Recruitment & Retention Initiative
Purpose

- Forecast enrollment
- Provide evidence-based insights to increase enrollment
- Implement strategies based on evidence
Strategies

- Prioritize initiative in TECH2020, the University’s Strategic Plan
- Implement campus-wide collaboration
- Maximize University resources
Strategies

- Ensure University-wide ownership of recruitment and retention
- Provide evidence-based insights to forecast and increase enrollment
Process

1. Identify Data to Collect
2. Gather Data
3. Prepare Data for Analysis
4. Model Data
5. Build Forecast
Potential Predictors

- Parish Recode
- Perkins Loan
- Institutional Funding
- Total Budget Estimated
- Tech FAFSA Ranking
- External Aid Awarded
- Degree type
- Time Out for Tech Fee Received
- Federal Funding Awarded
- College applied to
- Distance from Tech
- Alum in Family
- Parents Adjusted Gross Income
- ACT or SAT
- Housing application and fee received
- Hs Class Size
- Grants Awarded
- Population Density
- Pell Award
- Total Aid Awarded
- Mother's AGI
- State Funding Awarded
- Father's highest educational level
- Total AP hours
- Test Z score
- Campus Tour
- Population in zip
- Mother's highest educational level
- Interested in employment
- Father's AGI
- Standardized Test Count
- Student's electronic mail address
- Student's AGI
- Parent's legal state of residence
- Parent's net worth
- Major Interest
- 7th semester
- HS GPA
- Initial Admission Status
- First Generation College Student
Best Indicators for April Forecasting

- Tech Rank on FAFSA
  - Ranked #1
  - Any other Rank

- Took a Campus Tour by April 1
  - Yes
  - No

- Came to Time Out for Tech
  - Yes
  - No

- Completed Housing Application by April 1
  - Yes
  - No

- From North LA
  - Yes
  - No
## Forecasting 151 Freshmen Enrollment

<table>
<thead>
<tr>
<th>Enrollment Rate</th>
<th>None of the Indicators</th>
<th>1 Indicator</th>
<th>2 Indicators</th>
<th>3 Indicators</th>
<th>4 Indicators</th>
<th>All Indicators</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>12%</td>
<td>38%</td>
<td>68%</td>
<td>96%</td>
<td>100%</td>
<td>100%</td>
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<td>Admitted</td>
<td>772</td>
<td>1119</td>
<td>749</td>
<td>350</td>
<td>143</td>
<td>21</td>
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<td>Expected to Enroll</td>
<td>89</td>
<td>425</td>
<td>508</td>
<td>335</td>
<td>143</td>
<td>21</td>
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</tbody>
</table>

*Note. Percentages are based on Fall 2012 and 2013 data. N’s are admitted students who fall into respective groups as of May 1st, 2014 for Fall 2014 quarter.*