Spring 2015

UNO Enrollment Update to the Academic Affairs Committee, Board of Regents

UNO Student Affairs
University of Nebraska at Omaha

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UNO ENROLLMENT UPDATE
ACADEMIC AFFAIRS COMMITTEE
NU BOARD OF REGENTS

Spring 2015

Daniel J. Shipp, Vice Chancellor for Student Affairs and Enrollment Management
mav-er-ick
noun
1. An independent thinker

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UNIVERSITY OF
Nebraska
Omaha

Logo
20,000 Students by 2020

"As part of realizing our vision of being a premier metropolitan university, we have been preparing to grow in enrollment, image, and quality as part of our strategic agenda. In my opinion, the timing could not be better, nor the stars aligned more perfectly, to implement an aggressive agenda and direction for the future."

UNO Chancellor, John Christensen
How Will UNO Enroll 20,000 Students by 2020?

Critical Planning Steps

– 2012 Noel Levitz study focused on strategic recruitment and retention planning
– Campus executive enrollment committee formed
– Student affairs and enrollment management divisions restructured and integrated
  • Academic and Career Development Center established (2013)
  • One-stop Wellness Center established (2013)
  • Remissions Taskforce recommendations (2014)
– University Communications office created
– Develop a 2020/Strategic Enrollment Plan
Strategic Enrollment Planning
Access + Success

• Use Data to Drive Decisions
• Invest in Strategic Communications
• Establish Student Recruitment Targets
• Establish Student Retention Targets
• Identify Academic Growth Targets
• Align Resources to Support Sustainable Growth
Data Warehouse Project Initiated

In 2012, UNO begins critical partnership with Blackboard Analytics to elevate data diagnostics used to inform recruitment and retention strategies

– Information Services and Institutional Effectiveness staffs providing direction and leadership
– Currently multiple data projects are moving through modeling to production to implementation stages
Strategic Communications Investments

• Communications Office reboot (2012)
• Critical staff and promotional investments
• Value proposition project completed (2013)
• General brand awareness campaign launched
• New website project initiated (ongoing)
Value Proposition Defined
We are proud to say that the “UNO Advantage book,” our value proposition, has won top local and regional awards from the American Marketing Association, CASE and PRSA.
New Students + Completer Students + Returning Students = 20,000 Students by 2020

RECRUITMENT: NEW STUDENTS
UNO Enrollment Trend

Figure 1: Administrative-Site Head Count Enrollment Fall 2004 through Fall 2014

<table>
<thead>
<tr>
<th>Year</th>
<th>Undergraduate</th>
<th>Graduate</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>2004</td>
<td>11,041</td>
<td>2,783</td>
<td>13,824</td>
</tr>
<tr>
<td>2005</td>
<td>11,329</td>
<td>2,764</td>
<td>14,093</td>
</tr>
<tr>
<td>2006</td>
<td>11,156</td>
<td>2,750</td>
<td>13,906</td>
</tr>
<tr>
<td>2007</td>
<td>11,331</td>
<td>2,825</td>
<td>14,156</td>
</tr>
<tr>
<td>2008</td>
<td>11,327</td>
<td>2,886</td>
<td>14,213</td>
</tr>
<tr>
<td>2009</td>
<td>11,554</td>
<td>3,066</td>
<td>14,620</td>
</tr>
<tr>
<td>2010</td>
<td>11,833</td>
<td>2,832</td>
<td>14,665</td>
</tr>
<tr>
<td>2011</td>
<td>11,964</td>
<td>2,748</td>
<td>14,712</td>
</tr>
<tr>
<td>2012</td>
<td>12,136</td>
<td>2,650</td>
<td>14,786</td>
</tr>
<tr>
<td>2013</td>
<td>12,335</td>
<td>2,892</td>
<td>15,227</td>
</tr>
<tr>
<td>2014</td>
<td>12,221</td>
<td>3,006</td>
<td>15,227</td>
</tr>
</tbody>
</table>
In the Fall of 2013, there were nearly 50 degree-granting institutions in the State of Nebraska.

87% of UNO’s full-time, first-time freshmen were Nebraska residents the highest ratio in the NU system.

12%, or about 1/8 of all Nebraska students who graduated from high-school in AY2013 and went to college in the Fall of 2013, enrolled and attended UNO.

UNL is the only degree-granting institution in the State of Nebraska which enrolls more full-time, first-time freshmen.

Source: [http://www.ccpe.state.ne.us/PublicDoc/Ccpe/Reports/FactLook/13-14/Degrees/](http://www.ccpe.state.ne.us/PublicDoc/Ccpe/Reports/FactLook/13-14/Degrees/)
New Student Enrollment*

<table>
<thead>
<tr>
<th></th>
<th>2010</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>First Time Freshman</td>
<td>1939</td>
<td>1913</td>
<td>1886</td>
<td>2010</td>
<td>2040</td>
</tr>
<tr>
<td>Transfer</td>
<td>1358</td>
<td>1124</td>
<td>1230</td>
<td>1403</td>
<td>1229</td>
</tr>
<tr>
<td>New Graduate Students</td>
<td>623</td>
<td>658</td>
<td>686</td>
<td>705</td>
<td>743</td>
</tr>
</tbody>
</table>

* Delivery Site
New Students + Completer Students + Returning Students = 20,000 Students by 2020
Completer Student Categories

- Active Military and Veteran Students
- Community College Students
- Four Year Transfer Students
- Some Credits/No Degree
- Adult Learners
Transfer Students at UNO
Fall 2014 Snapshot

Fall 2014 TR Cohort
by Transfer Institution Type

- 2 Year: 682
- 4 Year: 467
- Other: 63
UNO’s Great Opportunity
Helping many Nebraskans earn four-year degrees

Douglas County
- 74,000 have HS/GED
- 81,000 have some college/no degree
- 23,000 have an Associate’s Degree

Sarpy County
- 24,000 have HS/GED
- 9,600 have some college/no degree
- 27,000 have an Associate’s Degree

2013 ACS Data
New Students + Completer Student + Returning Students = 20,000 Students by 2020

RETURNING STUDENTS
Value: Establishing Lifeboats and Lifeguards

2nd Year Retention by Entering Cohort
Priority: Growing Learning Community Enrollment

Learning Community Enrollment

Fall 2010  Fall 2011  Fall 2012  Fall 2013  Fall 2014

LC % total UG enrollment  Goodrich  TLC  Honors
Peer CUMU Comparison 6-Year Graduation Rates

6 Yr Graduation Rates

- UNO
- CUMU Avg

- Fall 2003
- Fall 2004
- Fall 2005
- Fall 2006
- Fall 2007
- Fall 2008
Using Predictive Analytics
New Student Wellness Survey (2013 & 2014)

FY Student Areas of Concern

- Financial: 40%
- Intellectual: 28%
- Physical: 3%
- Occupational: 4%
- Social: 13%
- Spiritual: 1%
- Environmental: 5%
- Emotional: 6%
2020 Retention and Completion Targets

- First Year Student Retention: 85%
- Four Year Graduation: 30%
- Six Year Graduation: 60%
Graduating More Students

Unduplicated Headcount of UNO Graduates by Academic Year

- 2011: 2770
- 2012: 2783
- 2013: 2875
- 2014: 2890
Establishing Academic Growth Targets

2020 Executive Leadership Team (2014-15)

– Developing academic program targets by College
  • Identifying faculty needs to support enrollment growth
  • Identifying staff needs to support enrollment growth
– Identifying analytics priorities to support targets
  • Re-enrollment reports
  • PACE tracking
  • Dashboards
– Syncing undergrad and graduate marketing strategies
Growing Forward
Need to Balance Growth and Quality

Successes

– Community Engagement Center and National recognitions
– #1 University for military and veteran students
– Biomechanics building and research agenda
– New Community Arena
– Graduate programs growth
– Community college partnerships

Stressors

– Faculty and staff needed to support increasing numbers of high risk, lower socio-economic, first generation students (privilege and challenge)
– Will need to improve academic advising ratios
– Will need support for more learning and research spaces
– Will need to fund strategic faculty/staff positions
– Lack of campus housing for students
– Outdated enrollment/student service systems (experience management)
Key Considerations

UNO has the fewest administrative staff per 1,000 students among those schools closest to its enrollment size.

Peer institutions with higher graduation rates tend to have about the same or about 10 more full-time faculty per 1,000 students than UNO.

Peer institutions with higher graduation rates than UNO tend to have more administrative staff per 1,000 students than UNO.

Nearly every institution with a 6-year graduation rate above 50% has more full-time faculty and administrative staff per 1,000 students than UNO.