

Strategic Planning and Resource Council

October 11, 2016

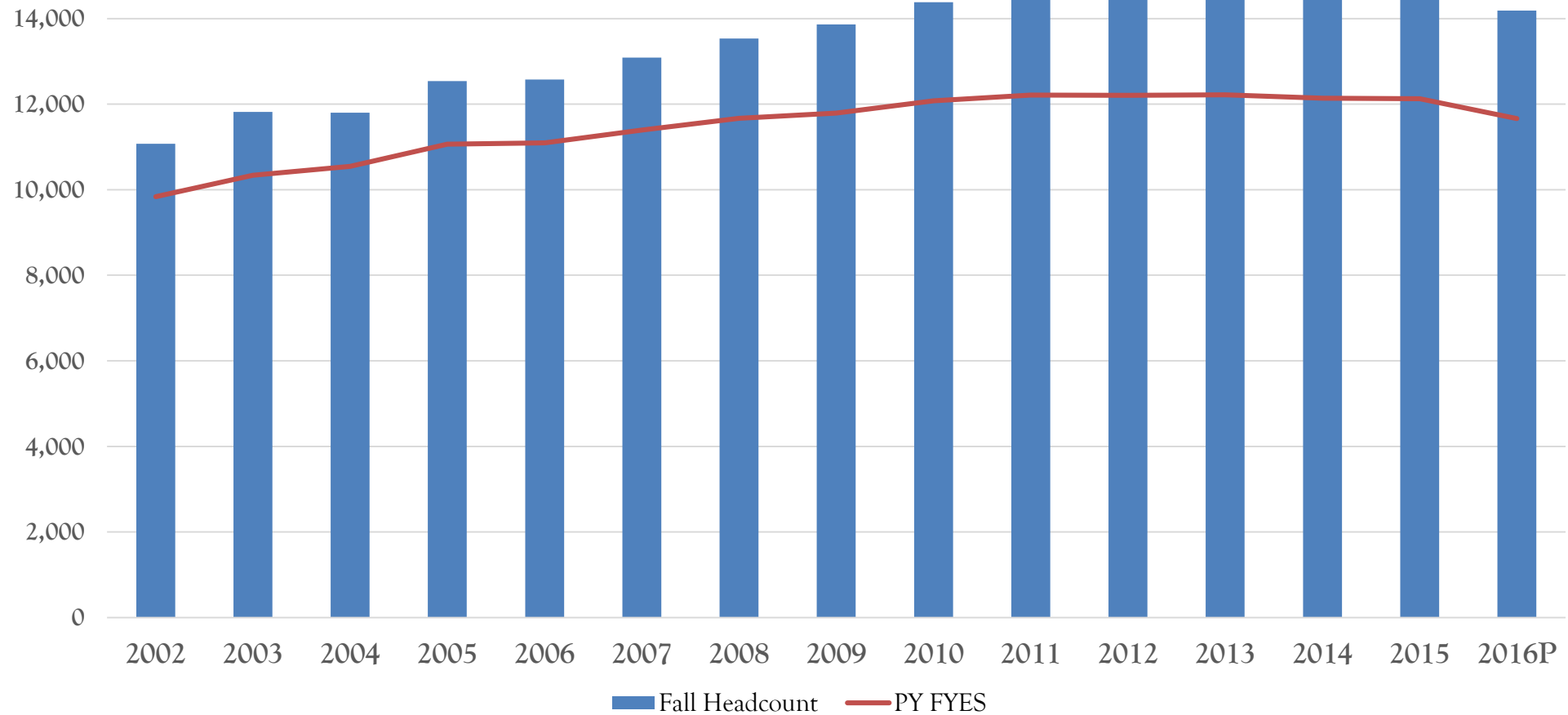
David L. Eisler, president

Sally DePew, Director, budgetary planning & analysis

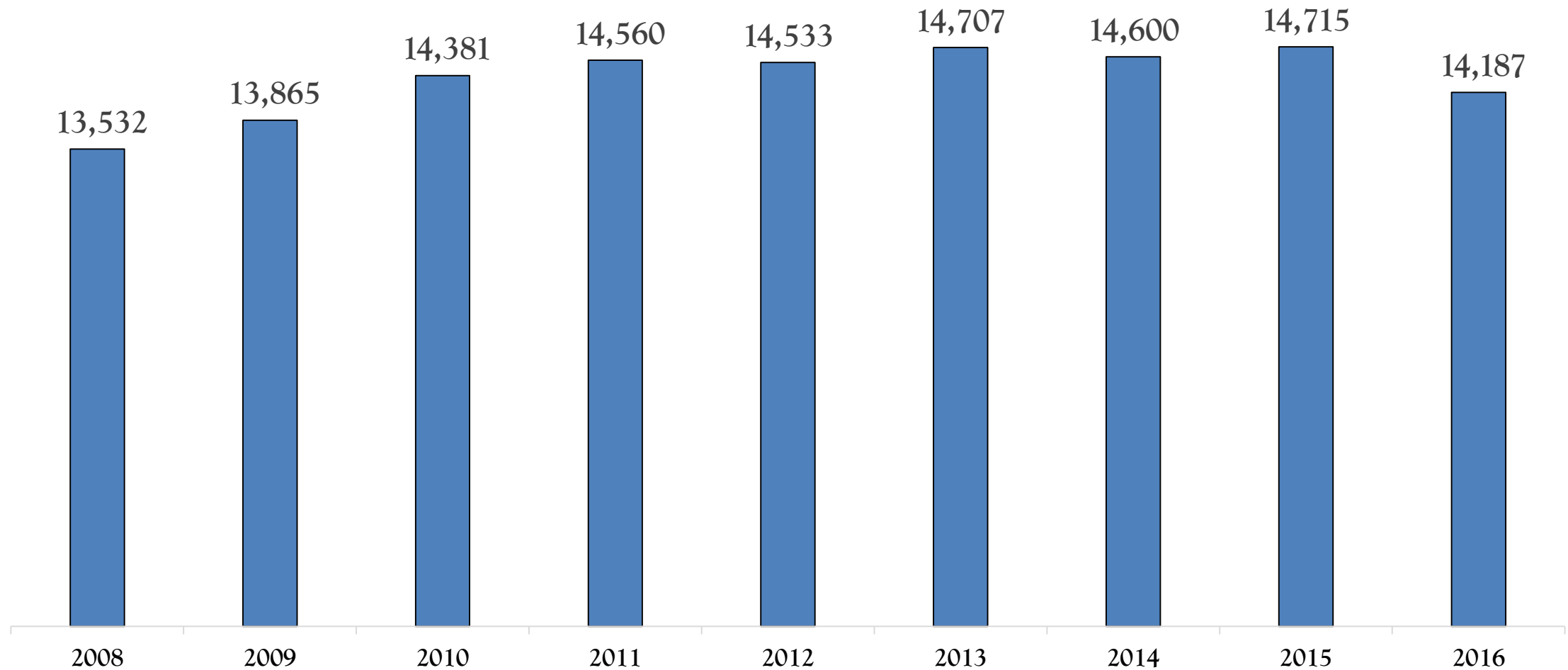
SPARC Enrollment Forum

- Recent University Enrollment Trends
- Recent Big Rapid Enrollment Trends
- U.S. and Michigan Demographics
- Current Action and Next Steps

Fall Headcount & Annual Full Time Equivalent (FYES)



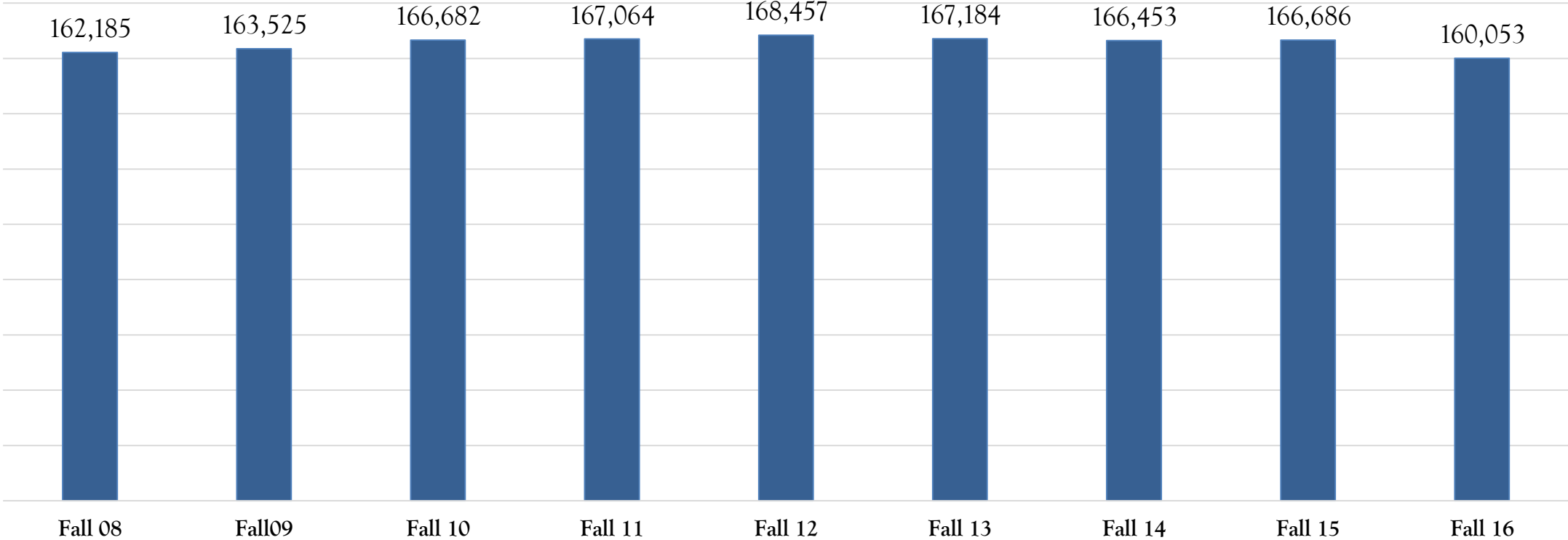
Fall Headcount Enrollment



Data Source: FSU Institutional Research Official 4th Day Enrollment Summary

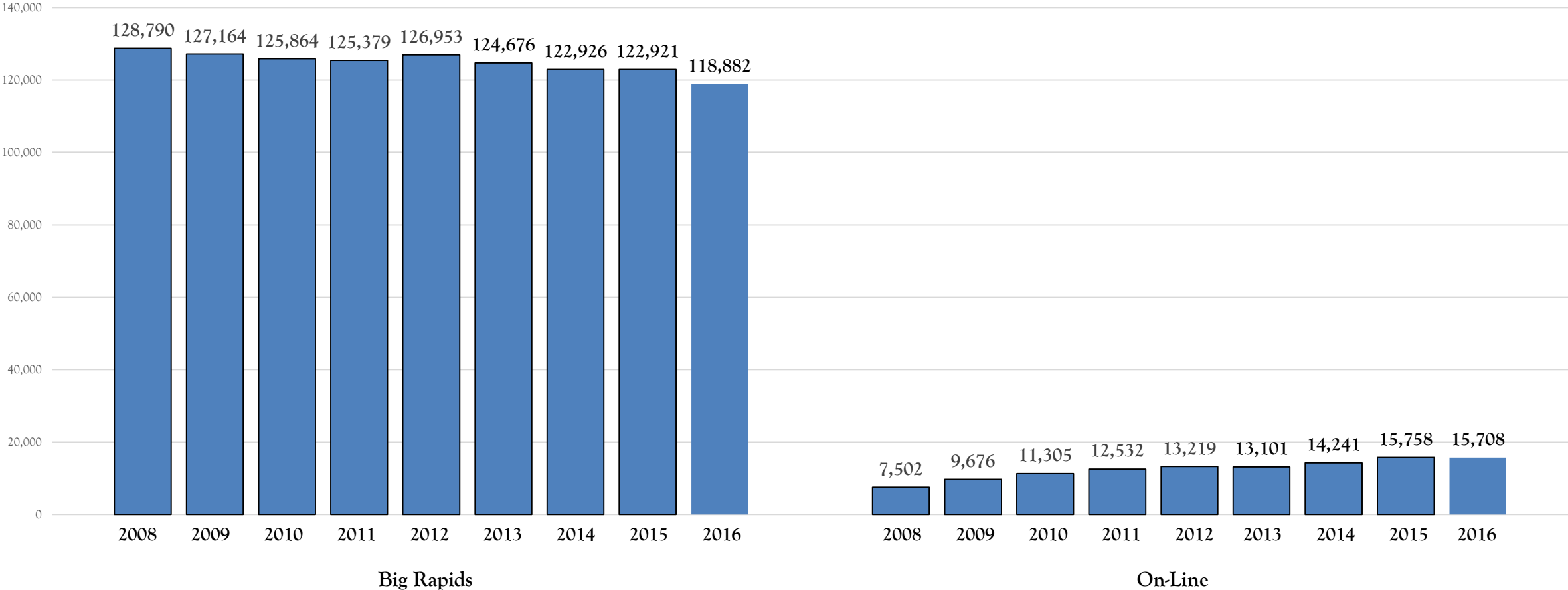
FSU Student Credit Hour Enrollment

Fall Semester



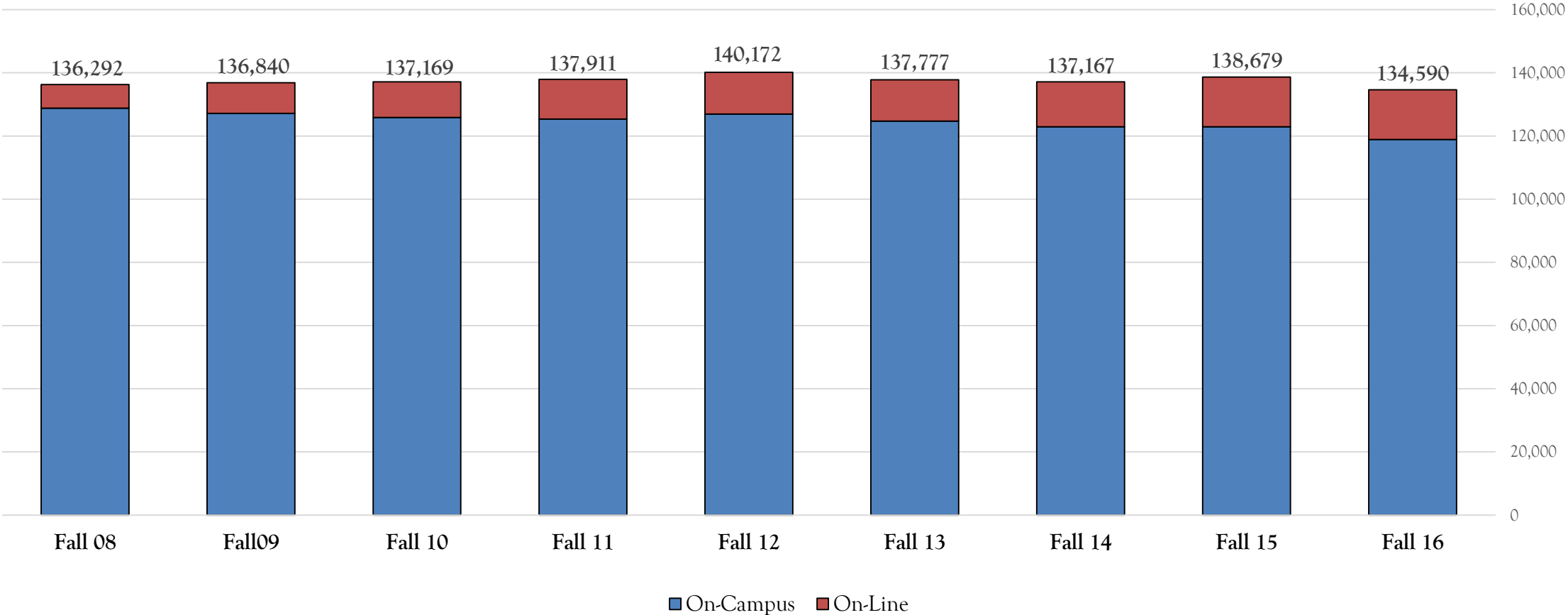
FSU Student Credit Hour Enrollment

Fall Semester

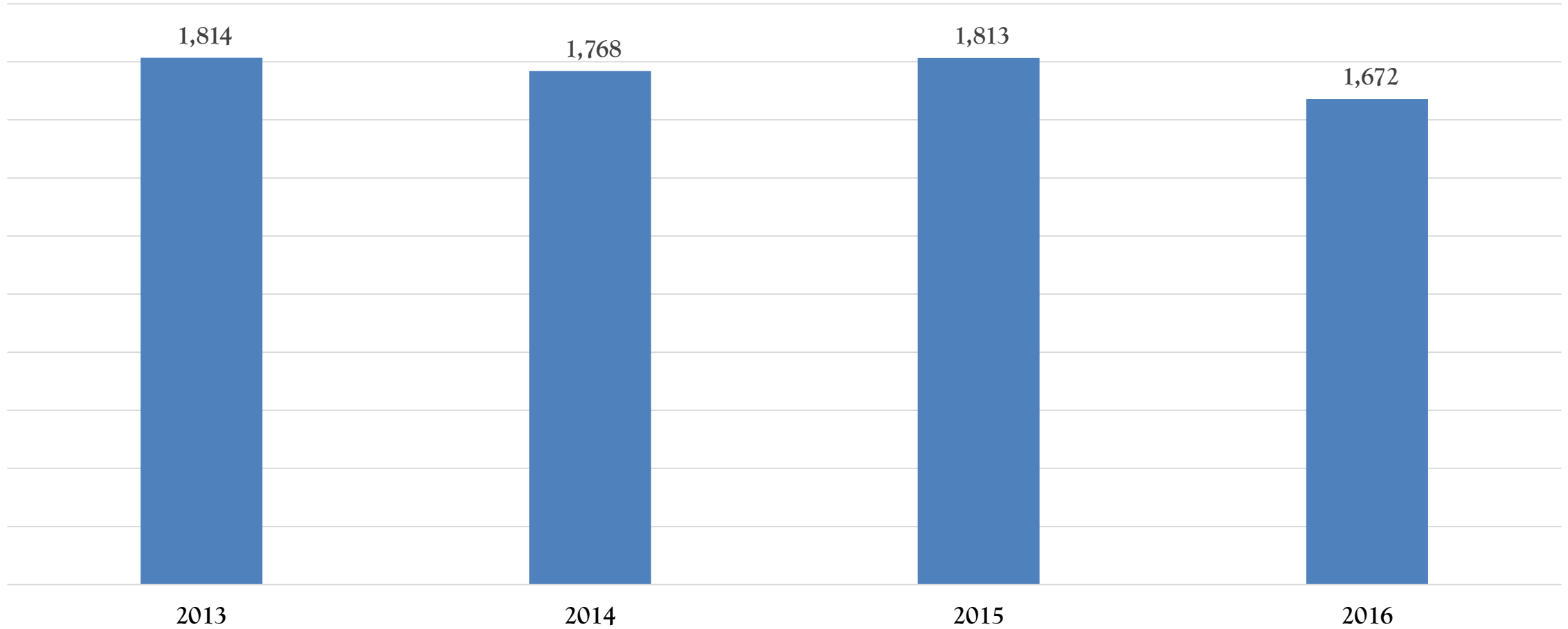


FSU Student Credit Hour Enrollment

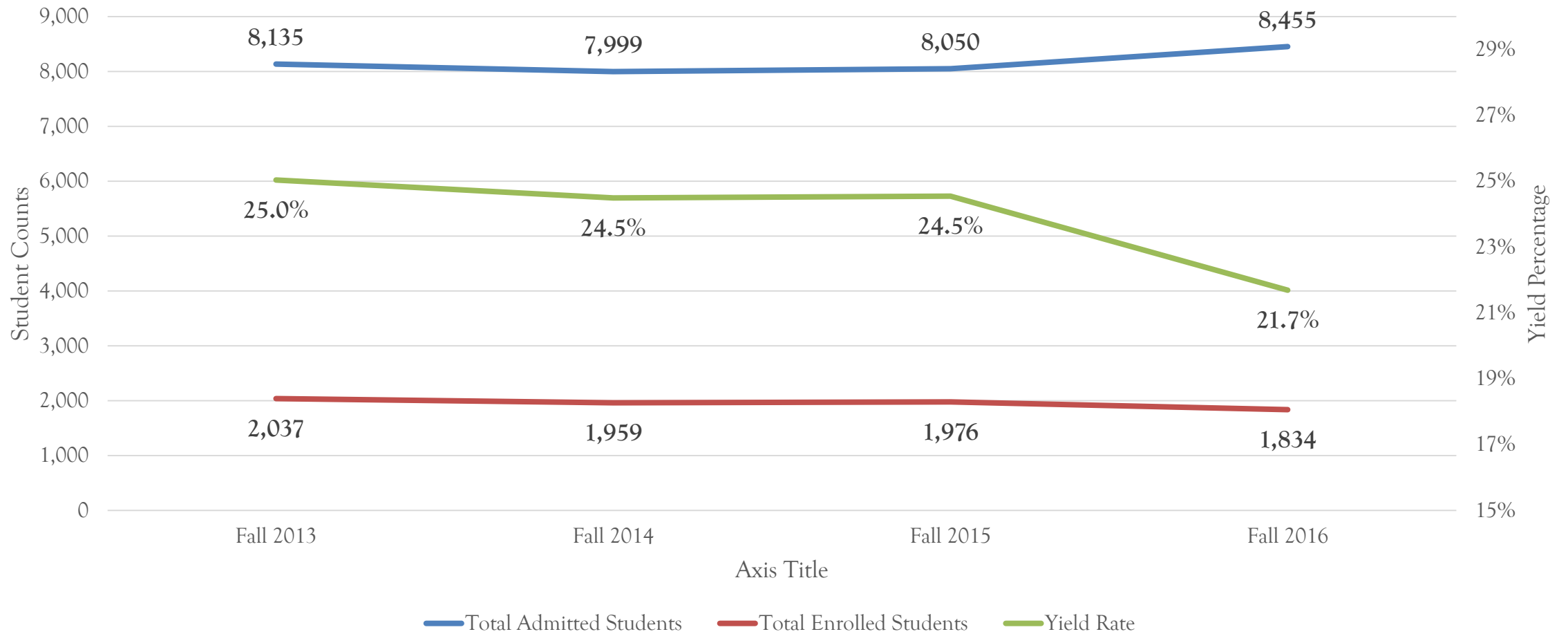
Fall Semester – Big Rapids and On-Line



FTIAC Students – Big Rapids Fall Semester



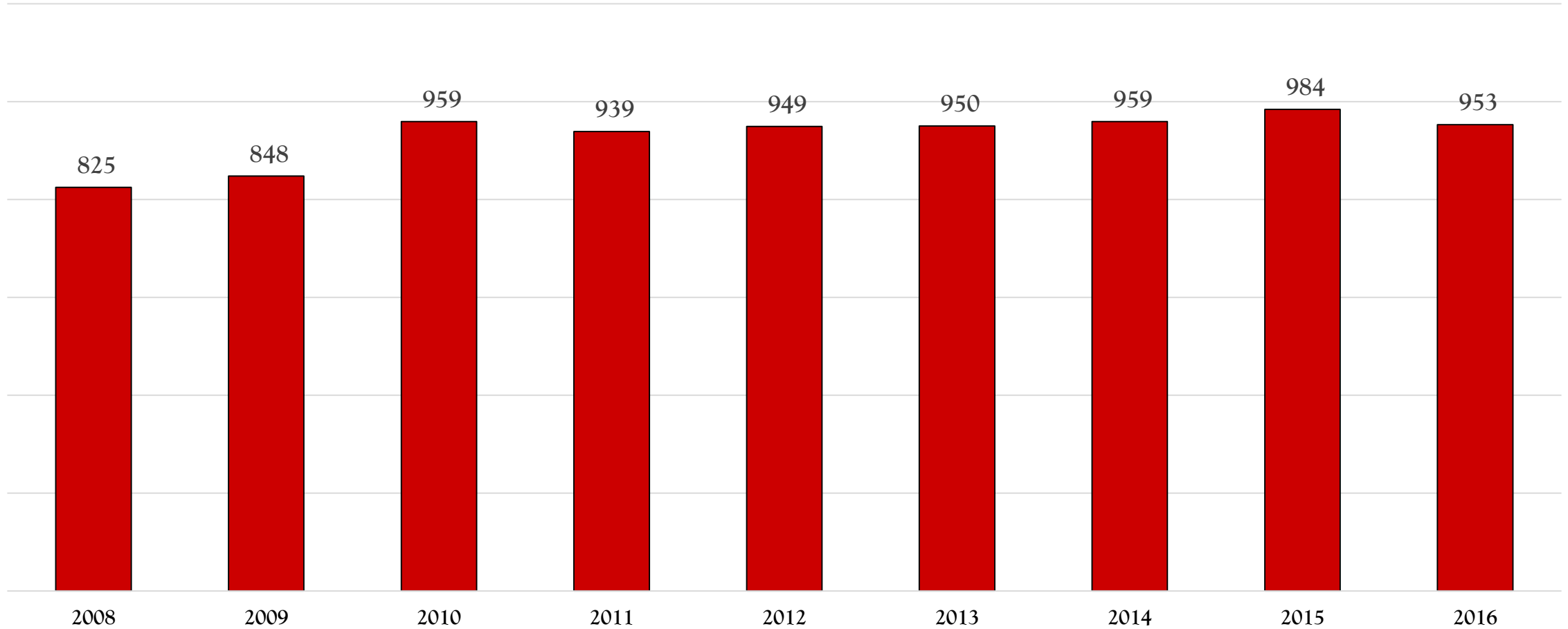
First-Year Students Admits, Enrollments, and Yield



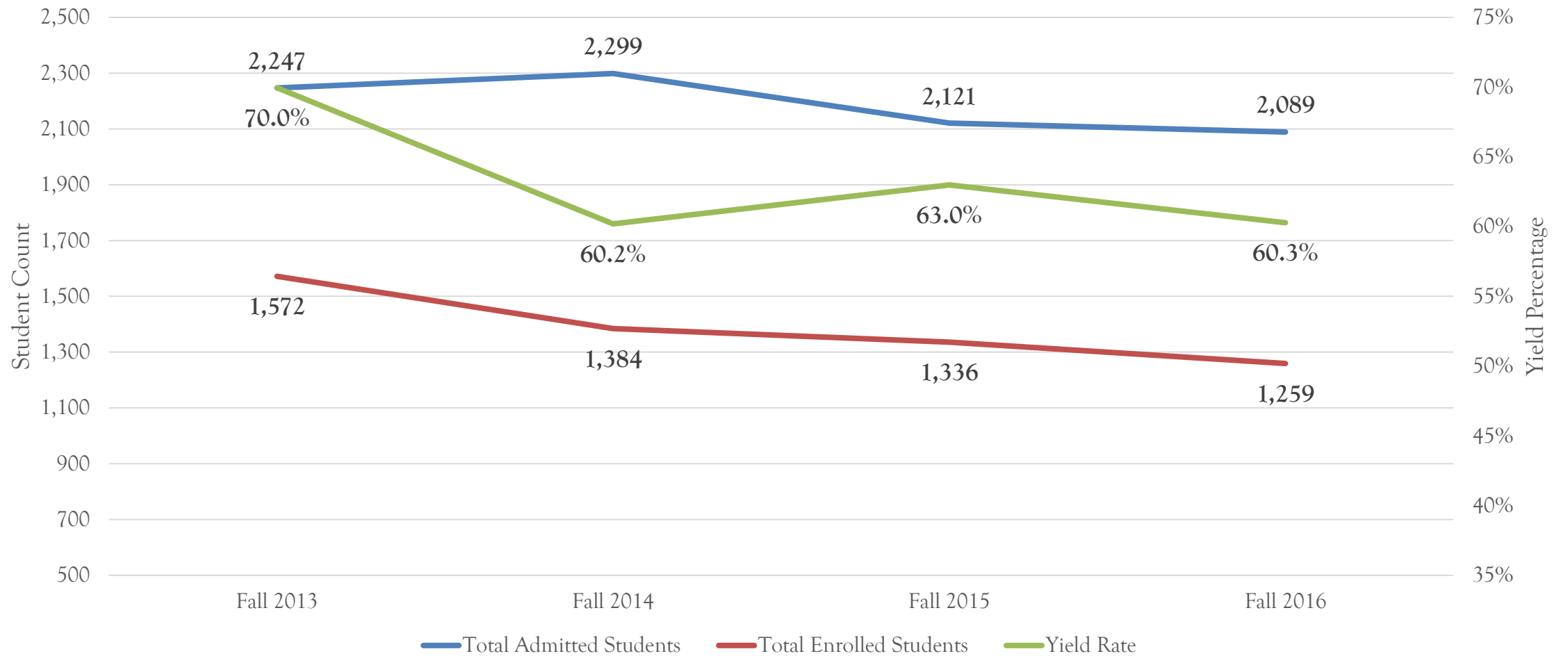
Year-By-Year State Yield Comparison

State	Academic Year 15-16			Academic Year 16-17			Change			
	Admitted	Enrolled	Yield	Admitted	Enrolled	Yield	Admitted	Enrolled	Yield	Enrolled %
Michigan	7,735	1,662	21%	8,099	1,543	19%	364	-119	-2.4%	-7%
Illinois	269	38	14%	316	35	11%	47	-3	-3.1%	-8%
Indiana	66	6	9%	76	18	24%	10	12	14.6%	200%
Ohio	51	13	25%	54	8	15%	3	-5	-10.7%	-38%
Foreign	64	14	22%	52	14	27%	-12	0	5.0%	0%
Wisconsin	32	10	31%	46	16	35%	14	6	3.5%	60%
California	11	0	0%	19	5	26%	8	5	26.3%	
Tennessee	4	1	25%	18	1	6%	14	0	-19.4%	0%
Pennsylvania	17	4	24%	15	4	27%	-2	0	3.1%	0%
New York	32	11	34%	14	3	21%	-18	-8	-12.9%	-73%
Florida	19	7	37%	13	3	23%	-6	-4	-13.8%	-57%
Minnesota	6	2	33%	10	0	0%	4	-2	-33.3%	-100%
Virginia	6	2	33%	7	4	57%	1	2	23.8%	100%
Arizona	1	0	0%	6	0	0%	5	0	0.0%	
Colorado	5	0	0%	6	0	0%	1	0	0.0%	
New Jersey	3	0	0%	6	0	0%	3	0	0.0%	
Texas	7	1	14%	6	1	17%	-1	0	2.4%	0%
Missouri	6	0	0%	5	0	0%	-1	0	0.0%	
Alaska	1	1	100%	4	0	0%	3	-1	-100.0%	
Massachusetts	12	4	33%	4	0	0%	-8	-4	-33.3%	-100%
North Carolina	1	0	0%	4	1	25%	3	1	25.0%	
Alabama	4	0	0%	3	0	0%	-1	0	0.0%	
Georgia	4	1	25%	3	0	0%	-1	-1	-25.0%	-100%
Iowa	3	0	0%	3	1	33%	0	1	33.3%	
Maryland	5	2	40%	3	0	0%	-2	-2	-40.0%	-100%
Montana				3	0	0%	3	0	0.0%	
Wyoming	1	0	0%	3	0	0%	2	0	0.0%	
Other/Blank	35	6	17%	27	4	15%	-8	-2	-2.3%	-33%
Total	8,400	1,785	21%	8,825	1,661	19%	425	-124	-2.4%	-7%

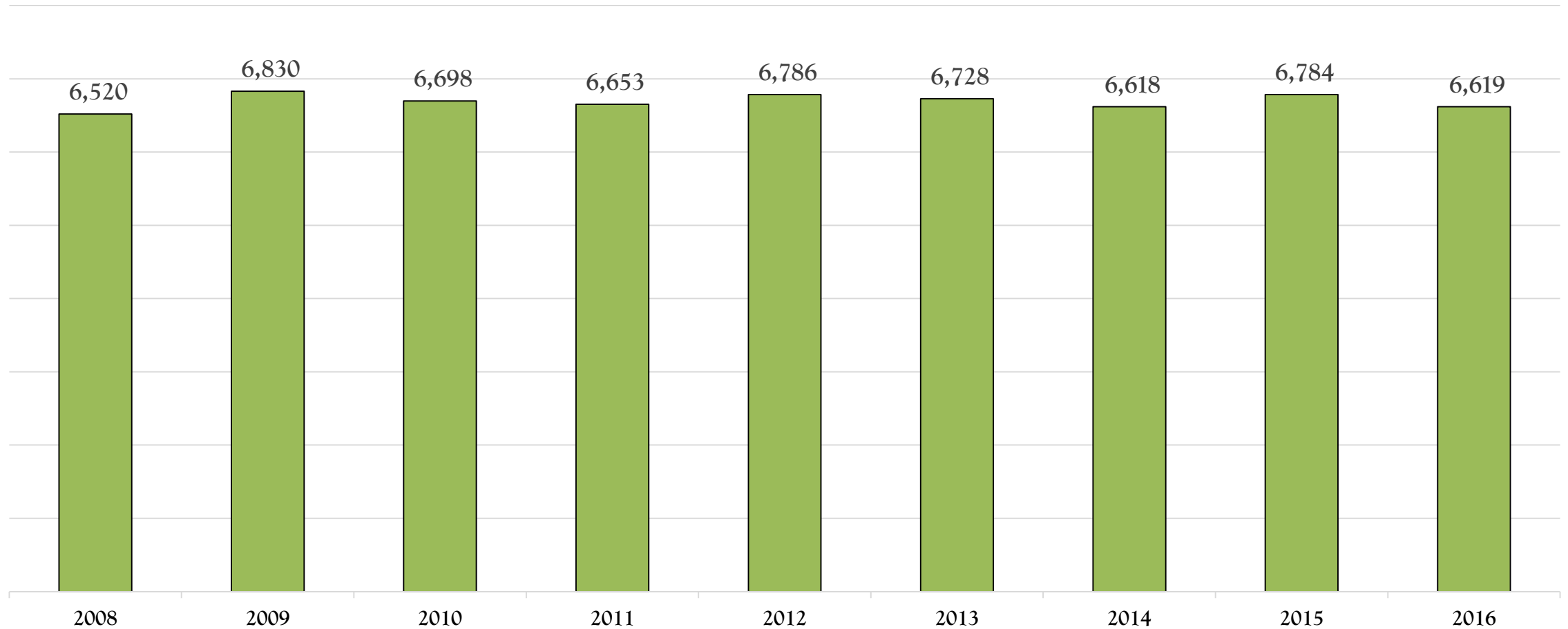
New Transfer Students – Big Rapids Fall Semester



Transfer Students Admits, Enrollments, and Yield

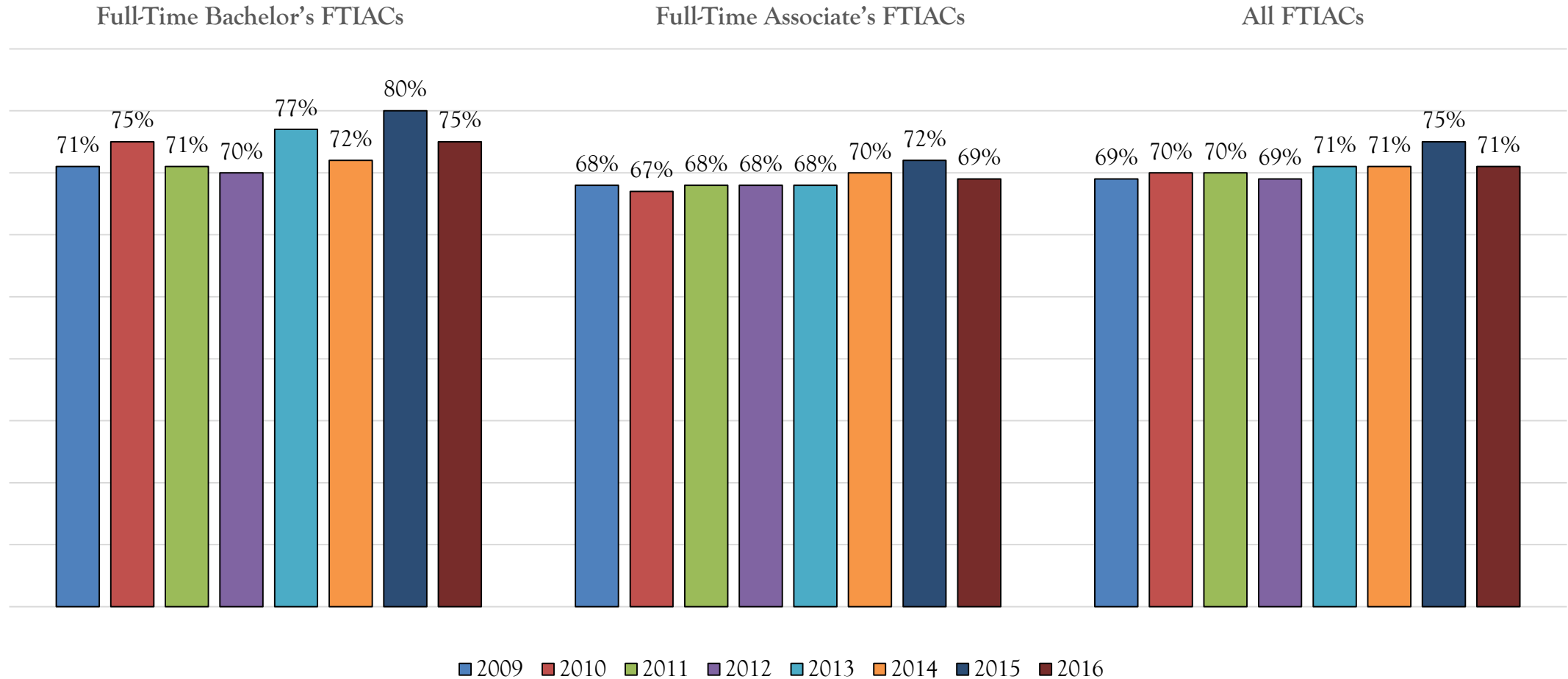


Continuing Students – Big Rapids Fall Semester



First Year Student Retention

Spring First Year to Fall Second Year

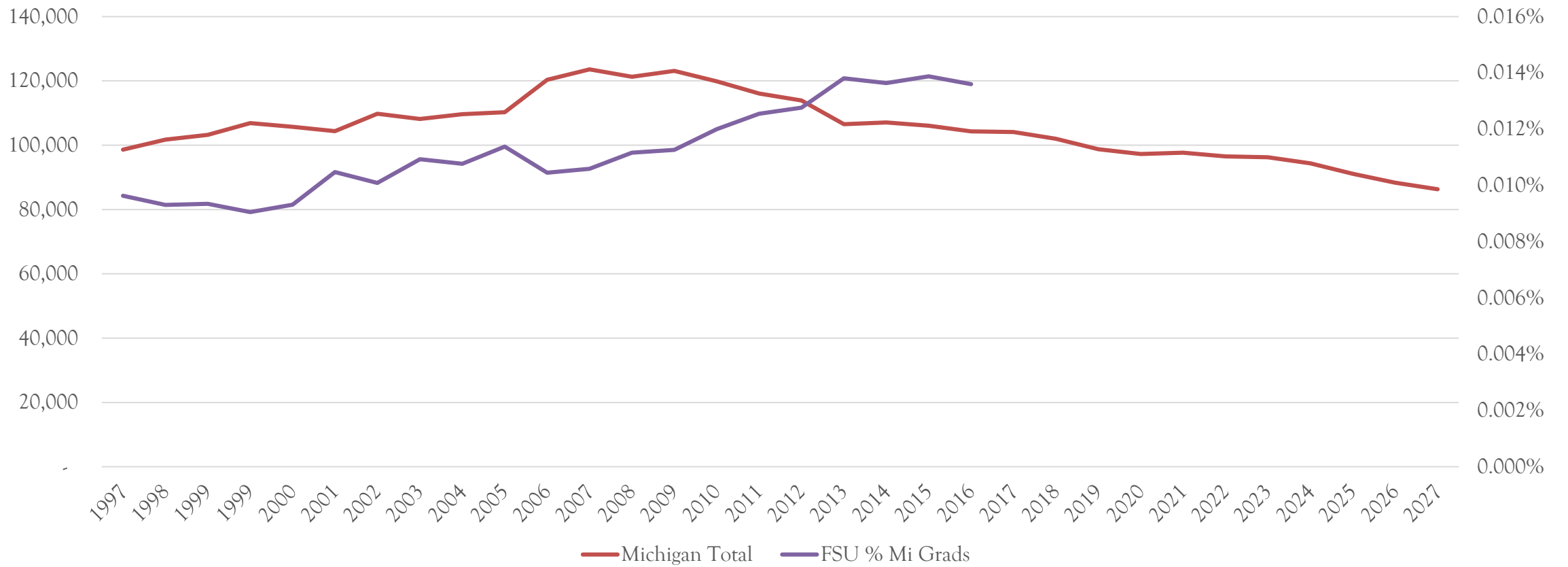


Ferris Financial Aid Awards 2015-16 Academic Year

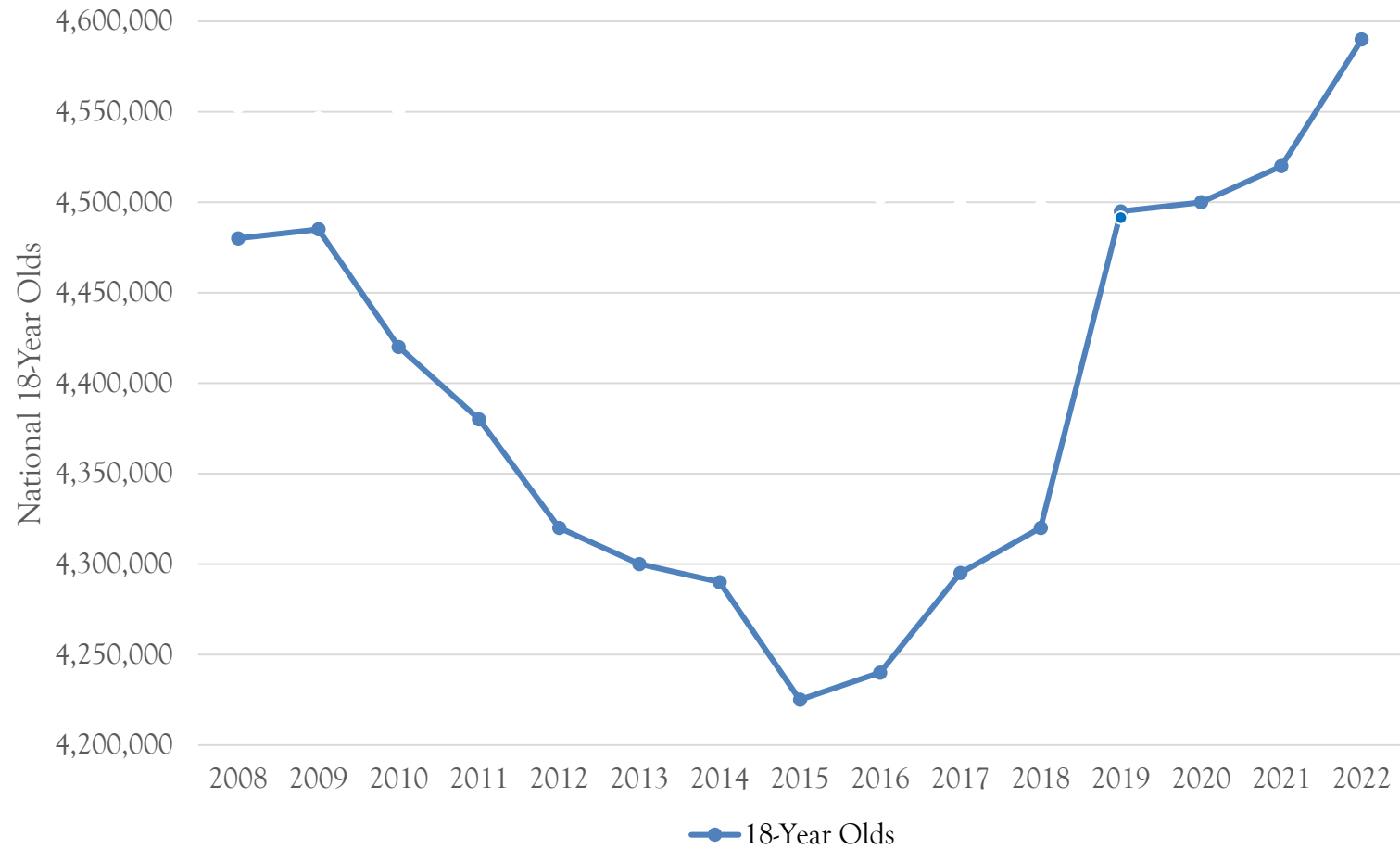
- Total Federal Aid (minus loans) – 24.8 MM
- Total Loans – 19.9 MM (13.4 MM Parent Loans)
- Total State Aid – 10.7 MM
- Total Ferris Aid – 25.4 MM (Incl. 2.8 MM tuition discount)
- **Total Aid Awarded – 170.6 MM – Meet 65.9% of need**

Michigan High School Graduates

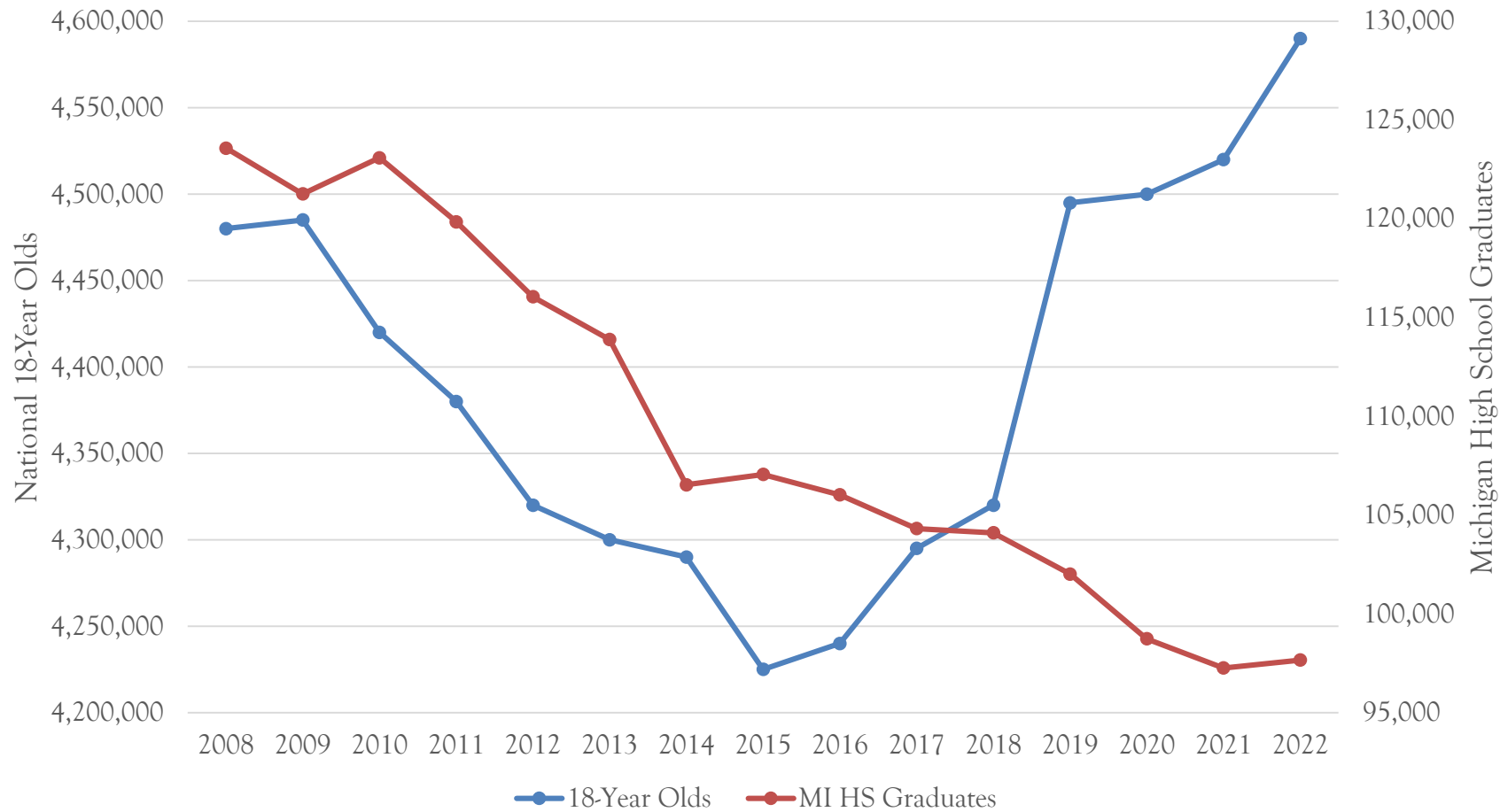
FSU Fall Headcount Percent of All High School Graduates



Projected Number of U.S. 18-Year Olds

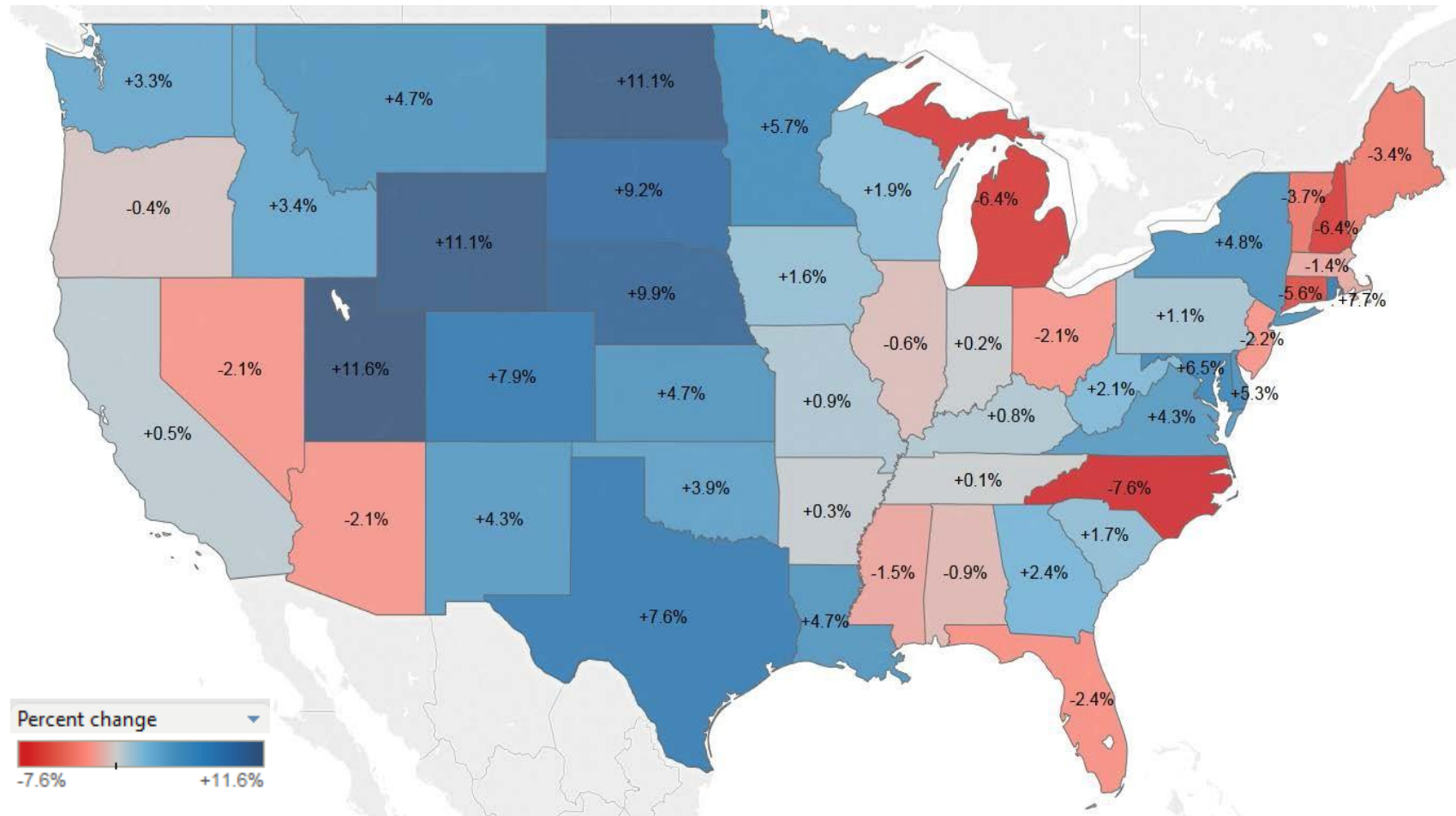


Projected Number of 18-Year Olds And Michigan High School Graduates

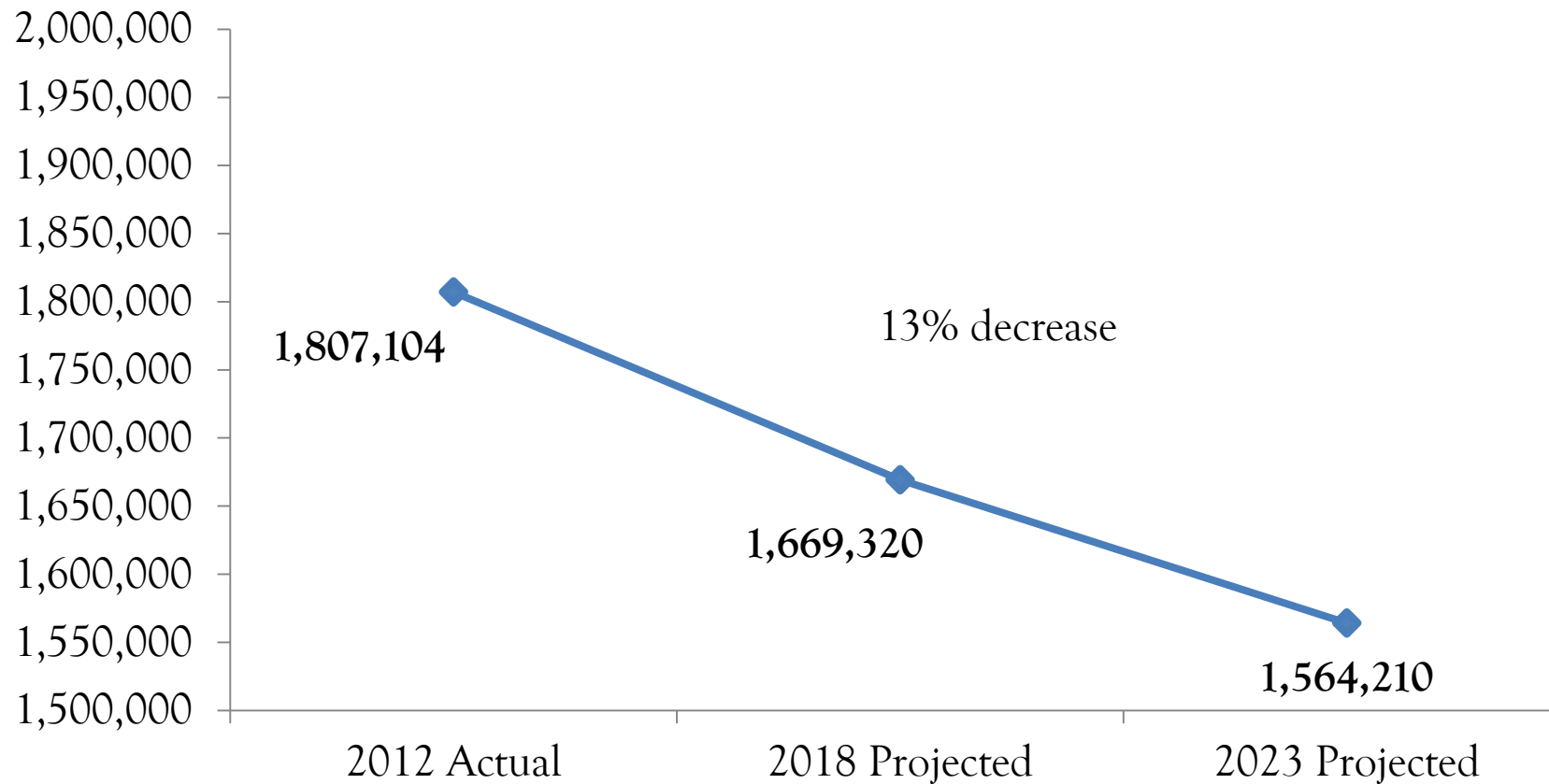


High School Graduates: Public and Non-Public

Projected change in graduates during the next 5 years (2016-17 to 2021-22)

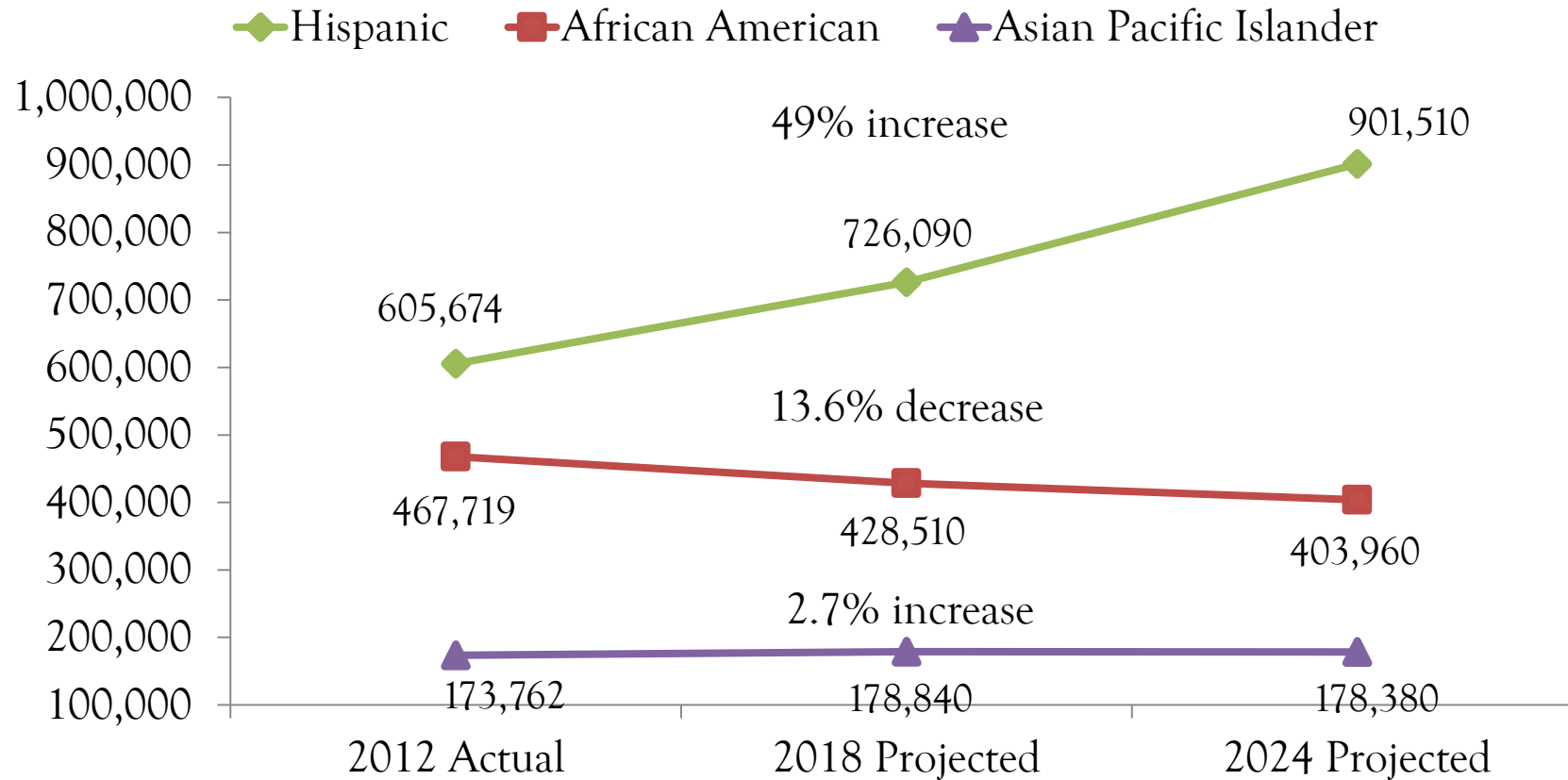


U.S. Caucasian Public HS Graduates



Source: U.S. Department of Education. Institute of Education Sciences, National Center for Education Statistics. 2013 Digest of Education Statistics Table 219.30

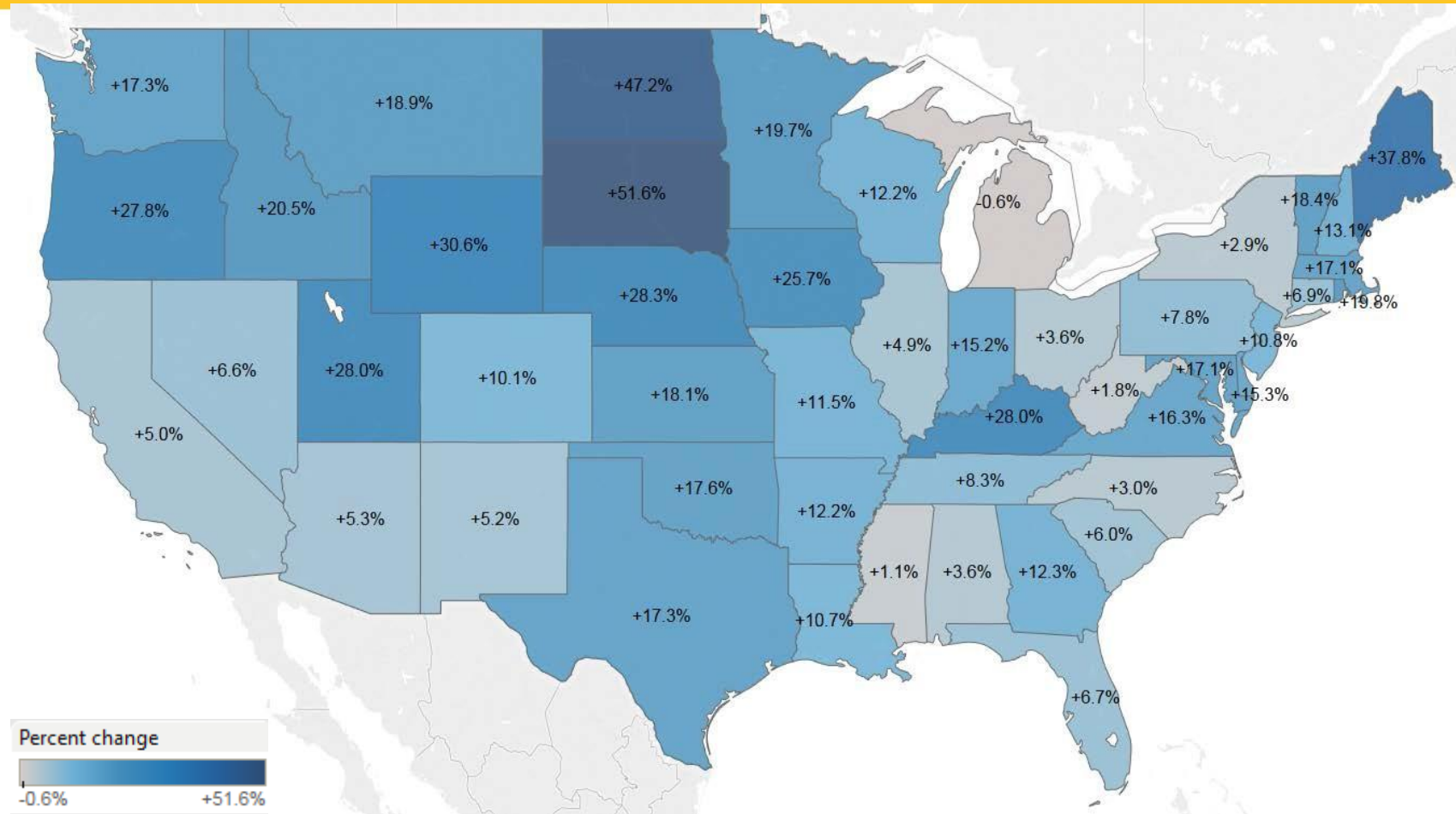
U.S. Hispanic, African American and Asian Public HS Graduates



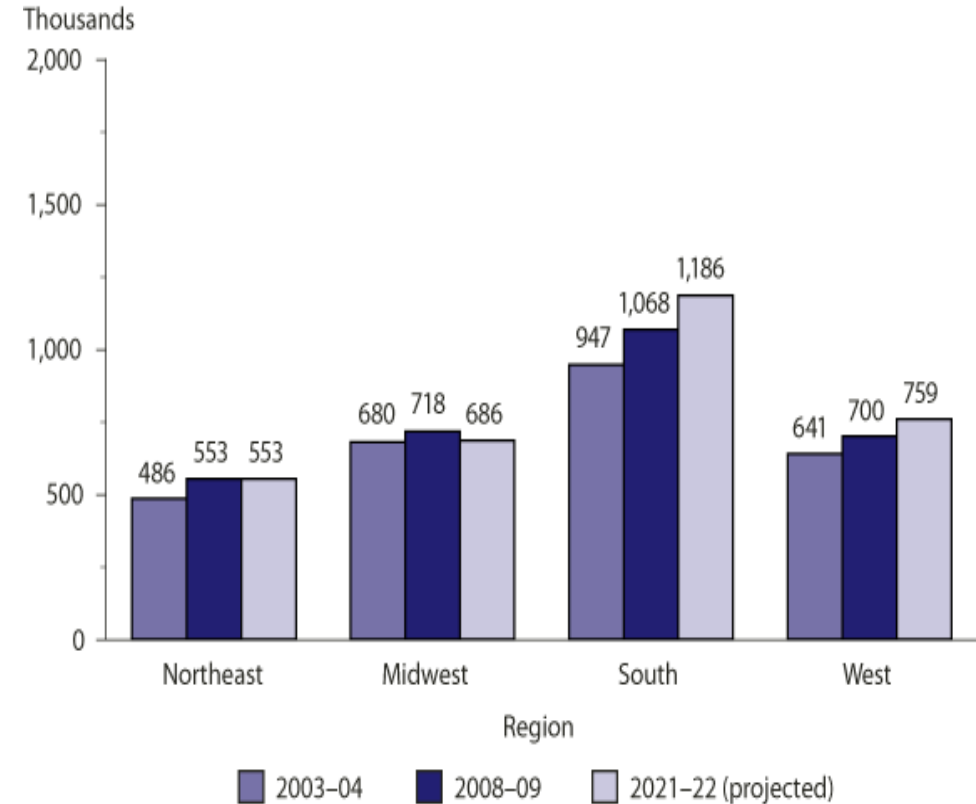
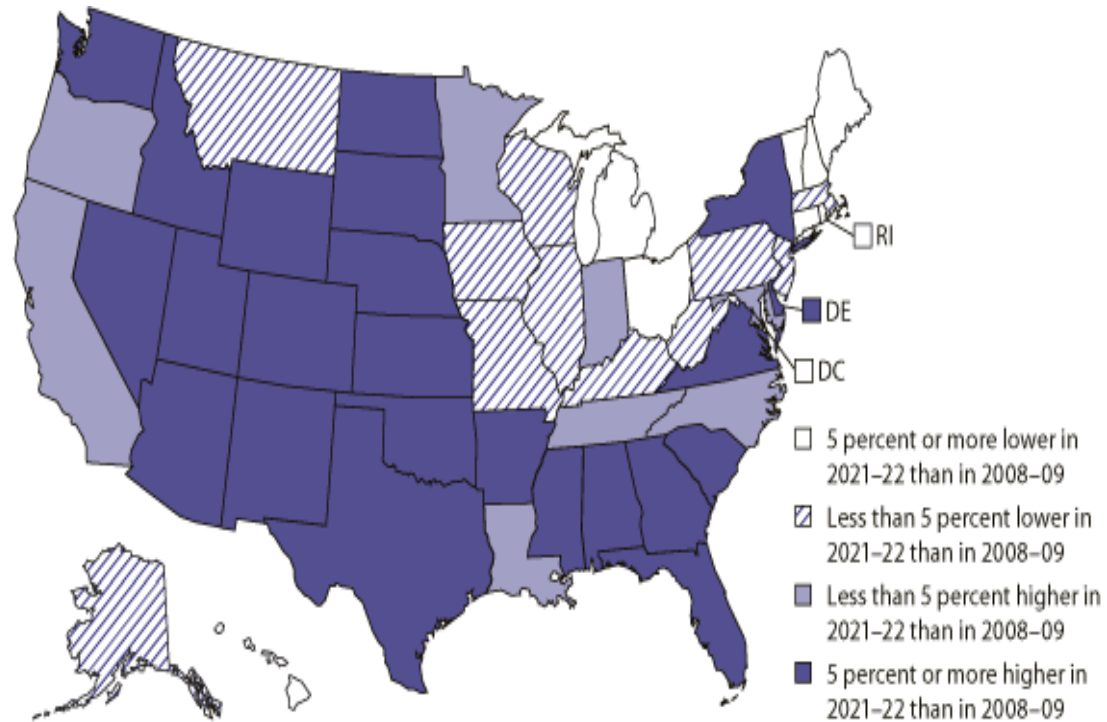
Source: U.S. Department of Education. Institute of Education Sciences, National Center for Education Statistics. 2013 Digest of Education Statistics Table 219.30

High School Graduates: Students of Color

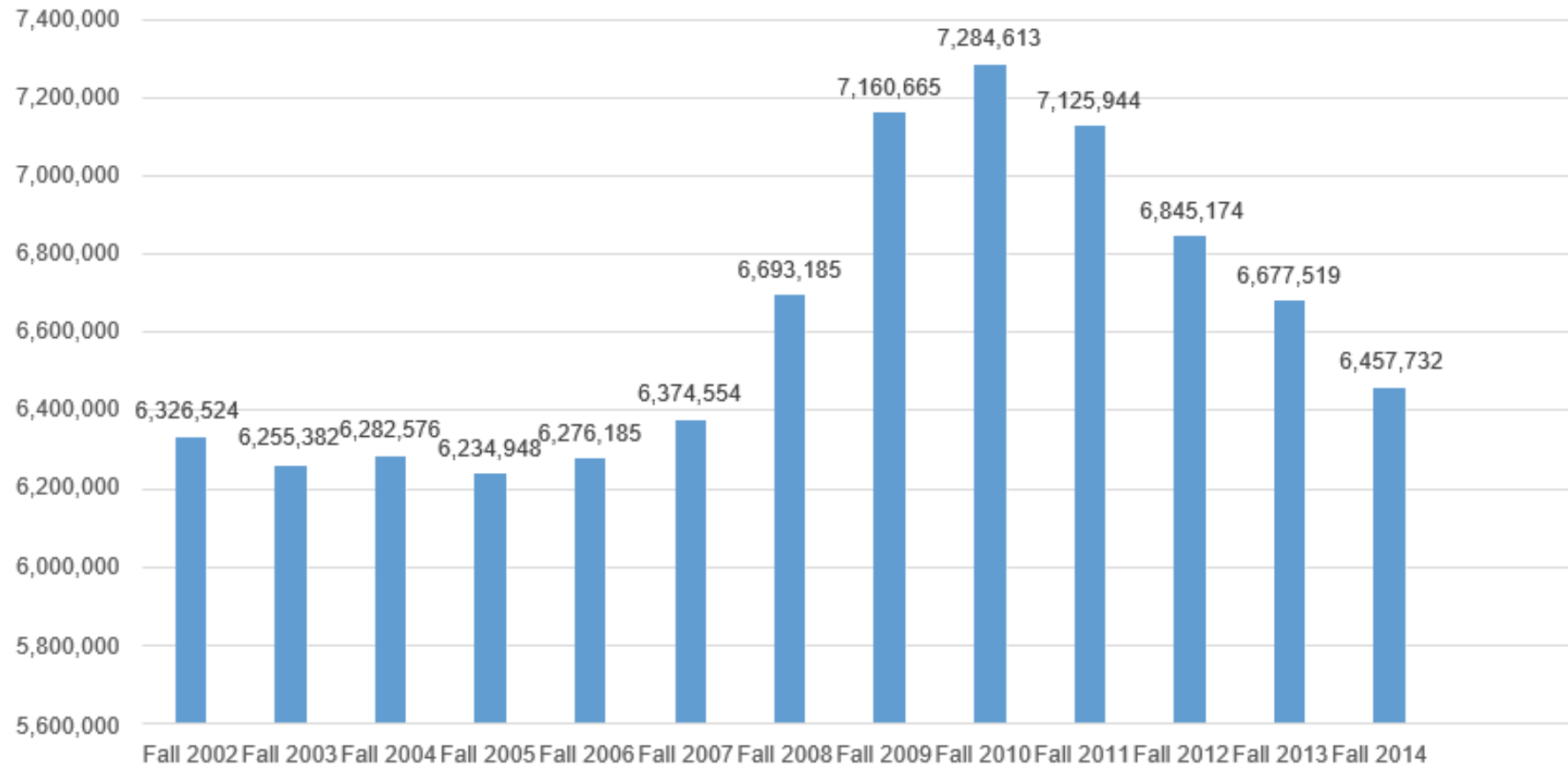
Projected change in graduates during the next 5 years (2016-17 to 2021-22)



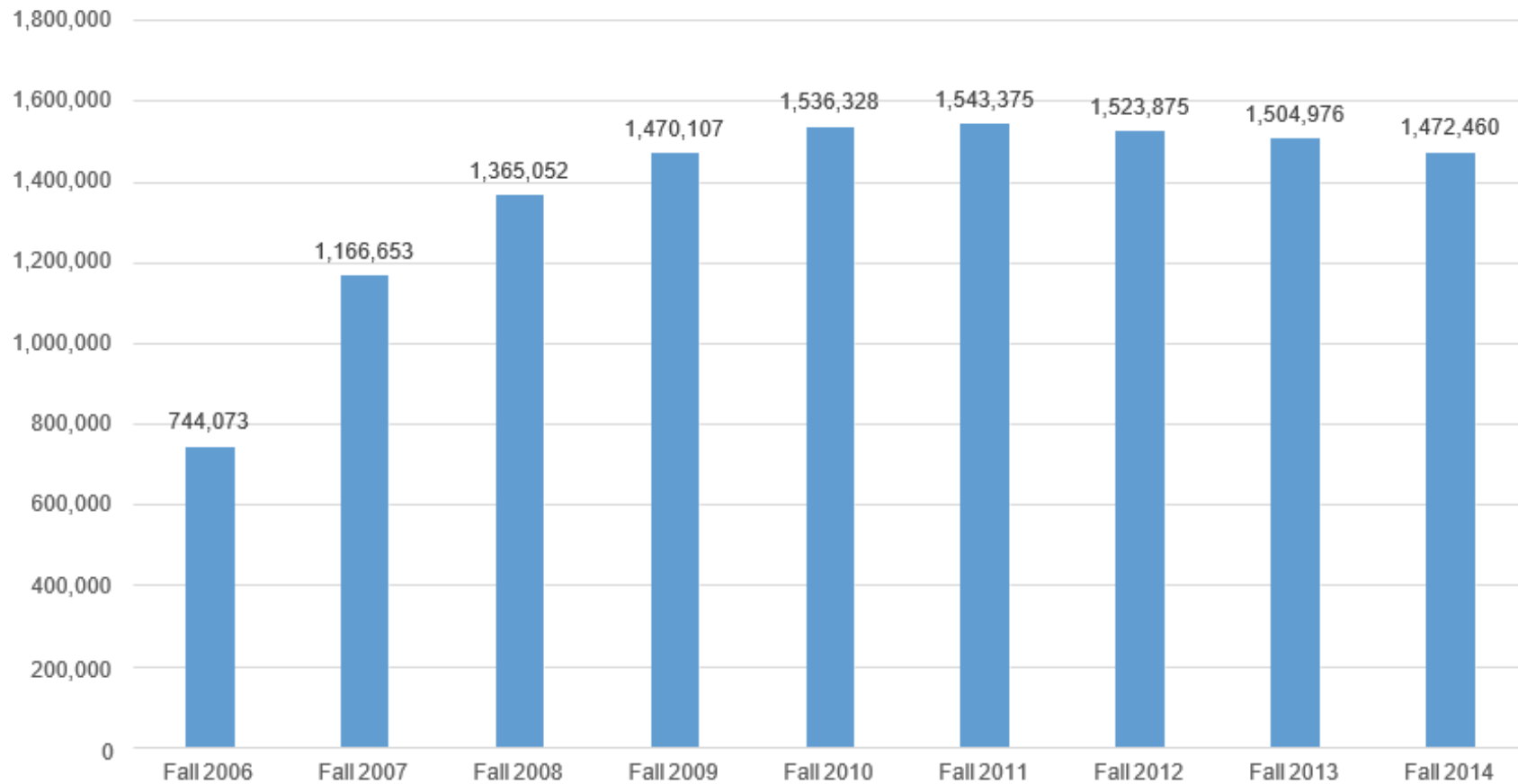
Demographic Shifts



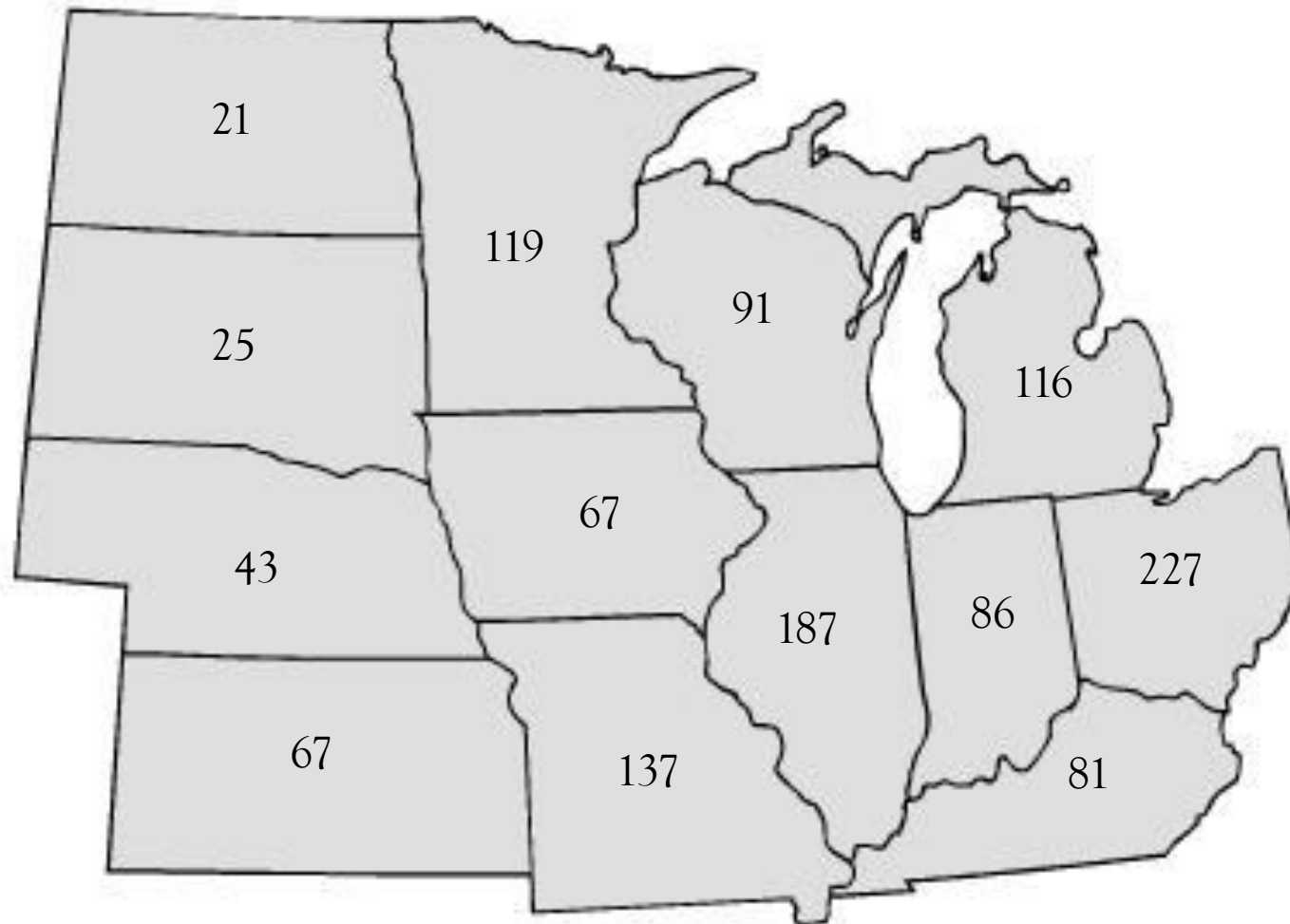
U.S. Fall Enrollment – Community Colleges



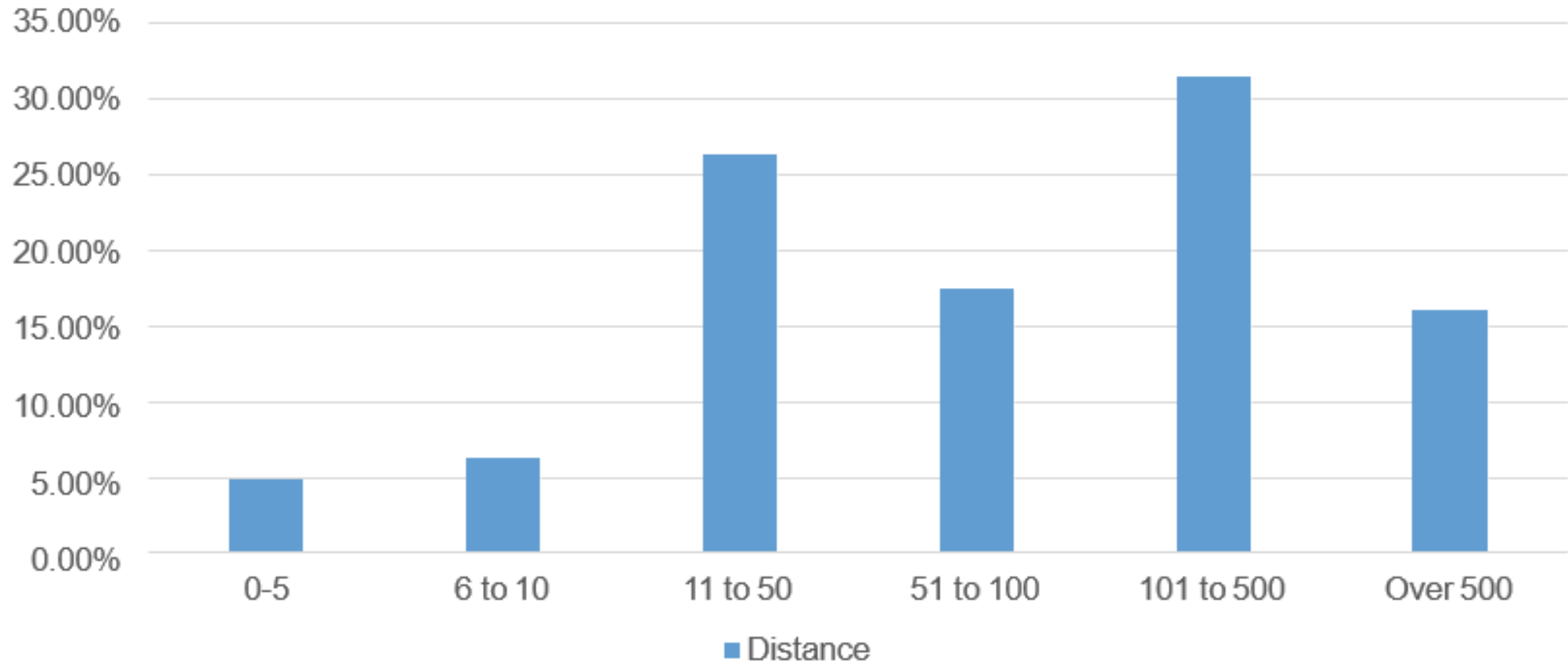
U.S. Number of Transfer-In Students



Midwest Colleges and Universities, 2014-15



U.S. Average Student Distance from Home



Actions Underway

- Strategic Enrollment Management Plan
 - 14 initiatives completed in plan development
 - 3 initiatives completed for 2017 recruitment cycle.
 - 15 prioritized initiatives for year one, 2016-17
 - Strategy for analysis and adoption of year two and three initiatives
- Financial Aid Leveraging Project, year three

Thank you

There are many students who can and should benefit from a Ferris education.

Your efforts to help find, recruit, and retain them are sincerely appreciated.

David L. Eisler,
president