

Ferris State University

Enrollment Information and Discussion

2023

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Purpose and History

- History
- New people
- Share data
- Engage University
- Listen
- Learn
- Connect University plans
- Gather Input

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College/Designated Area Enrollment History Since 2018

College/Designated Area	Fall 2018	Fall 2019	Fall 2020	Fall 2021	Fall 2022
Arts and Sciences	1738	1706	2238		
Arts, Sciences and Education				2162	2160
Business	2384	2157	3365	3063	2939
Education and Human Services	2121	2052			
Engineering Technology	2096	2024	1852	1733	1660
Health Professions	1828	1707	1531	1434	1371
Kendall College	1011	875	721	630	565
Optometry	148	146	145	146	144
Pharmacy	576	533	495	473	437
Doctorate in Community College Leadership (DCCL)	121	90	103	77	75
Retention and Student Success	1227	1182	715	643	721

2022 Enrollment

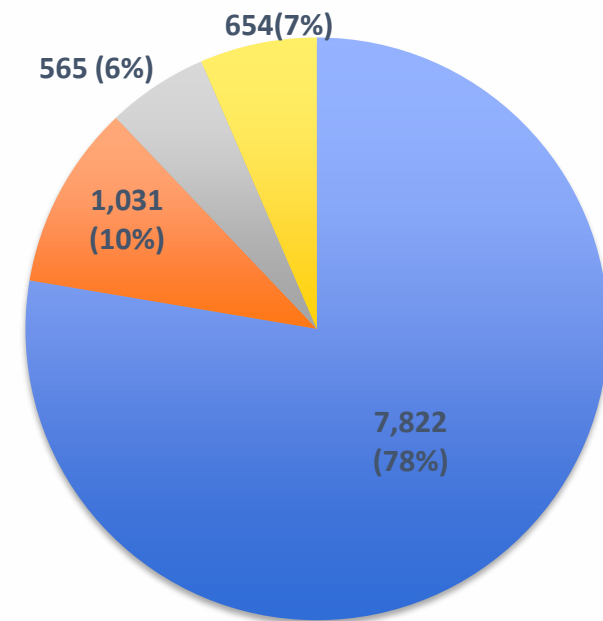
Where does Ferris fit into to the current landscape?

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Overview of Fall 2022 New Students

Total University Enrollment



■ Big Rapids ■ Statewide ■ Kendall ■ Online

Key Takeaways

FTIAC Enrollment up over Fall 2021

- Big Rapids +311 (23.2%)
- KCAD +19 (31.1%)
- Statewide +4 (89%)

Graduate Enrollment up over Fall 2021

- Grad/Professional +35 (14.1%)

Dual Enrollment up over Fall 2021

- Dual Enrollment +117 (37.1%)

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Fall 2022 4th Day Count Overall

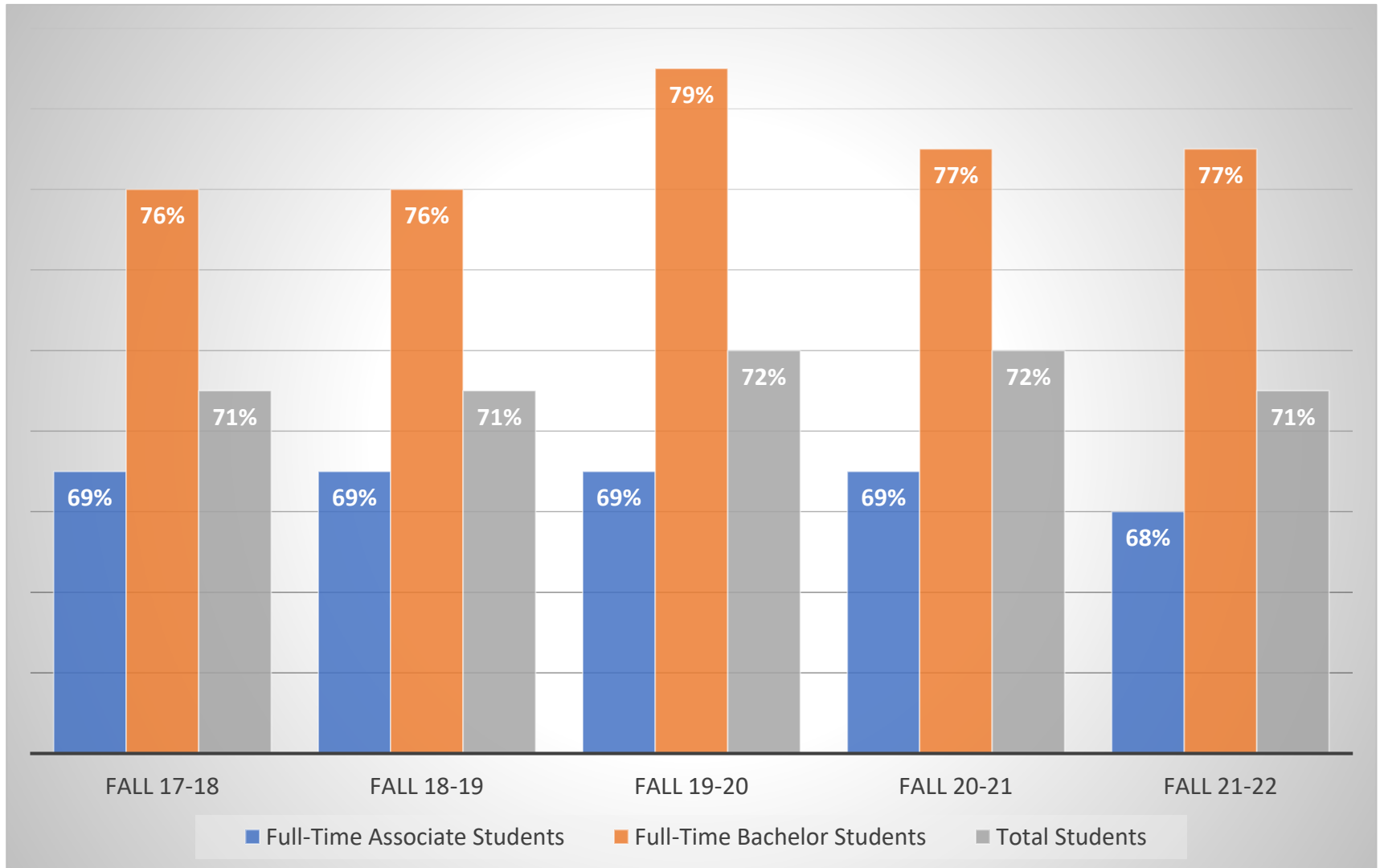
Site	Headcount Total Fall 2022	Headcount Total Fall 2021	Up/Down	% Up/Down
Total University	10,072	10,361	-289	-2.8%
Big Rapids	7822	7772	50	0.6%
Statewide	1031	1221	-190	-15.6%
Online	654	737	-83	-11.5%
Kendall	565	631	-66	-10.5%
International	135	145	-10	-6.9%

Overall University Down 2.1% in SCH's

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First Year Retention 5-Year Trend by Degree Type



Fall 2022 Michigan Enrollment Landscape

Fall 2022 University Enrollment at Michigan Public 15

	Total Fall 2021	Total Fall 2022	Change	% Change
EMU	15,370	14,048	-1,322	-8.6%
UMF	6,418	5,985	-433	-6.7%
WMU	19,038	17,835	-1,203	-6.3%
OU	17,170	16,108	-1,062	-6.2%
CMU	15,465	14,563	-902	-5.8%
SVSU	7,523	7,174	-349	-4.6%
WSU	24,931	23,788	-1,143	-4.6%
GVSU	22,406	21,648	-758	-3.4%
NMU	7,214	6,970	-244	-3.4%
FSU	10,361	10,072	-289	-2.8%
UMD	8,331	8,224	-107	-1.3%
MTU	7,009	7,073	64	0.9%
UMAA	50,278	51,225	947	1.9%
LSSU	1,812	NA		
MSU	49,659	NA		

Total Enrollment

- Ferris Compares Favorably to Patterns at MI Universities.



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Fall 2022 Michigan Enrollment Landscape

Fall 2022 University Enrollment at Michigan Public 15

	FTIACs Fall 2021	FTIACs Fall 2022	Change	% Change
WMU	2,061	2,579	518	25.1%
FSU	1,410	1,749	339	24.0%
CMU	1,918	2,029	111	5.8%
UMF	493	521	28	5.7%
OU	2,025	2,117	92	4.5%
SVSU	1,335	1,337	2	0.1%
UMAA	7,290	7,050	-240	-3.3%
EMU	2,255	2,172	-83	-3.7%
WSU	2,732	2,579	-153	-5.6%
NMU	1,491	1,407	-84	-5.6%
MTU	1,479	1,388	-91	-6.2%
UMD	1,084	1,005	-79	-7.3%
GVSU	3,894	NA		
LSSU	370	NA		
MSU	9,100	NA		

FTIAC Enrollment

- Ferris Near the Top in Terms of FTIAC Gains...



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Fall 2022 Michigan Enrollment Landscape

Community College	Total Headcount Fall 2022	% change from Fall 2021
Alpena	1,383	6.1
Bay	1,839	1.0
Delta	6,794	-0.4
Glen Oaks	1,066	10.1
Gogebic	813	-5.2
Grand Rapids	10,933	-8.7
Henry Ford	11,351	-3.2
Jackson	4,694	6.6
Kalamazoo Valley	5,770	-6.6
Kirtland	1,275	-1.8
Lake Michigan	2,316	-12.4
Lansing	9,675	-6.4
Macomb	15,216	-6.1
Mid Michigan	3,388	1.8
Montcalm	1,605	6.5
Mott	5,836	-0.9
Muskegon	3,497	-7.5
North Central Michigan	1,354	-5.1
Northwestern Michigan	3,133	-6.2
Oakland	13,445	-3.3
Schoolcraft	7,366	-6.7
Southwestern Michigan	1,808	5.5
St. Clair County	3,210	-2.0
Washtenaw	10,499	-2.3
West Shore	984	-5.2

- Community College Enrollment Down in Most Institutions
- Significant for Ferris Enrollment as CC's are main feeders for Transfer Students

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Michigan

The Competition Factor

	In-state Counts	Percentage
2021-22 High School Seniors	107,390	
Institutions of Higher Education	98	
College Continuation	81,664	76.0%
Leave the State to Go to College	10,755	10.0%

Largest Institutions	In-state Freshman	Estimated Market Share
Michigan State University	6,752	8.27% ←
Grand Valley State University	3,837	4.70% ←
University of Michigan-Ann Arbor	3,546	4.34%
Macomb Community College	3,330	4.08%
Wayne State University	2,934	3.59%

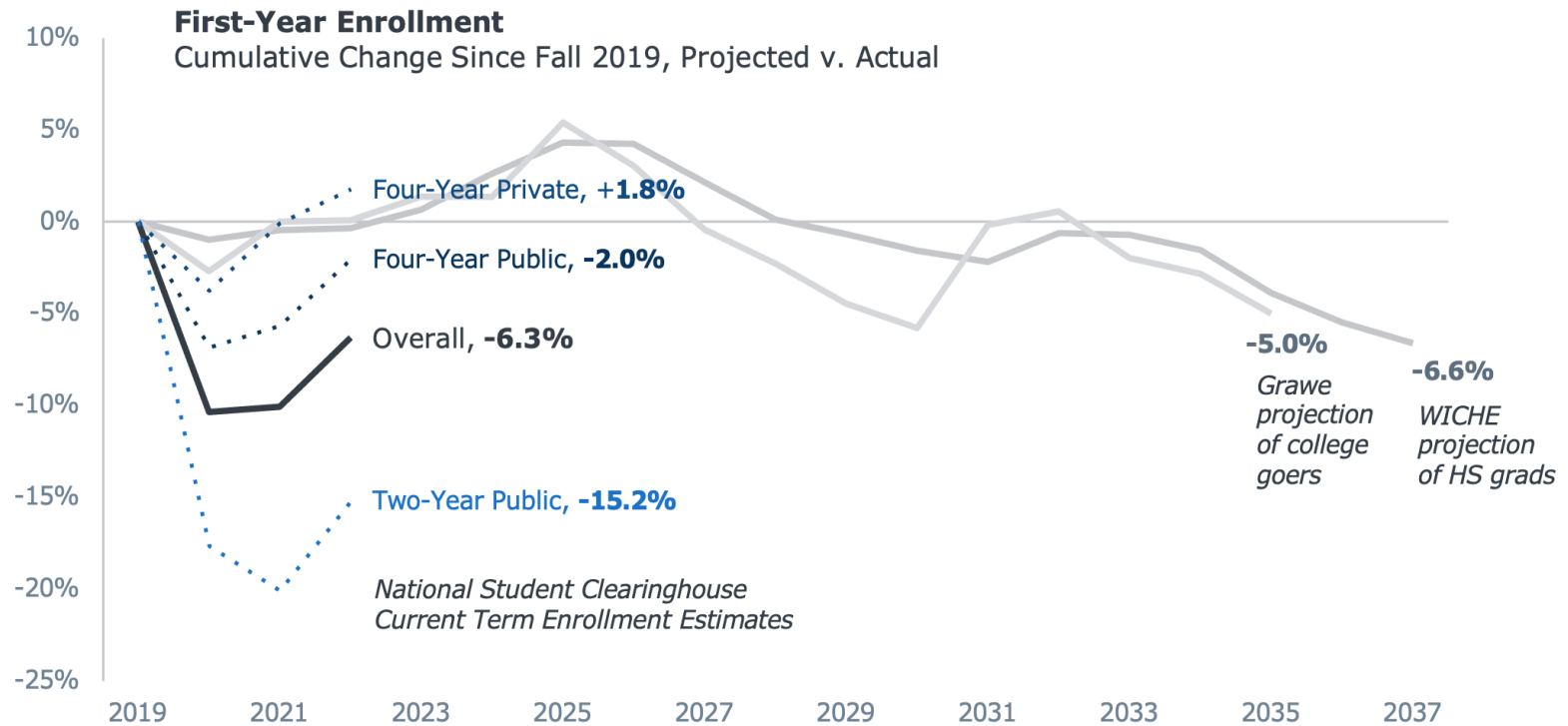
Remaining Students	Remaining Institutions	Students Per Institution
50,510	93	543

*Ferris Market Share = 2.1% (1746)

Pandemic Enrollment and Beyond



The Demographic Cliff Is Already Here



U.S.

Newsweek

Generation COVID: Record Numbers of Youth Opt Out of College, Work

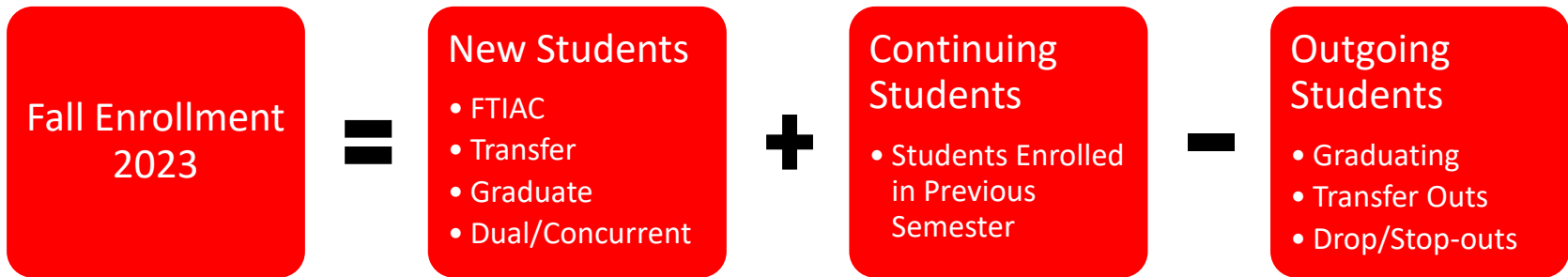
BY ANNE KIM ON 9/28/22 AT 5:00 AM EDT

"Just 51% of Gen Z students are now considering a four-year degree, according to a survey this year by the nonprofit ECMC Group—a 20-point drop since May 2020."

Ferris Fall 2023 Enrollment Goals

New Student Categories	Goal Fall 2023
Big Rapids FTIAC	+148
Big Rapids Transfer	+30
Big Rapids Dual Enrollment	+30
University International	+17
Kendall FTIAC	+19
Kendall Transfer	+4
Kendall Dual Enrollment	+15
Statewide FTIAC	+5
Statewide Transfer	+5
Online FTIAC	+10
Online Transfer	+10
Graduate	+15
Professional	+5

Fall 2023 Enrollment



- Students are constantly entering and leaving as semesters go by
- Impact of decline in new students in any one year lingers and as a result there are fewer continuing students

When is it likely Enrollment will Stabilize?

Fall 2018	<i>Leaving Retention</i>	New Students	2399		
Fall 2019		Sophomore			
Fall 2020		Junior			
Fall 2021	<i>Leaving Graduation</i>	Senior		New Students are FTIACS & Transfers	
Fall 2022	<i>Leaving Graduation</i>	Super Senior			
Fall 2019	<i>Leaving Retention</i>	New Students	2388		
Fall 2020		Sophomore			
Fall 2021		Junior			
Fall 2022	<i>Leaving Graduation</i>	Senior			
Fall 2023	<i>Leaving Graduation</i>	Super Senior			
Fall 2020	<i>Leaving Retention</i>	New Students	1940	- 448 NEVER HERE Impact Starts	*Readmits -22 *Largest Drop
Fall 2021		Sophomore			
Fall 2022		Junior			
Fall 2023	<i>Leaving Graduation</i>	Senior		Continued Impact	
Fall 2024	<i>Leaving Graduation</i>	Super Senior			
Fall 2021	<i>Leaving Retention</i>	New Students	1827	-113 NEVER HERE Impact Starts	*Readmits +53 *Smaller Drop
Fall 2022		Sophomore			
Fall 2023		Junior			
Fall 2024	<i>Leaving Graduation</i>	Senior		Continued Impact	
Fall 2025	<i>Leaving Graduation</i>	Super Senior			
Fall 2022	<i>Leaving Retention</i>	New Students	2122	+295 Impact Starts	*Gain New Business *Sp22 +34 New Business
Fall 2023		Sophomore			
Fall 2024		Junior			
Fall 2025	<i>Leaving Graduation</i>	Senior		Continued Impact	
Fall 2026	<i>Leaving Graduation</i>	Super Senior			

Next Steps for Creation of New Enrollment Plan

- Where are there opportunities for growth?
- Where are we experiencing contraction?
- Where are opportunities to help students be more successful?
- What student population size should Ferris be in the future?

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Ferris State University
Fall Enrollment 1976 to Present
On, Off, Kendall, and On-Line

Year	On Campus	Off Campus	Kendall	Online	Total	Things to Know
1976	9,934				9,934	
1977	9,965				9,965	
1978	10,208				10,208	
1979	10,596				10,596	
1980	11,112				11,112	
1981	11,261				11,261	
1982	11,008				11,008	
1983	10,767				10,767	
1984	10,540				10,540	
1985	10,909				10,909	
1986	11,310				11,310	
1987	11,643				11,643	
1988	11,157				11,157	<i>Off Campus Locations Added</i>
1989	11,158				11,158	
1990	11,379	697			12,076	<i>Begin Reporting Off Campus Locations Separately</i>
1991	11,689	772			12,461	
1992	11,280	854			12,134	
1993	10,210	978			11,188	
1994	9,182	1,075			10,257	
1995	8,672	1,096			9,768	
1996	8,407	1,088			9,495	
1997	8,280	1,188			9,468	
1998	8,440	1,211			9,651	
1999	8,541	1,127			9,668	
2000	8,782	1,065			9,847	
2001	8,901	1,265	764		10,930	<i>Kendall College Added / Admissions Standards Increase</i>
2002	8,908	1,311	855		11,074	
2003	9,356	1,542	924		11,822	
2004	9,280	1,592	931		11,803	
2005	9,630	1,881	1,036		12,547	
2006	9,486	2,007	1,082		12,575	
2007	9,680	2,227	1,180		13,087	
2008	9,667	2,513	1,352		13,532	<i>Admissions Standards Increase Complete</i>
2009	9,865	2,238	1,385	377	13,865	<i>Online Programs Added</i>
2010	9,931	2,409	1,419	622	14,381	
2011	9,970	2,383	1,414	793	14,560	
2012	10,039	2,203	1,416	830	14,488	
2013	10,159	2,193	1,459	896	14,707	<i>KCAD Highest Enrollment = 1,459</i>
2014	9,957	2,222	1,438	983	14,600	
2015	10,216	2,183	1,328	988	14,715	<i>Highest Enrollment of Big Rapids International Students = 536</i>
2016	10,016	1,977	1,214	980	14,187	
2017	9,868	1,854	1,071	1,005	13,798	
2018	9,553	1,742	1,011	944	13,250	
2019	9,175	1,561	875	861	12,472	
2020	8,193	1,445	721	806	11,165	<i>Covid 19 March 2020</i>
2021	7,773	1,221	630	737	10,361	
2022	7,822	1,031	565	654	10,072	

Indicates Highest Enrollment in Column

Indicates Lowest Enrollment in Column