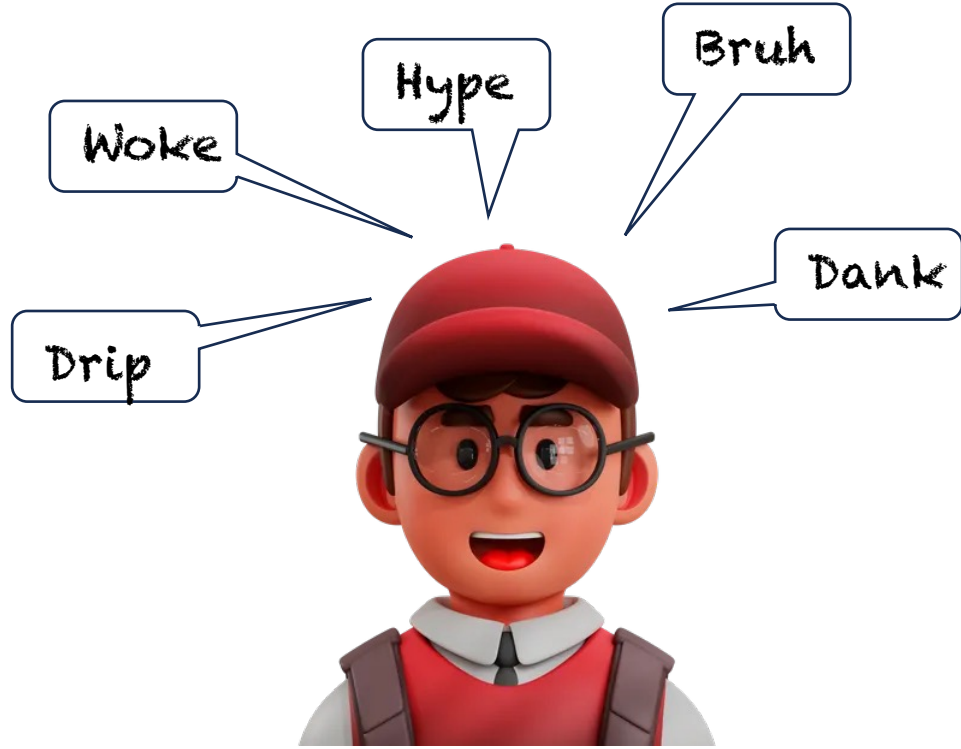# Students are Running our Lives

Katie North

Executive Director of New Student Enrollment

Craig Whyte

Executive Director of Student Financial Support

RNLNC

Insights from prospective students.

when stacking clean dishes start with the one that's the smallest

@teenagerprotips

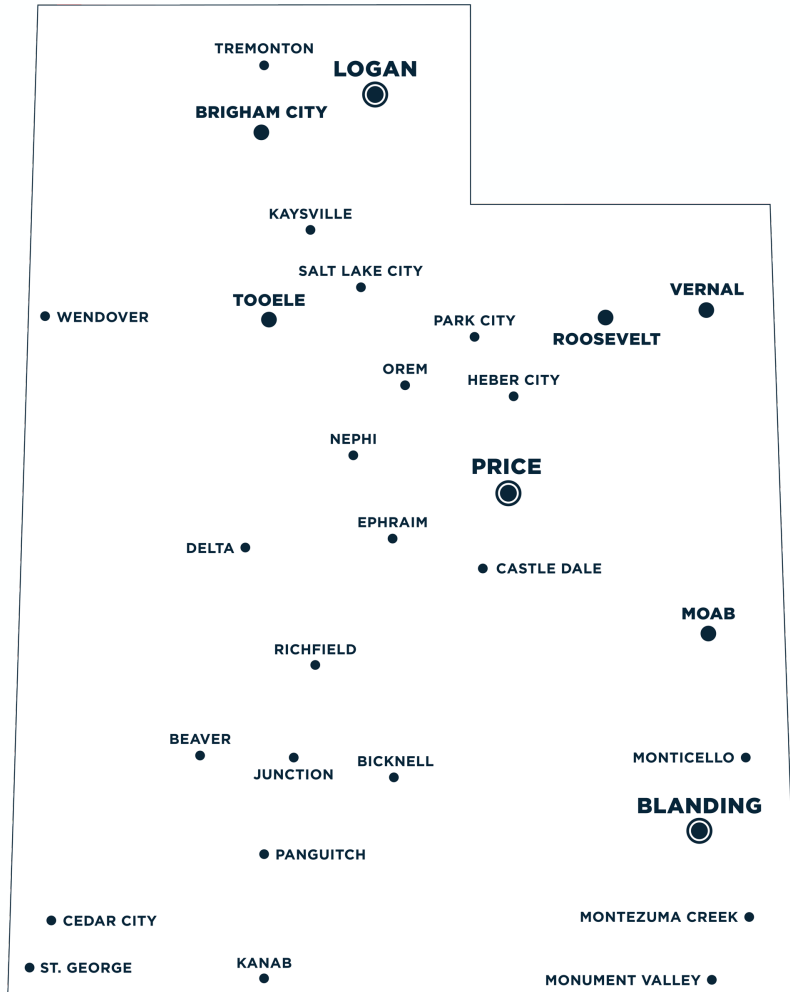when the trash can needs a new liner

put trash in it

@teenagerprotips

periodically place dirty dishes outside your room

like at a hotel

@teenagerprotips

At-A-Glance

- **Land-Grant**
- **R1**
- **30 Campuses & Centers**
- **Doctorate, Masters, Bachelors, Associates, Certificates**
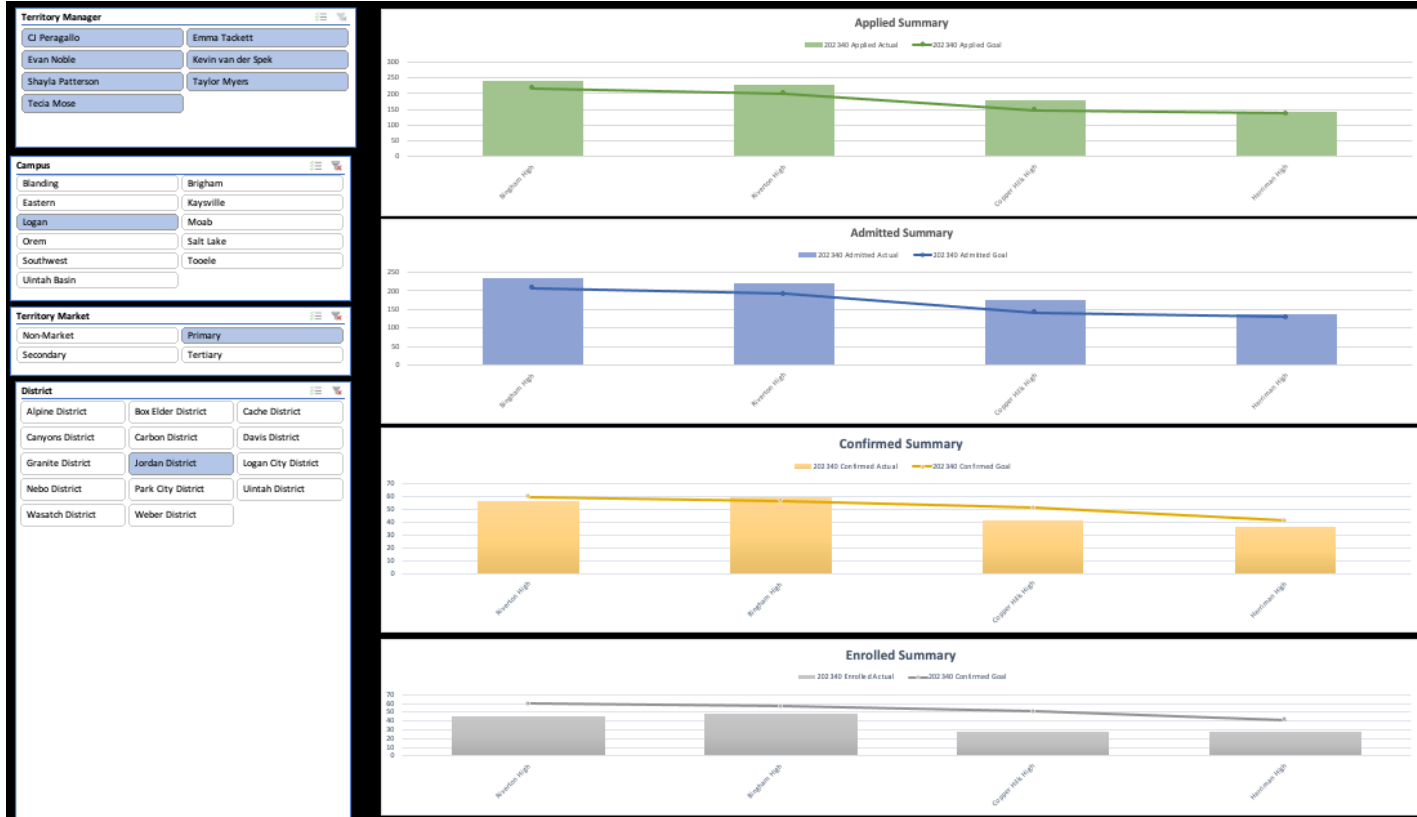- **29,000 students**

Interpreting data, understanding the story

Adjusting to market demands

- **Recruitment Data**
- **Weekly Enrollment Forecasts**
- **Trend Lines**
- **Historical & Predictive Modeling**

Territory Management & Accountability

Week to Week Enrollment Forecasting

Actual Date	Week	Student Type	Term	Campus	App	% of Apps	Res App	% of Res	NR App	% of NR	Domest	Admit	Accept.	Res Admit	Res Accep	NR Adm	NR Acce	Domest	Enroll	% of Enr	Yield	Res Enroll	% of Res E	Res Yield	NR Enro	% of NR	NR Yield	Domest
	1	First-Time	Goals	Logan	15,416	100.05%	10,276	100.01%	5,029	99.81%	15,305	14,422		9,816	95.53%	4,532	90.12%	14,349	4,084	100.47%	30.27%	2,881	100.46%	30.94%	1,191	100.49%	29.13%	4,072
	1	First-Time	Projection	Logan	17,338		12,322		4,882		17,204	16,259		11,771		4,400		16,171	4,940		30.38%	3,642		30.94%	1,282		29.13%	4,923
9/21/15	2	First-Time	201540	Logan	13,565	99.98%	8,958	99.96%	4,344	100.02%	13,302	12,040	88.76%	8,115	90.59%	3,764	86.65%	11,879	3,805	100.40%	31.60%	2,585	100.39%	31.85%	1,194	100.42%	31.72%	3,779
9/12/16	2	First-Time	201640	Logan	13,281	99.98%	8,547	99.99%	4,487	99.96%	13,034	12,052	90.75%	7,990	93.48%	3,897	86.85%	11,887	3,636	100.17%	30.17%	2,498	100.24%	31.26%	1,114	100.09%	28.59%	3,612
9/13/17	2	First-Time	201740	Logan	13,406	100.01%	8,548	99.99%	4,677	100.04%	13,225	12,054	89.91%	7,889	92.29%	4,032	86.21%	11,921	3,411	99.91%	28.30%	2,314	99.87%	29.33%	1,065	100.00%	26.41%	3,379
9/12/18	2	First-Time	201840	Logan	13,061	100.02%	8,315	100.02%	4,604	100.00%	12,919	11,766	90.08%	7,646	91.95%	4,014	87.19%	11,660	3,601	100.33%	30.61%	2,390	100.34%	31.26%	1,188	100.34%	29.60%	3,578
9/12/19	2	First-Time	201940	Logan	13,412	99.99%	8,430	99.98%	4,857	100.01%	13,287	12,355	92.12%	7,952	94.33%	4,325	89.05%	12,277	3,666	100.00%	29.67%	2,435	100.00%	30.62%	1,214	100.00%	28.07%	3,649
9/16/20	2	First-Time	202040	Logan	13,875	100.02%	8,859	100.01%	4,908	100.04%	13,767	12,744	91.85%	8,337	94.11%	4,333	88.28%	12,670	3,861	100.26%	30.30%	2,576	100.35%	30.90%	1,276	100.08%	29.45%	3,852
9/10/21	2	First-Time	202140	Logan	14,049	100.08%	8,861	100.07%	5,071	100.12%	13,932	13,074	93.06%	8,431	95.15%	4,567	90.06%	12,998	3,636	100.53%	27.81%	2,418	100.42%	28.68%	1,201	100.76%	26.30%	3,619
9/12/22	2	First-Time	202240	Logan	14,174	100.01%	9,184	99.97%	4,891	100.10%	14,075	13,424	94.71%	8,890	96.80%	4,470	91.39%	13,360	3,917	100.33%	29.18%	2,752	100.22%	30.96%	1,155	100.61%	25.84%	3,907
	2	First-Time	Goals	Logan	15,431	100.04%	10,276	100.02%	5,043	100.09%	15,320	14,407		9,799	95.35%	4,535	89.91%	14,333	4,073	100.20%	30.19%	2,875	100.23%	30.93%	1,187	100.14%	29.04%	4,061
	2	First-Time	Projection	Logan	17,352		12,322		4,897		17,218	16,240		11,749		4,403		16,151	4,928		30.35%	3,633		30.93%	1,278		29.04%	4,912
9/21/15	3	First-Time	201540	Logan	13,568	100.00%	8,962	100.00%	4,343	100.00%	13,305	12,049	88.80%	8,123	90.64%	3,765	86.69%	11,888	3,790	100.00%	31.45%	2,575	100.00%	31.70%	1,189	100.00%	31.58%	3,764
9/19/16	3	First-Time	201640	Logan	13,284	100.00%	8,548	100.00%	4,489	100.00%	13,037	12,049	90.70%	7,988	93.45%	3,896	86.79%	11,884	3,630	100.00%	30.13%	2,492	100.00%	31.20%	1,113	100.00%	28.57%	3,605
9/18/17	3	First-Time	201740	Logan	13,405	100.00%	8,549	100.00%	4,675	100.00%	13,224	12,053	89.91%	7,890	92.29%	4,030	86.20%	11,920	3,414	100.00%	28.32%	2,317	100.00%	29.37%	1,065	100.00%	26.43%	3,382
9/19/18	3	First-Time	201840	Logan	13,059	100.00%	8,313	100.00%	4,604	100.00%	12,917	11,765	90.09%	7,645	91.96%	4,014	87.19%	11,659	3,589	100.00%	30.51%	2,382	100.00%	31.16%	1,184	100.00%	29.50%	3,566
9/18/19	3	First-Time	201940	Logan	13,414	100.00%	8,432	100.00%	4,857	100.00%	13,289	12,355	92.11%	7,953	94.32%	4,325	89.05%	12,278	3,666	100.00%	29.67%	2,435	100.00%	30.62%	1,214	100.00%	28.07%	3,649
9/21/20	3	First-Time	202040	Logan	13,872	100.00%	8,858	100.00%	4,906	100.00%	13,764	12,744	91.87%	8,338	94.13%	4,332	88.30%	12,670	3,851	100.00%	30.22%	2,567	100.00%	30.79%	1,275	100.00%	29.43%	3,842
9/20/21	3	First-Time	202140	Logan	14,038	100.00%	8,855	100.00%	5,065	100.00%	13,920	13,069	93.10%	8,428	95.18%	4,564	90.11%	12,992	3,617	100.00%	27.68%	2,408	100.00%	28.57%	1,192	100.00%	26.12%	3,600
9/19/22	3	First-Time	202240	Logan	14,172	100.00%	9,187	100.00%	4,886	100.00%	14,073	13,423	94.71%	8,894	96.81%	4,465	91.38%	13,359	3,904	100.00%	29.08%	2,746	100.00%	30.87%	1,148	100.00%	25.71%	3,894
	3	First-Time	Goals	Logan	15,425	100.00%	10,275	100.00%	5,039	100.00%	15,314	14,508		9,863	95.99%	4,573	90.75%	14,436	4,065		2,868		29.08%	1,185		25.91%	4,053
	3	First-Time	Projection	Logan	17,346		12,320		4,891		17,211	16,352		11,826		4,438		16,265	4,604		28.15%	3,439		29.08%	1,150		25.91%	4,589

Week to Week Enrollment Forecasting
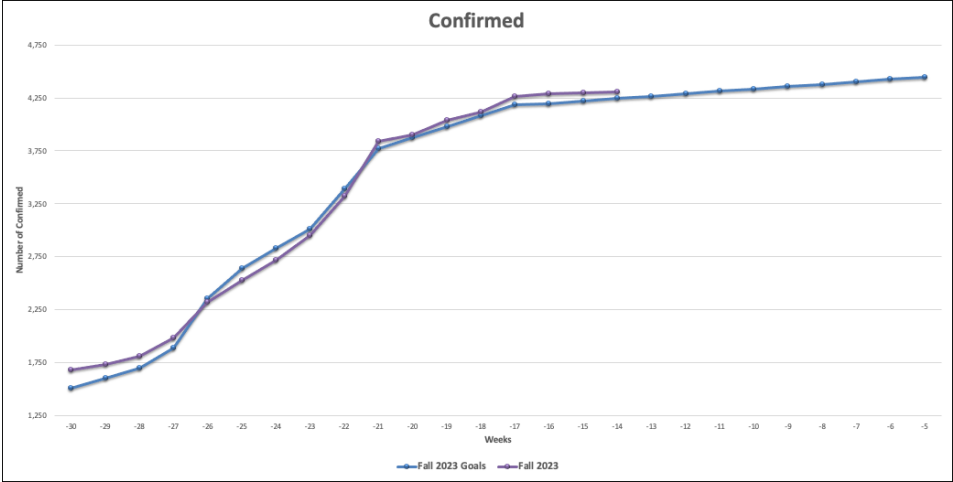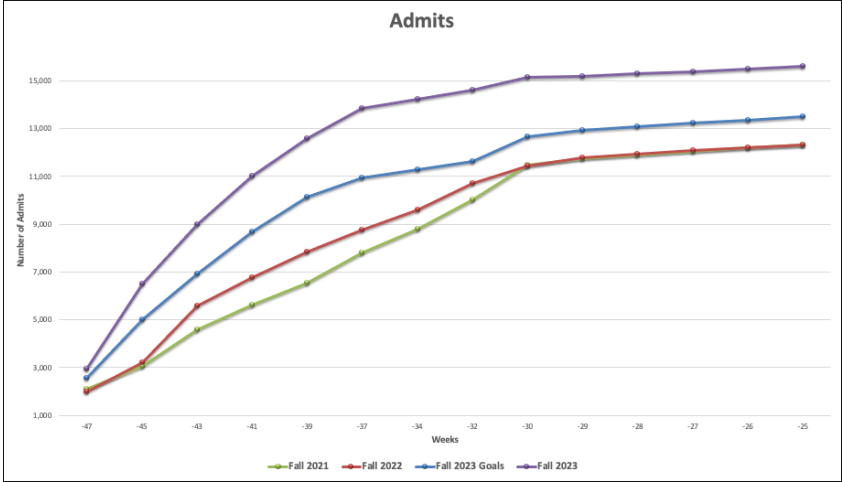
Historical & Predictive Modeling

3 Yr Ave Persistence Rate Predictions + Lift Predictions

Systemwide	Fall 2016	Fall 2017	Fall 2018	Fall 2019	Fall 2020	Fall 2021	Fall 2022	Fall 2023	Fall 2024	Fall 2025	Fall 2026	Fall 2027	3 Yr + Lift
First Year	7073	6715	6701	6508	6636	6202	6596	6695	6795	6897	7001	7106	3 Yr + Lift
Second Year	4548	4239	4277	4131	4123	4126	3902	4209	4272	4336	4401	4467	63.81%
Third Year	2801	3471	3210	3169	3257	3138	3179	3038	3231	3280	3329	3379	48.99%
Fourth Year	2463	2377	2958	2711	2644	2813	2663	2738	2559	2722	2762	2804	41.26%
Fifth Year	1514	1474	1513	1604	1620	1575	1667	1578	1609	1504	1600	1624	24.25%
Sixth Year		983	853	837	849	898	873	851	827	843	788	838	12.70%
Seventh Year			581	434	455	454	449	433	432	420	428	400	6.45%
Eighth Year				320	249	256	256	262	248	248	241	246	3.70%
Ninth Year					179	181	174	204	202	192	192	186	2.86%
Tenth Year						131	114	114	123	99	99	99	1.73%
Eleventh Year							82	96	97	105	105	99	1.48%
Totals			20093	19714	20012	19774	19955	20217	20397	20646	20945	21247	
System New	7,073	6,715	6,701	6,508	6,636	6,202	6,596	6,695	6,795	6,897	7,001	7,106	
System Continuing	11,326	12,544	13,392	13,206	13,376	13,572	13,359	13,522	13,601	13,748	13,944	14,141	

Insights from prospective students.

when leaving the
house, make sure
your phone is
charged to
2% or so

@teenagerprotips

"bruh"

not

"mom"

@teenagerprotips

the proper time
to eat cereal is
right before and
also right after
dinner

@teenagerprotips

Financial Aid leveraging to support institutional outcomes

Alignment of policies & procedures

- AFAS Partnership with RNL
- Institutional Alignment
- Pool & Match Implementation
- 24-25 FAFSA Changes

RNL Partnership

AFAS Financial Aid Matrix

|	Previous Year	Current Year	Goal	Previous Year	Current Year	Goal	Previous Year	Current Year	Goal	Previous Year	Current Year	Goal	Previous Year	Current Year	Goal	Previous Year	Current Year	Goal
ADMITTED	7	8	7	21	29	22	43	47	44	52	82	54	335	435	368	458	601	495
NET CONFIRMED	2	3	3	6	10	5	14	21	14	14	32	17	127	159	136	163	225	175
PENDING	4	5		12	16		26	21		35	45		198	260		275	347	
YIELD RATE	28.6%	37.5%	42.9%	28.6%	34.5%	22.7%	32.6%	44.7%	31.8%	26.9%	39.0%	31.5%	37.9%	36.6%	37.0%	35.6%	37.4%	35.4%
MELT	0	0		0	0		1	0		0	0		0	3		1	3	
MELT RATE	0.0%	0.0%		0.0%	0.0%		6.7%	0.0%		0.0%	0.0%		0.0%	1.9%		0.6%	1.3%	
ADMITTED	23	31	24	45	59	46	118	143	122	163	211	168	532	785	578	881	1229	938
NET CONFIRMED	10	16	10	12	26	12	46	46	49	52	72	60	216	294	229	336	454	360
PENDING	9	12		30	27		65	80		106	128		299	459		509	706	
YIELD RATE	43.5%	51.6%	41.7%	26.7%	44.1%	26.1%	39.0%	32.2%	40.2%	31.9%	34.1%	35.7%	40.6%	37.5%	39.6%	38.1%	36.9%	38.4%
MELT	0	0		0	0		0	0		0	2		2	6		2	8	
MELT RATE	0.0%	0.0%		0.0%	0.0%		0.0%	0.0%		0.0%	2.7%		0.9%	2.0%		0.6%	1.7%	
ADMITTED	47	51	48	73	100	75	169	192	174	205	278	211	457	630	485	951	1251	993
NET CONFIRMED	21	20	21	24	38	24	54	86	59	72	84	68	140	202	143	311	430	315
PENDING	24	26		42	55		103	96		128	168		309	395		606	740	
YIELD RATE	44.7%	39.2%	43.8%	32.9%	38.0%	32.0%	32.0%	44.8%	33.9%	35.1%	30.2%	32.2%	30.6%	32.1%	29.5%	32.7%	34.4%	31.7%
MELT	0	1		0	1		0	1		0	2		1	3		1	8	
MELT RATE	0.0%	4.8%		0.0%	2.6%		0.0%	1.1%		0.0%	2.3%		0.7%	1.5%		0.3%	1.8%	

Institutional Alignment
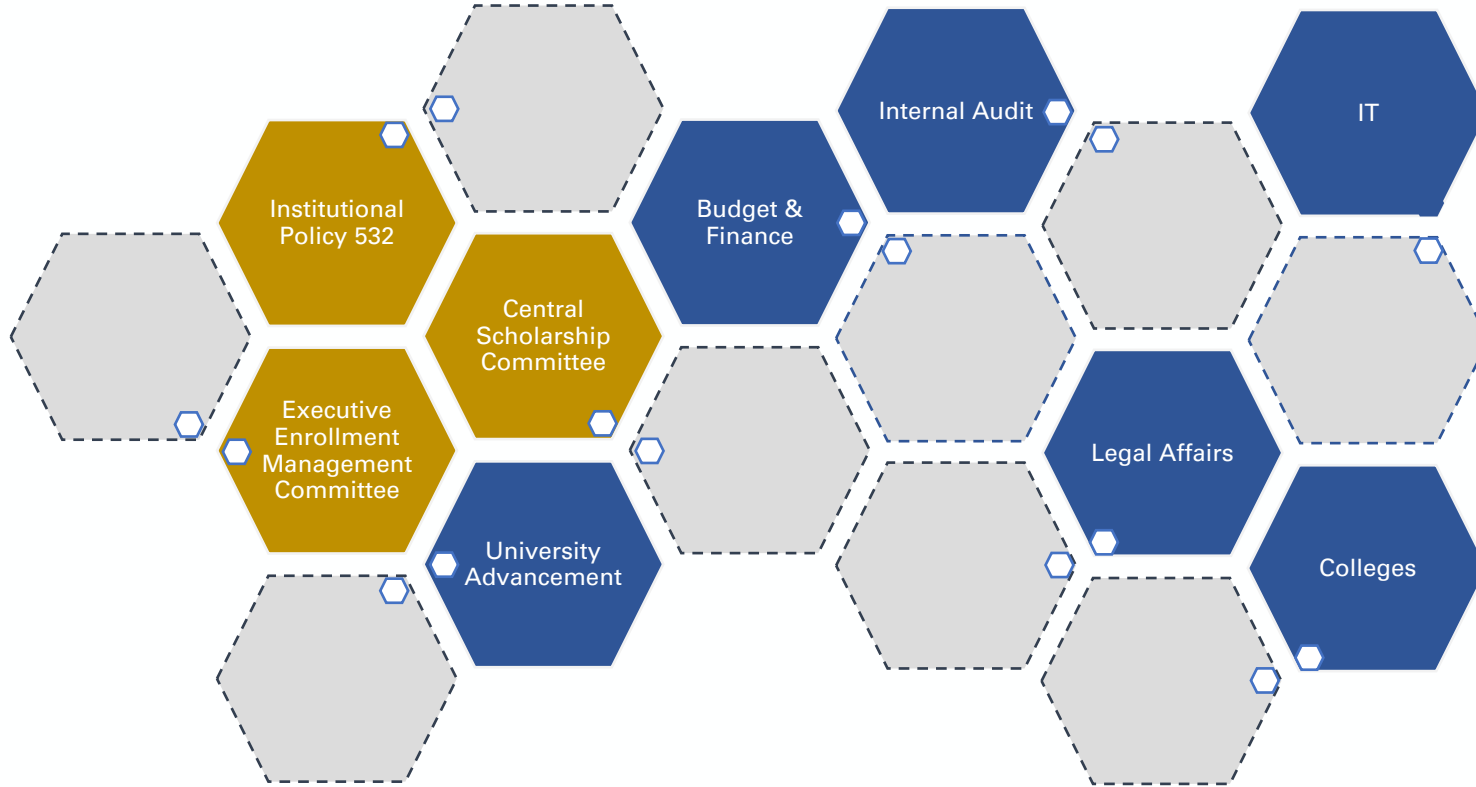
Campus Partnerships

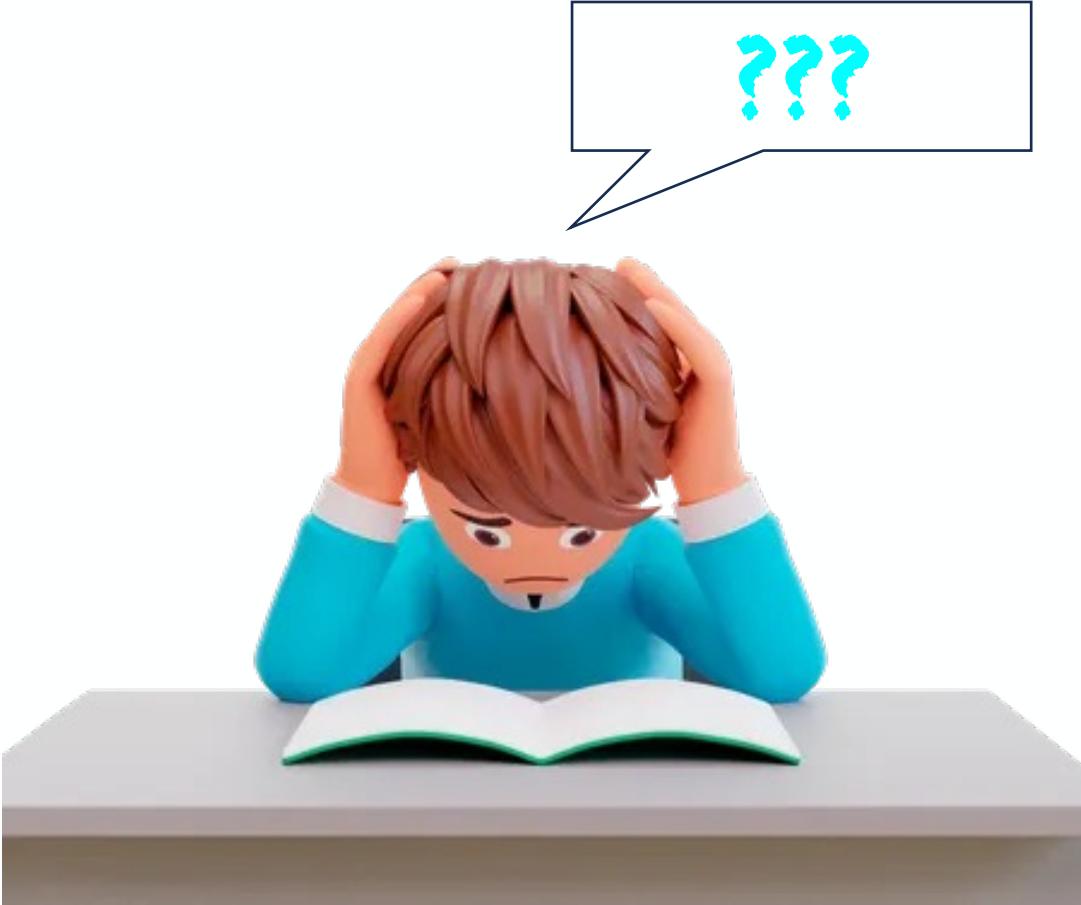Net Tuition Revenue · Headcount · Shaping the Class
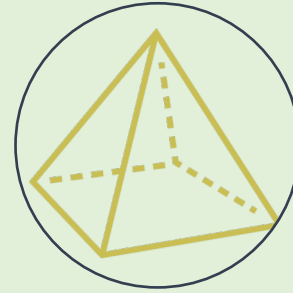
Insights from prospective students.

microwave

1. put food in
2. push start
3. leave for school

@teenagerprotips

tidy your room
by putting
clean clothes
in the wash

@teenagerprotips

after saying
"coming!",

don't come

@teenagerprotips

Strategic Enrollment Management

Enhancing recruitment strategies

- **Recruitment Collaborative**

- **Alignment of decentralized scholarship administration**

- **Complexities**

- **Data informed decision making to adapt to upcoming changes**

Systemwide Recruitment Collaborative

1. Recruitment Planning: Development and Review

2. Training

3. Communication & Support

4. Shared Student Insights: Student Analytics

5. Enrollment Initiatives

Recruitment Website: usu.edu/recruitment

USU System Recruitment Plans

USU System/ Logan Recruitment Plan

(2022-2023)

U STATE UtahStateUniversity

TABLE OF CONTENTS

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6. ADMITTED STUDENT DAY

Overview

Admitted Student Day (A-Day) was designed to encourage students to enroll who were admitted but not yet committed. Invitations are sent to admitted students who have not yet signed up for orientation. In 2021, we restricted attendance to one guest and limited per time session. We hosted four sessions over four days to try to accommodate as many as possible under the Covid restrictions in place at the time. For 2022, we held two events with lower numbers each day to give students a more personalized experience.
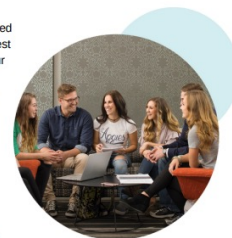
Goals/Action Plan
- Increase yield rate of admitted students.
- Allow students the opportunity to meet with advisors at a college reception.
- Encourage early Orientation and Housing enrollment.
- High touch event with small groups and ambassador hosts.
- Attendance: 500 students, 400 parents
- 2022-2023 Budget: $16,058

Assessment

	2022	2021	2020	2019	2018
Total Student Attendance	558	430	Cancelled due to Covid	437	499
Total Attendance	1041	785		855	906
Total Student Registration	666	483		607	685
Total Registration	1167	778		1218	1270
Total Applications	538	423		433	497
Total Admits	535	422		433	496
Total Enrolled*	433	319		336	349
Total Cost	$19,802	$20,786		$16,274	$16,569

2021 – Held 4 events per day for 4 days for Covid safety
2022 – Held 2 smaller full-day events

Responsibility: Lauralee Lyons, lauralee.lyons@usu.edu

Alignment of decentralized scholarship administration

Complexities

Enhancing recruitment strategies

- **Full spectrum of programs**
  - **Doctorate, Masters, Bachelors, Associates & Certificate**
- **13 Tuition Tables**
- **Comprehensive Financial Aid Packaging**
  - **Federal, State, and Institutional aid**
- **Division 1 and NJCAA Complexities**
- **3 Residential Campuses / 30 Centers**
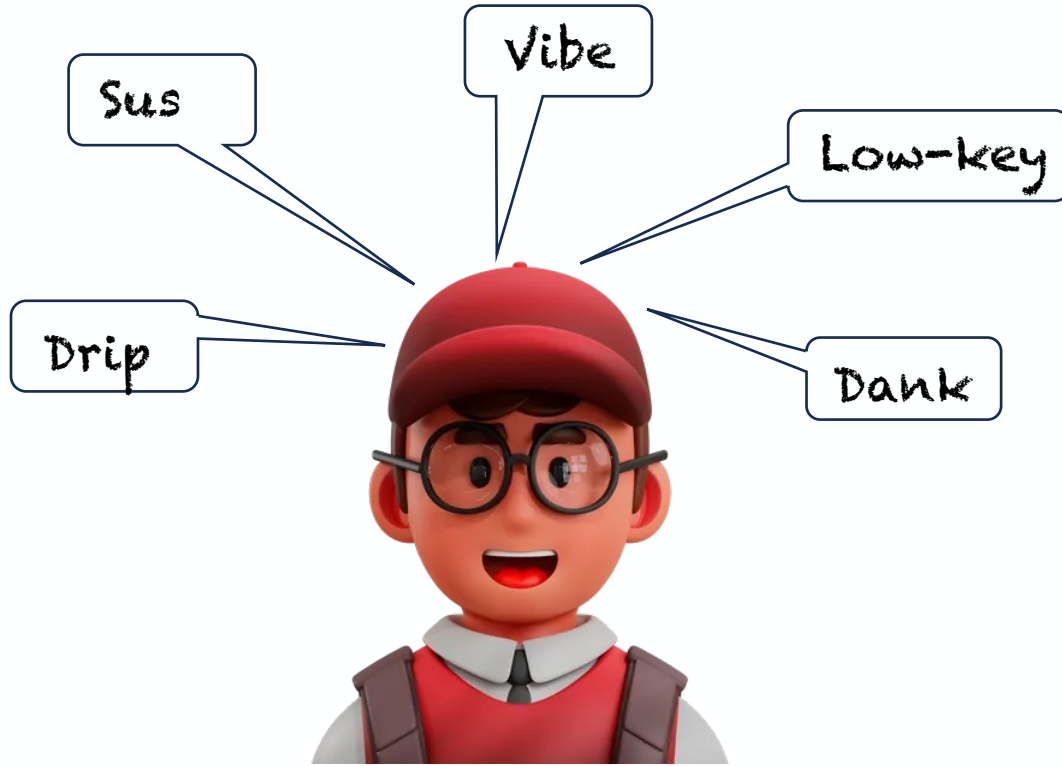- **Online Classes & Programs**
- **Access**

Never ending changes

What's coming our way?

- **State Performance Funding tied to enrollment**

- **Upcoming State Common App**

- **Overhaul of scholarship administration**

- **New President starting August 1**

- **New Board of Higher Education**

if in doubt
gently push it
under the bed

@teenagerprotips

Contact Info

Katie Jo North

- Executive Director of New Student Enrollment
- Katie.North@usu.edu

Craig Whyte

- Executive Director of Student Financial Support
- Craig.Whyte@usu.edu