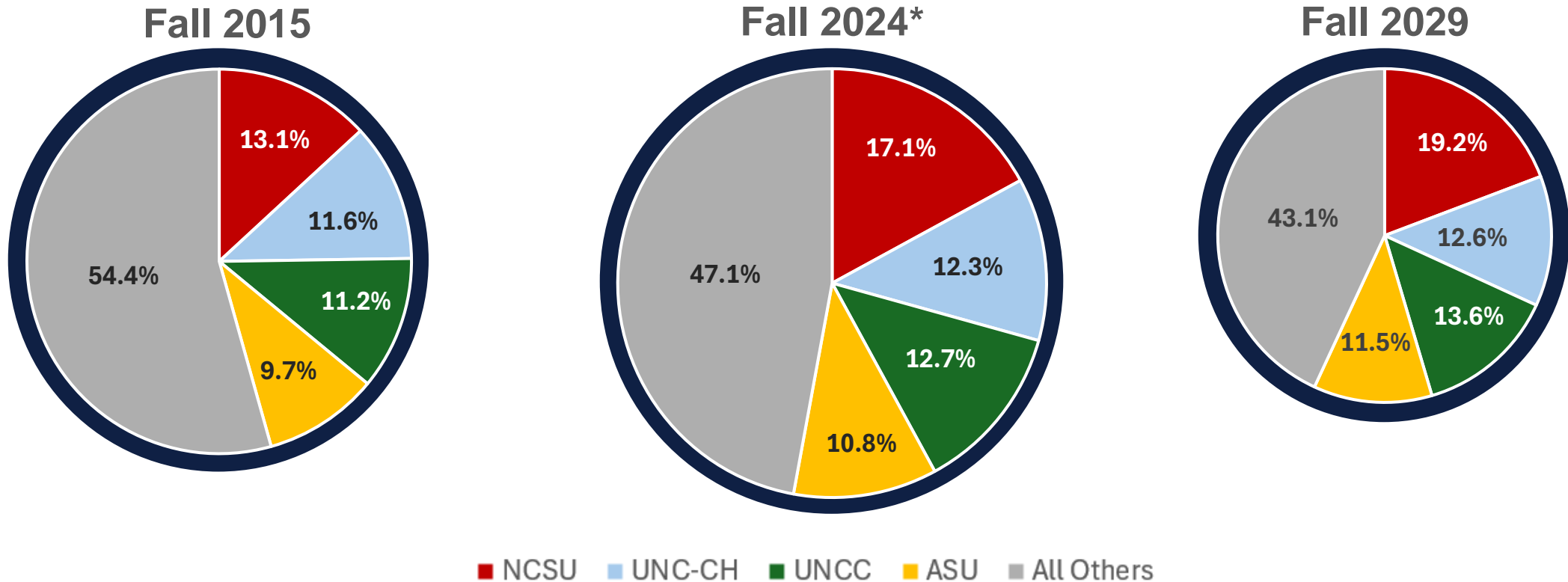
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# Total New FTICs in UNC System (In-State)



# Increasing Market Share of Top Four

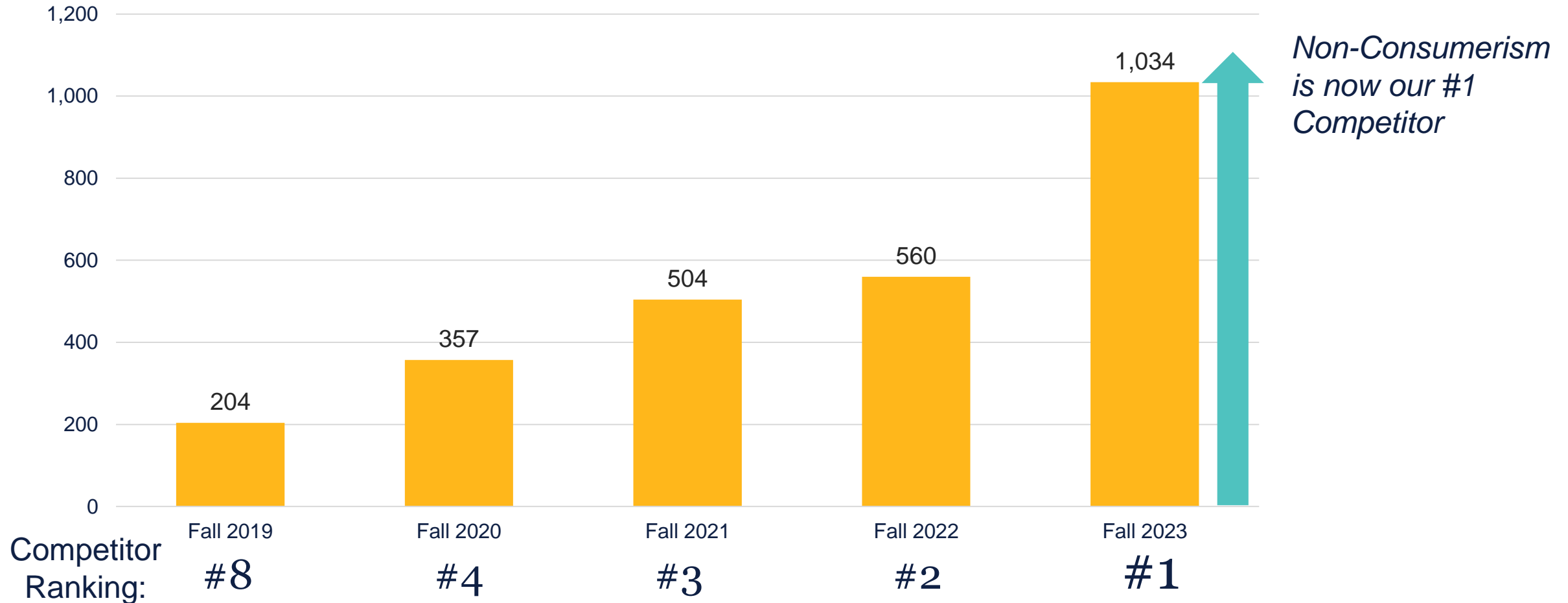
Number of HS Graduates decreasing by 2029 with anticipated market share of top four increasing from 45.6% in 2015 to 56.9% in 2029.





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# Increase in Non-Consumers at UNCG



# So...How Do We Respond?

- Innovate!
- Lean into strengths
- Serve our mission
- Remember that *there are solutions*
- Create new supplemental enrollment strategies, pipelines, and partners





# Supplemental Pipelines



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# Strategies 2024 and Beyond



Dual Enrollment



Direct Admissions



UNC-CH Redirect (Choose NC)



Corporate Partnerships



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# Dual Enrollment

- Nationally, about 30% of high school students take part in dual enrollment (DE) coursework with colleges before graduation
- This would equate to more than 6,000 DE students in Guilford County. However, GTCC only serves about 1,500 DE students each year
- Pilot programs in the works with Guilford, Asheboro, and Alamance CS's (in partnership with SOE and iPie)
- The primary barrier to students is cost



Potential benefits: additional revenue stream and ability to bring prospective students to campus and into our academic community





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# Direct Admissions

Full-scale programs in multiple states and also via major entities like CommonApp  
Studies show FTIC application increases but low enrollment impact

## NC College Connect

- UNC System pilot Fall 2025, in partnership w/ NCDPI
- Proactive admissions offers to all qualified HS seniors in NC
- Five schools in pilot: ECSU, FSU, UNCG, UNCA, UNCP

## Choose NC

- UNC-CH pilot to redirect applicants in case of denial
- Centralized data hub to import apps and materials
- Opportunity: In Fall 2023, UNC-CH rejected 47,000 applicants

## Community College

- Pilot w/ GTCC and FTCC
- Proactive admit to qualifying assoc. degree completers
- Data sharing to remove barriers (app, fee, transcripts)
- In 2023, 2,600+ assoc. recipients, but only 900 transferred to UNC schools.



# UNCG Education at Work Program



The *Education at Work* program is designed to clarify and streamline the employer-to-university partnership, employee education pipeline, and employer return on investment for tuition assistance.

## Potential Program Benefits

- Supplemental UNCG support and go-to points of contact for Triad-area employers investing in employee education
- Scholarship opportunities for adult learners
- A clear, straightforward admissions process for employees
- A streamlined, documented process for tuition assistance payment or reimbursement
- Delivery of outcomes data to primary employers to assist in gauging return on investment in tuition assistance and employee education
- Opportunity to give insight on future UNCG program and training development
- UNCG's low net cost helps your tuition assistance dollars do more



Thank you!