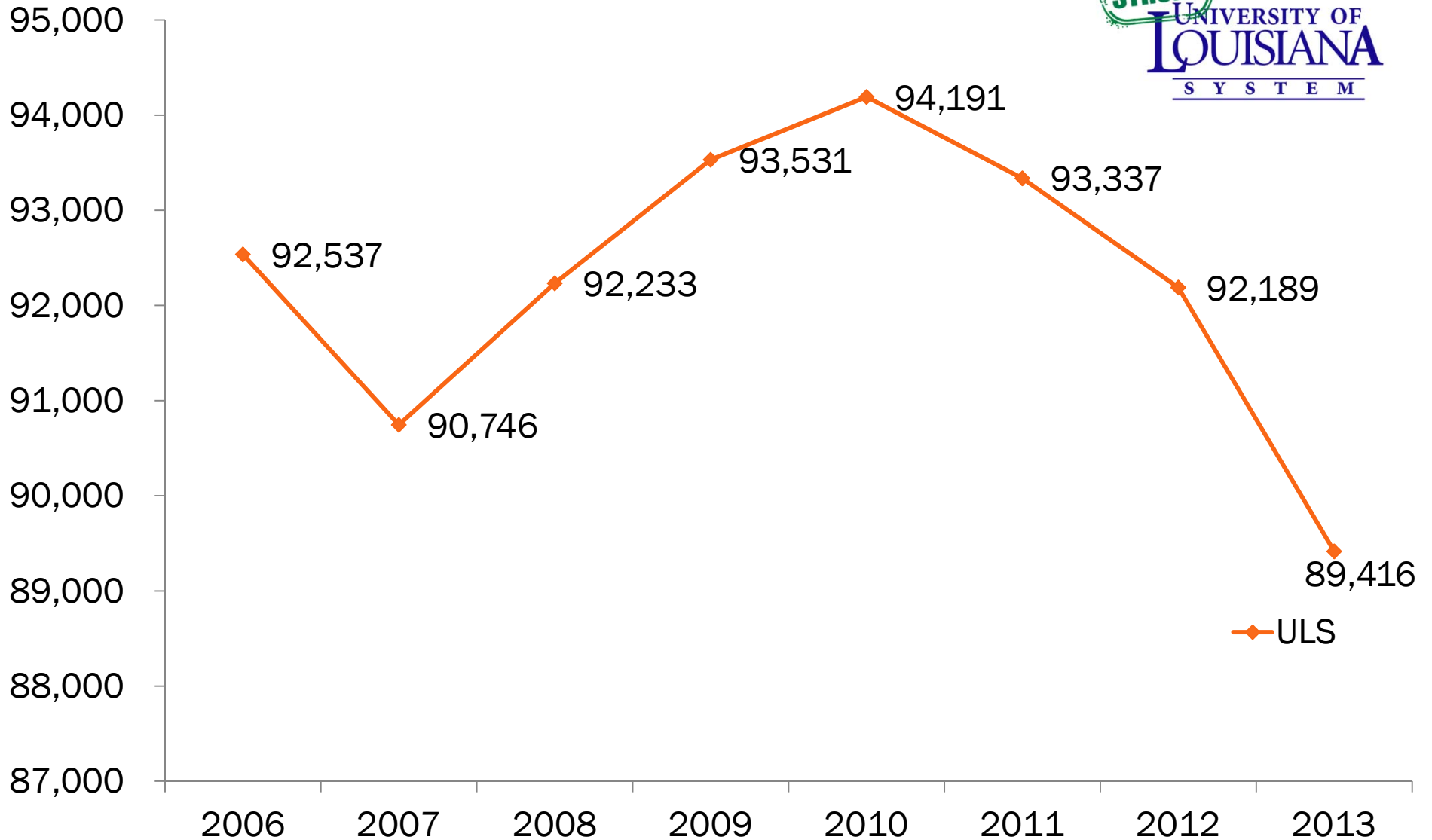




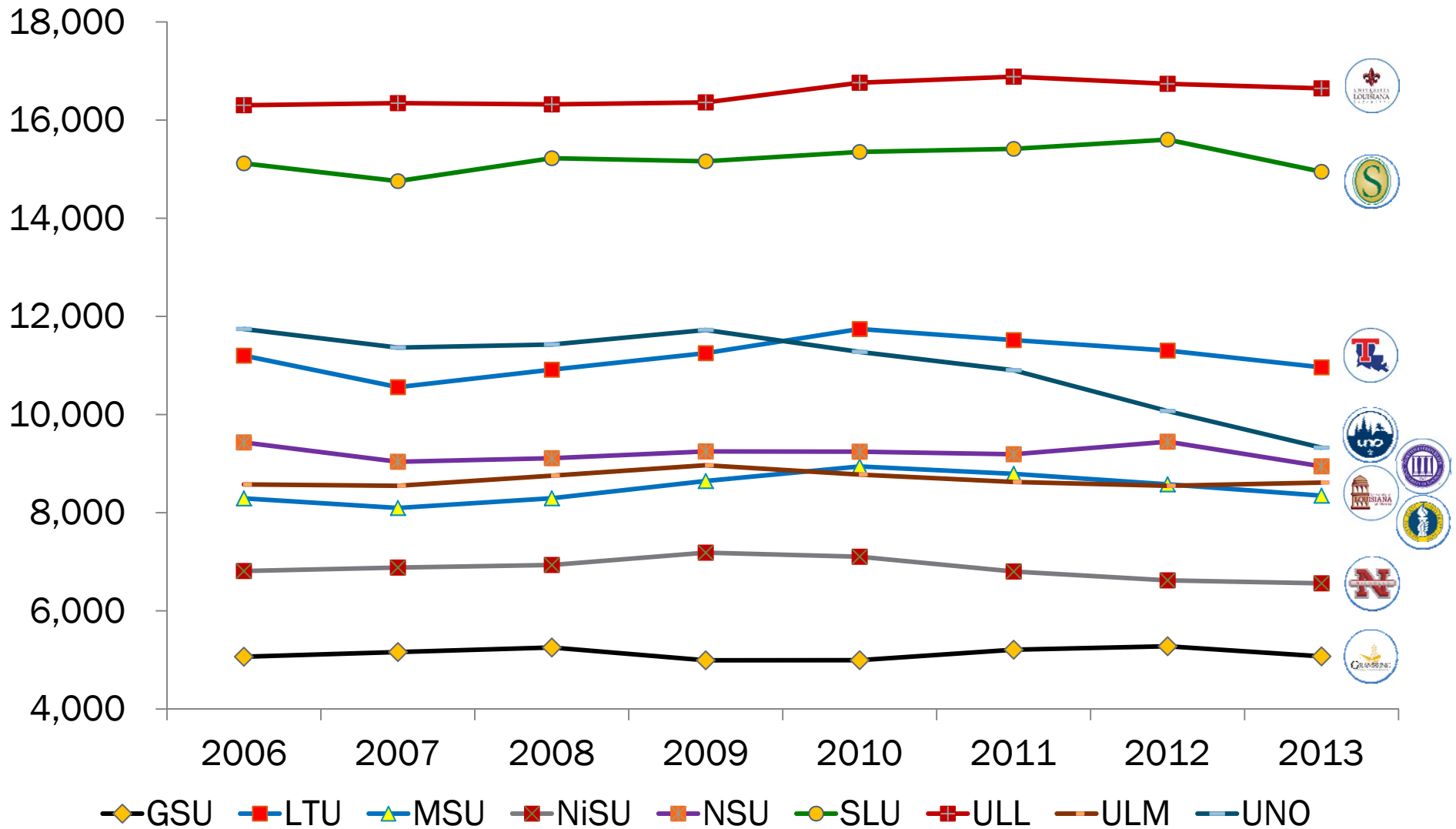
STRATEGY AND PERFORMANCE COMMITTEE
JUNE 27, 2014

ENROLLMENT OVERVIEW UNIVERSITY OF LOUISIANA SYSTEM INSTITUTIONS 2014-15

ENROLLMENT TRENDS: UL SYSTEM



ENROLLMENT TRENDS: **CAMPUSES**



ENROLLMENT CHALLENGES

No Legacy

- First Generation
- Lack of Family Support
- Institutional Navigation

Affordability

- Rising Tuition Costs
- Reduction of State Support
- Economic Stagnation
- Changes in Financial Aid

College Readiness

- Need for Remediation
- Increase in Standards



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

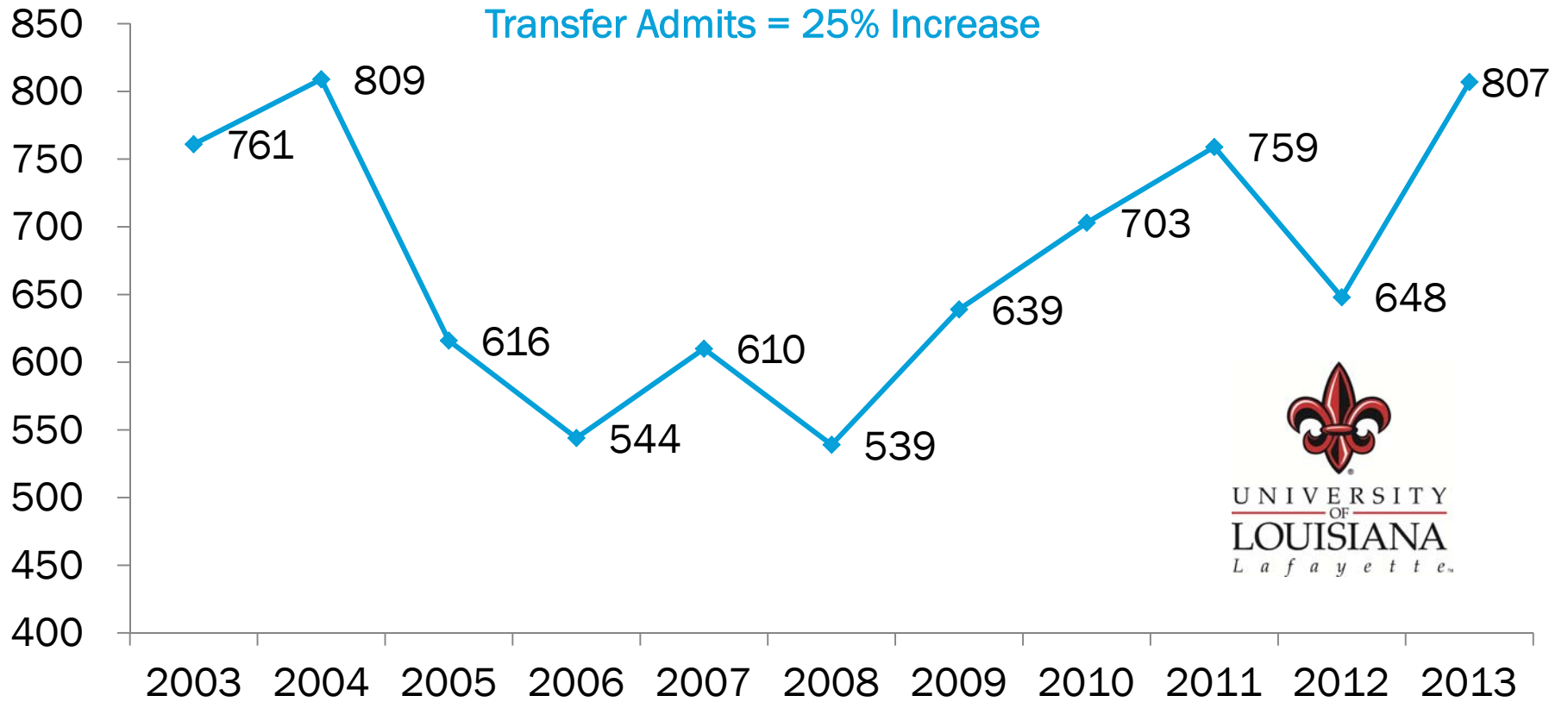
- New Student Predictor
 - Input from Admissions
 - Attendance at Orientation
 - Historical Data by Admission Type

NORTHWESTERN STATE UNIVERSITY

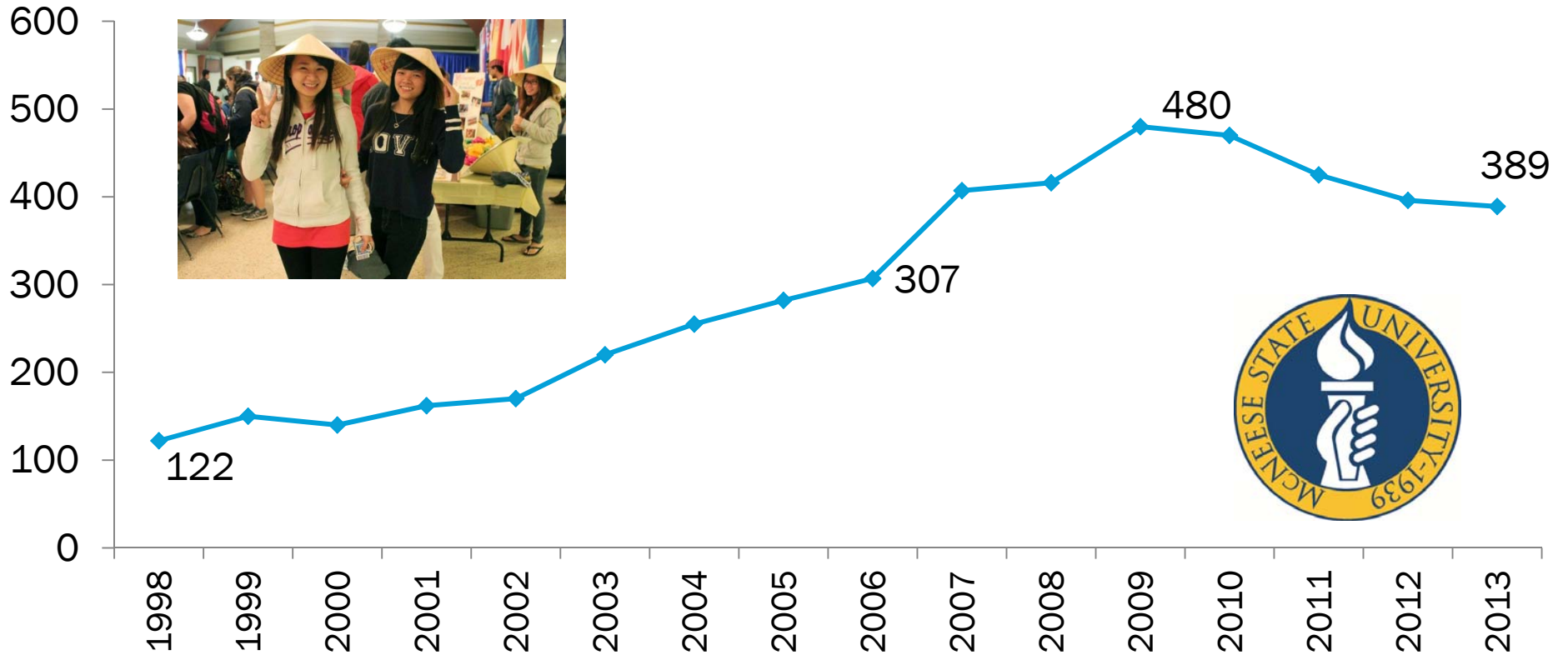
- Use of Excel and SPSS for Analytics



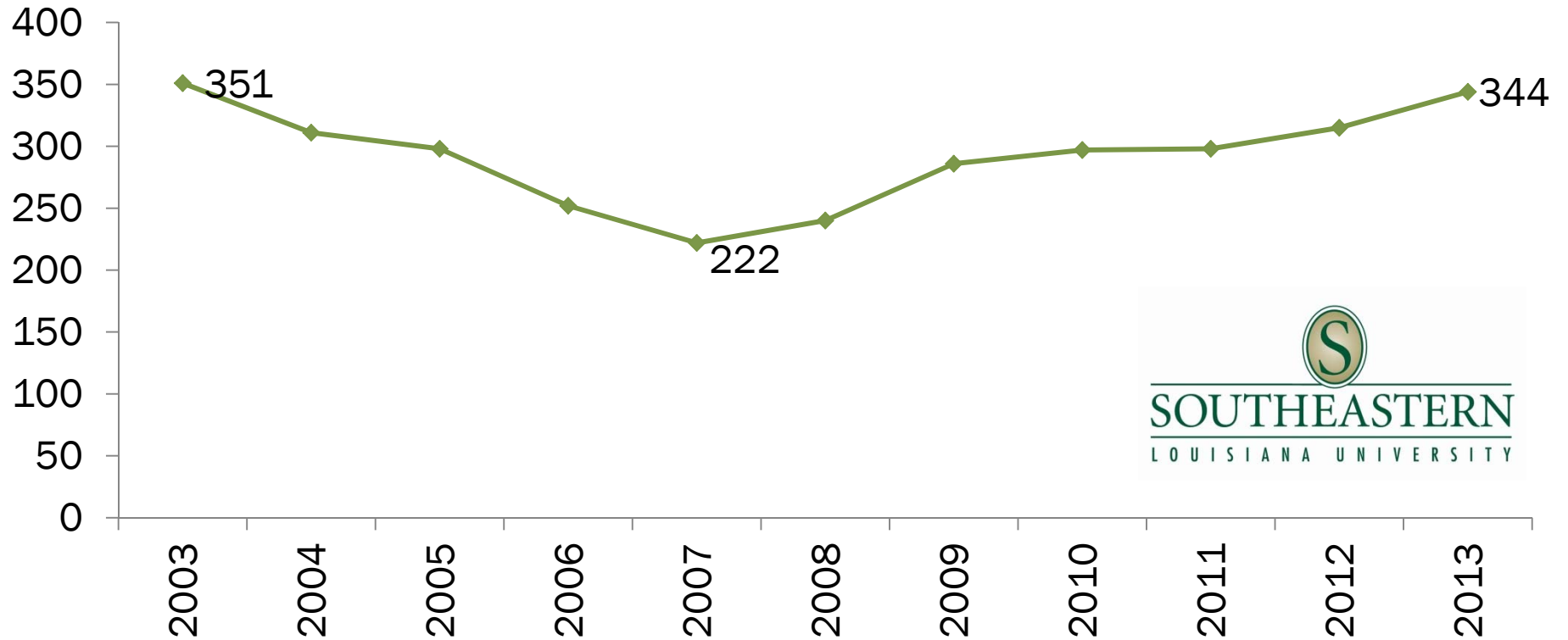
POSITIVE ENROLLMENT TRENDS: TRANSFERS



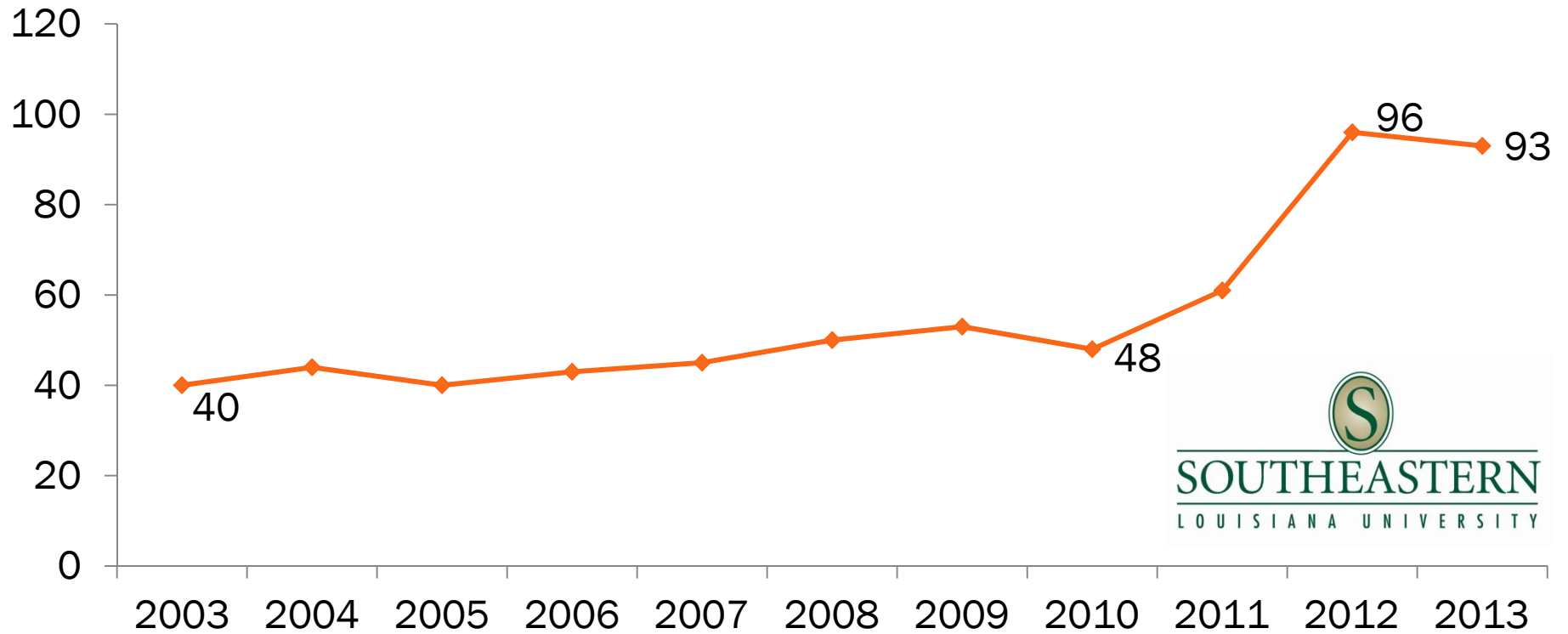
POSITIVE ENROLLMENT TRENDS: INTERNATIONAL STUDENTS



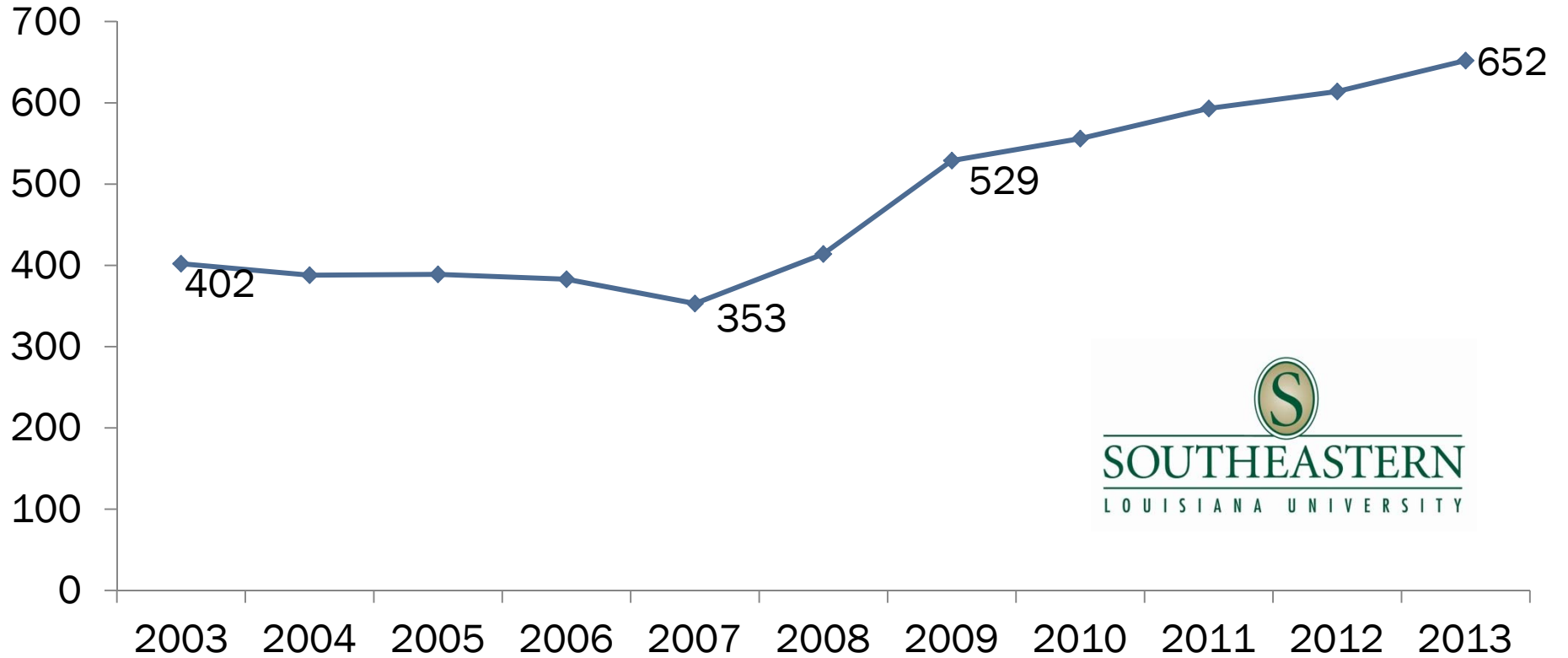
POSITIVE ENROLLMENT TRENDS: COMPUTER SCIENCE



POSITIVE ENROLLMENT TRENDS: ENGINEERING TECH



POSITIVE ENROLLMENT TRENDS: MATH



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 PETS M 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

