Enrollment and Student Recruitment Update
Fall University Enrollment

<table>
<thead>
<tr>
<th></th>
<th>2014</th>
<th>2015</th>
<th>Increase</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>20,138</td>
<td>20,873</td>
<td>+735 (3.6%)</td>
</tr>
</tbody>
</table>

- Undergraduate increase 7th year in a row
- Minority enrollment 24%
- African-American enrollment 19%
- Mississippi and non-resident increase
- Freshmen to Sophomore retention 82%
# Fall Freshmen Enrollment

<table>
<thead>
<tr>
<th>Student Level</th>
<th>Fall 2014</th>
<th>Fall 2015</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>First Time Freshmen</td>
<td>2974</td>
<td>3471</td>
<td>+497</td>
</tr>
</tbody>
</table>

- Increase in Mississippi and non-residents
- Increase within all academic colleges
- 26% increase in African Americans
- First time freshman profile
  - 3.34 GPA
  - 24 ACT
## Fall Transfer Enrollment

<table>
<thead>
<tr>
<th>Student Level</th>
<th>Fall 2014</th>
<th>Fall 2015</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>First Time Transfer</td>
<td>1632</td>
<td>1869</td>
<td>+227 (13%)</td>
</tr>
</tbody>
</table>

- Increase in Mississippi and non-residents
- Increase in community college and 4 year transfers
- 13% increase in African American students
- Enrolled 15 PTK All-Mississippi transfer team members

*Change to IHL transfer reporting*
Enrollment Initiatives

• Student Retention

• Student Recruitment
Recruitment Overview

• Recruitment Team

• Recruitment Process
  – Funnel Stages
  – Fall Strategies
  – Spring Strategies
Campaigns

• High School Students
  – Freshman-Seniors
  – Prospects
  – Inquiries
  – Applicants
  – Admits

• Transfer Students
  – Freshman-Sophomore
  – Prospects
  – Inquiries
  – Applicants
  – Admits
## 2016 Numbers

<table>
<thead>
<tr>
<th>Freshman</th>
<th>Number</th>
<th>Last Year Comparison</th>
</tr>
</thead>
<tbody>
<tr>
<td>Applications</td>
<td>12,656</td>
<td>+12%</td>
</tr>
<tr>
<td>Admits</td>
<td>8,566</td>
<td>+8%</td>
</tr>
<tr>
<td>Application to Admit yield</td>
<td>68%</td>
<td>*-2%</td>
</tr>
</tbody>
</table>

*Implemented non-resident admission requirements*
Challenges and Opportunities

• Challenges
  – Increase in lower yielding students (high achieving, out of state)
  – Highly competitive market

• Opportunities
  – Campus visits
  – Scholarship program
  – Cohesive recruitment
  – Admitted student engagement
Campus Visits

- Preview day
  - Increase events (Fall and Spring)
- Campus visits
  - Accommodate more (campus visit room)
Scholarship Program

• Implement a university wide scholarship program—Academic Works

• Award scholarships earlier
  – Academic and Non-Resident scholarships 2 weeks after admission
  – Departmental in February
Cohesive Recruitment

• Recruitment Council
  – Academic college recruitment in addition to student recruitment
  – Academic college marketing and personal outreach
  – Alumni student recruitment outreach
Admitted Student Engagement

• Outreach from academic colleges
  – Callings
  – Letters

• Engagement from student tele-counselors

• Outreach from alumni
  – Events
  – Calling
  – Letters
Questions

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