ENROLLMENT OVERVIEW
UNIVERSITY OF LOUISIANA SYSTEM INSTITUTIONS
2014-15
ENROLLMENT CHALLENGES

No Legacy
- First Generation
- Lack of Family Support
- Institutional Navigation

College Readiness
- Need for Remediation
- Increase in Standards

Affordability
- Rising Tuition Costs
- Reduction of State Support
- Economic Stagnation
- Changes in Financial Aid
TRADITIONAL RECRUITING STRATEGIES

- High School and Transfer Fairs
- Graduate School Fairs
- Individual/Campus Tours
- ACT/SAT Names Purchased
- HS Counselor Relationships
- Articulation Agreements with Community Colleges
- Program Specific Activities
- Freshmen Orientation

BPCC Fun Day
UNIQUE RECRUITING STRATEGIES

UNIVERSITY OF NEW ORLEANS
- Privateer Bound

SOUTHEASTERN LOUISIANA UNIVERSITY
- Lion Pride Preview
- Literary Rally/Rock’n Roar

LOUISIANA TECH UNIVERSITY
- Time Out for Tech

UNIVERSITY OF LOUISIANA AT MONROE
- Browse on the Bayou
- Strategic Geographic Analysis and Targeting
ULM OVERVIEW OF ENROLLMENT

- Students Enroll from Across the State
- Focus on I-10 Corridor and North Shore
PREDICTIVE MODELING

MCNEESE STATE UNIVERSITY
- Weekly Monitoring of Applications

UNIVERSITY OF LOUISIANA AT LAFAYETTE
- Identifying At-Risk Students

NICHOLLS STATE UNIVERSITY
- New Student Predictor
  - Input from Admissions
  - Attendance at Orientation
  - Historical Data by Admission Type

NORTHWESTERN STATE UNIVERSITY
- Use of Excel and SPSS for Analytics
POSITIVE ENROLLMENT TRENDS: TRANSFERS

Transfer Admits = 25% Increase
POSITIVE ENROLLMENT TRENDS: INTERNATIONAL STUDENTS
POSITIVE ENROLLMENT TRENDS: COMPUTER SCIENCE

UNIVERSITY OF LOUISIANA SYSTEM | NINE UNIVERSITIES STRONG
POSITIVE ENROLLMENT TRENDS: ENGINEERING TECH.
POSITIVE ENROLLMENT TRENDS: MATH

UNIVERSITY OF LOUISIANA SYSTEM | NINE UNIVERSITIES STRONG

Graph showing enrollment trends in math from 2003 to 2013.
ENROLLMENT OPPORTUNITIES/STRATEGIES

MCNEESE STATE UNIVERSITY
- Increasing High School Graduation Rates in Texas

UNIVERSITY OF NEW ORLEANS
- Targeting Academic Programs to Support Urban Research Mission

NICHOLLS STATE UNIVERSITY
- Drawing Attention to Culinary and PETSM Programs

NORTHWESTERN STATE UNIVERSITY
- Focusing on the Health Professions and Engineering Technologies

GRAMBLING STATE UNIVERSITY
- Targeting Hispanic and Asian Students
WHAT’S AHEAD?

- Re-defining the Opportunities for Higher Education
- Program Alignment with the Workforce
- Refining Recruitment and Enrollment Processes
- Enhancing Student Support and Implementing Value-Added Strategies