



UVU[™] DATA SUMMIT

UVU Enrollment Through the Years

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UVU DIGITAL
TRANSFORMATION

Introduction

- **18 years in higher ed.**
 - Student Life
 - USHE
 - Director of Admissions
 - Dean of Enrollment
 - AVP Enrollment Management
- **Avid Sacramento Kings Fan**
- **Passionate about UVUs mission**





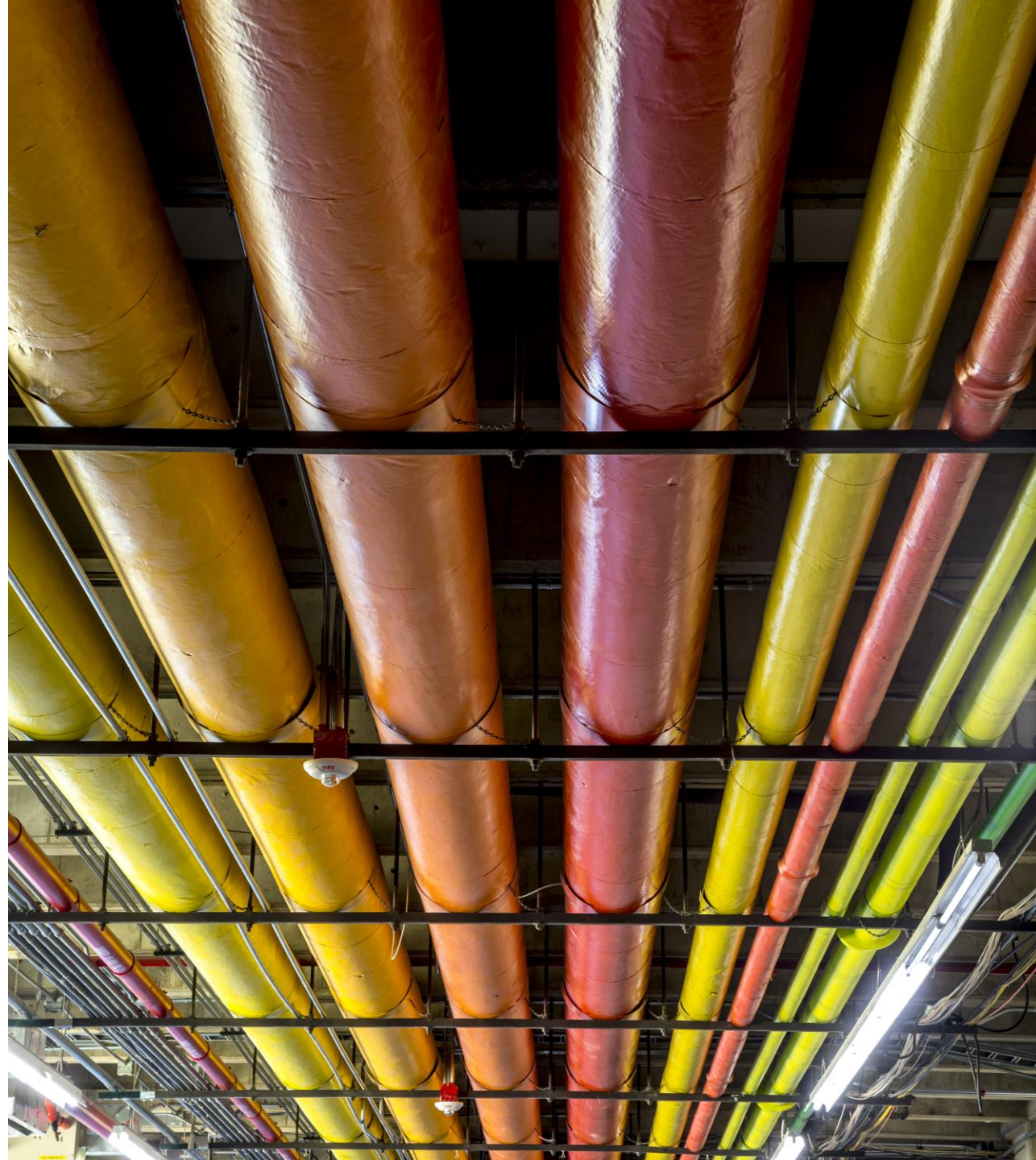
Enrollment at UVU



Managing Multiple Funnels

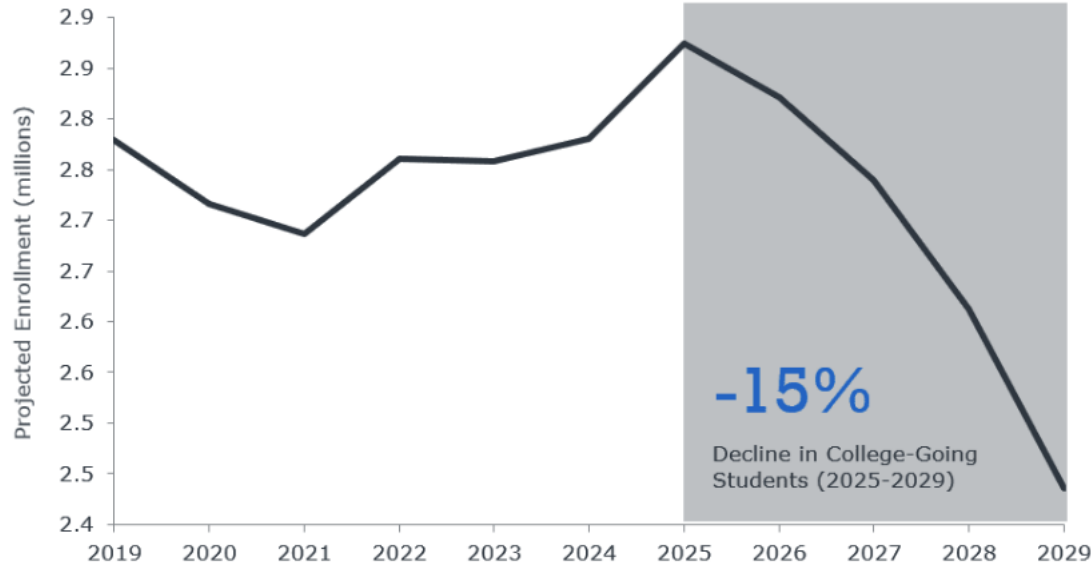
Enrollment at UVU is...

- Complicated
- Made up of multiple student populations
 - New
 - Transfer
 - Continuing (retention)
 - Graduate
 - Concurrent Enrollment
 - International
 - Etc.
- Unique. Every population requires varying levels of support



Enrollment Projected to Drop Sharply After 2025

Forecasted Number of College-Going Students in the U.S. (millions), by Year of High School Graduation



Higher Ed's Rapidly Deteriorating Brand

% of Americans who say college is **worth the cost**
Hechinger



% of 14- to 18-year-olds who think education is **necessary** beyond high school
ECMC







Enrollment Definitions



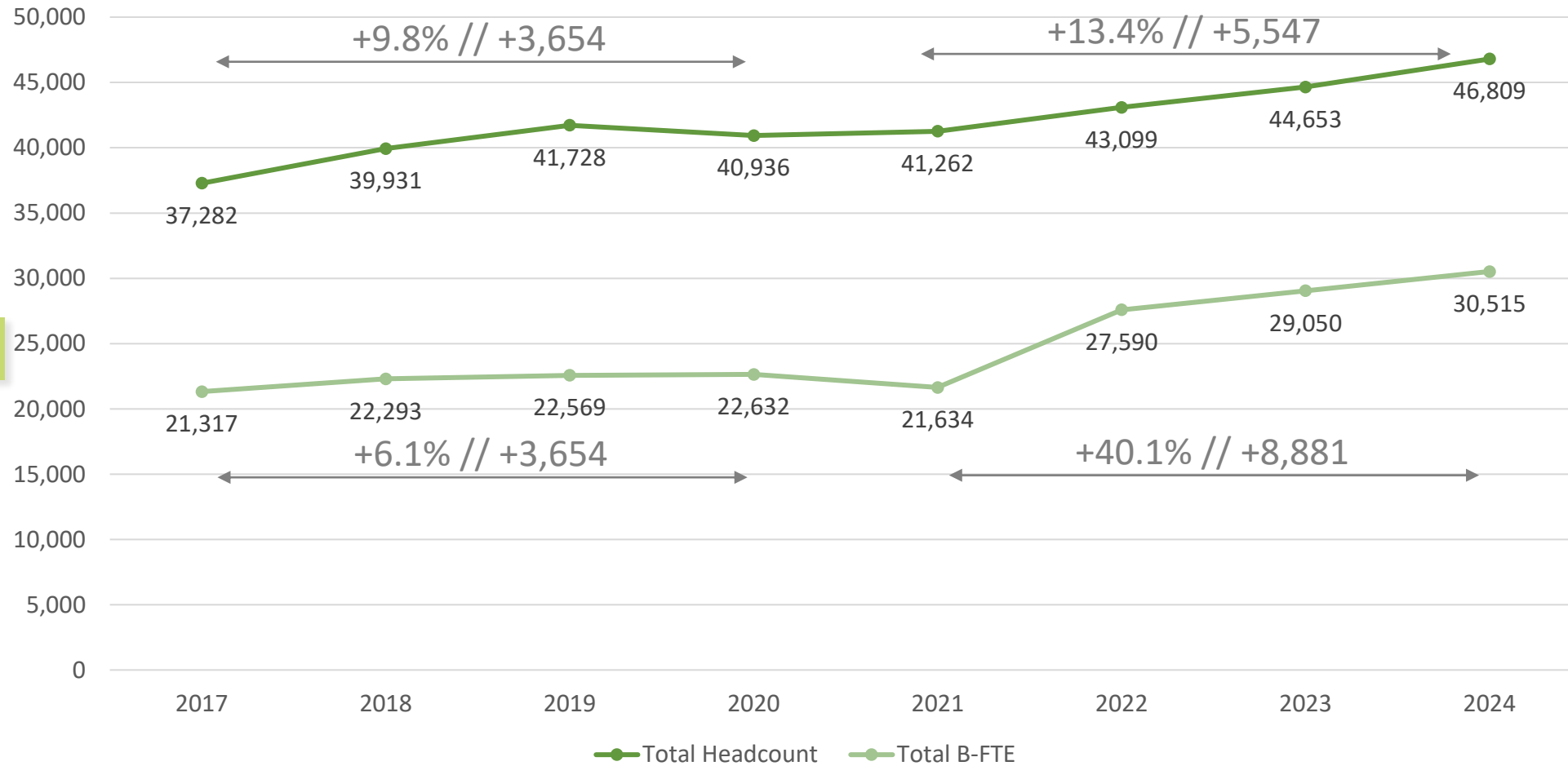
Enrollment Definitions

- **FTE**- # of students enrolled based on the total number of classes they take
- **Headcount**- total # of individual students enrolled
- **Continuing**- enrolled in a previous semester
- **New**- enrolled for the first time at UVU
- **Returning**- returning to UVU after a two or more-semester absence
- **Graduate**- enrolled in a UVU graduate program
- **Concurrent Enrollment**- admitted and enrolled in high school concurrent enrollment
- **Transfer**- admitted and enrolled at UVU after transferring from another college, excludes HSCE.
- **Non-matriculated**- enrolled in courses but are not seeking a degree or certificate

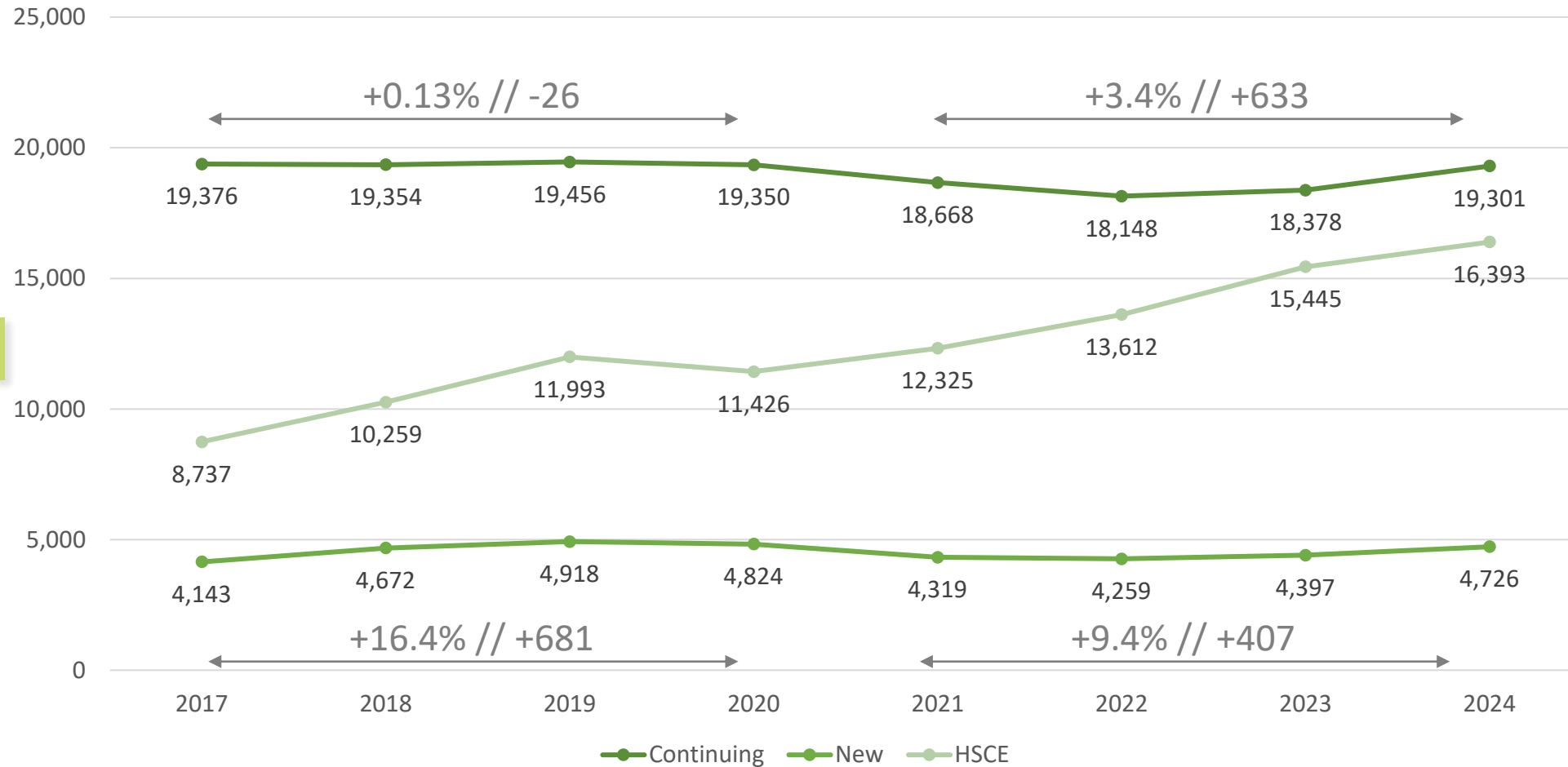
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Enrollment Through the Years

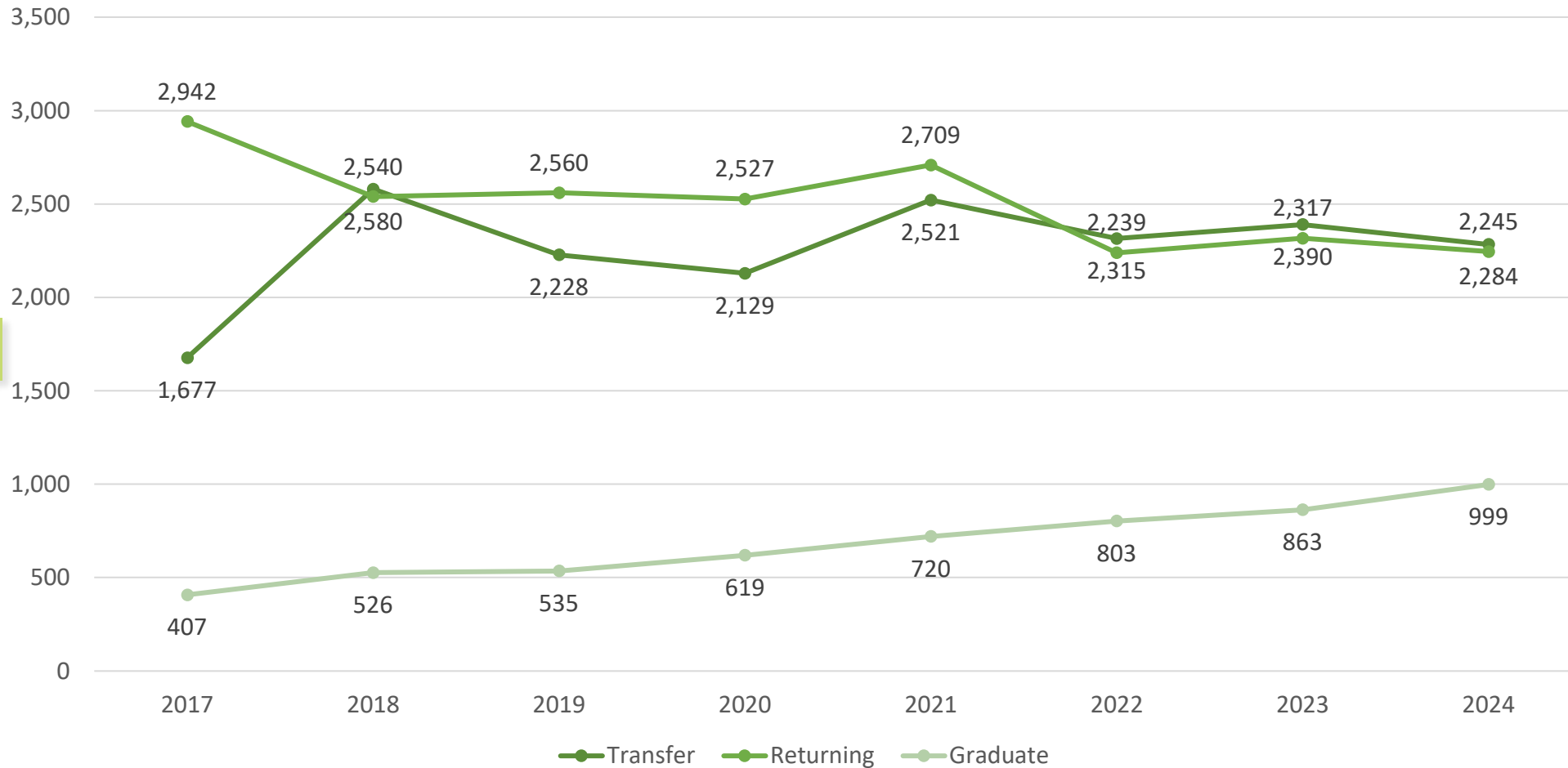
Historic Headcount & B-FTE



Continuing, New, & HSCE

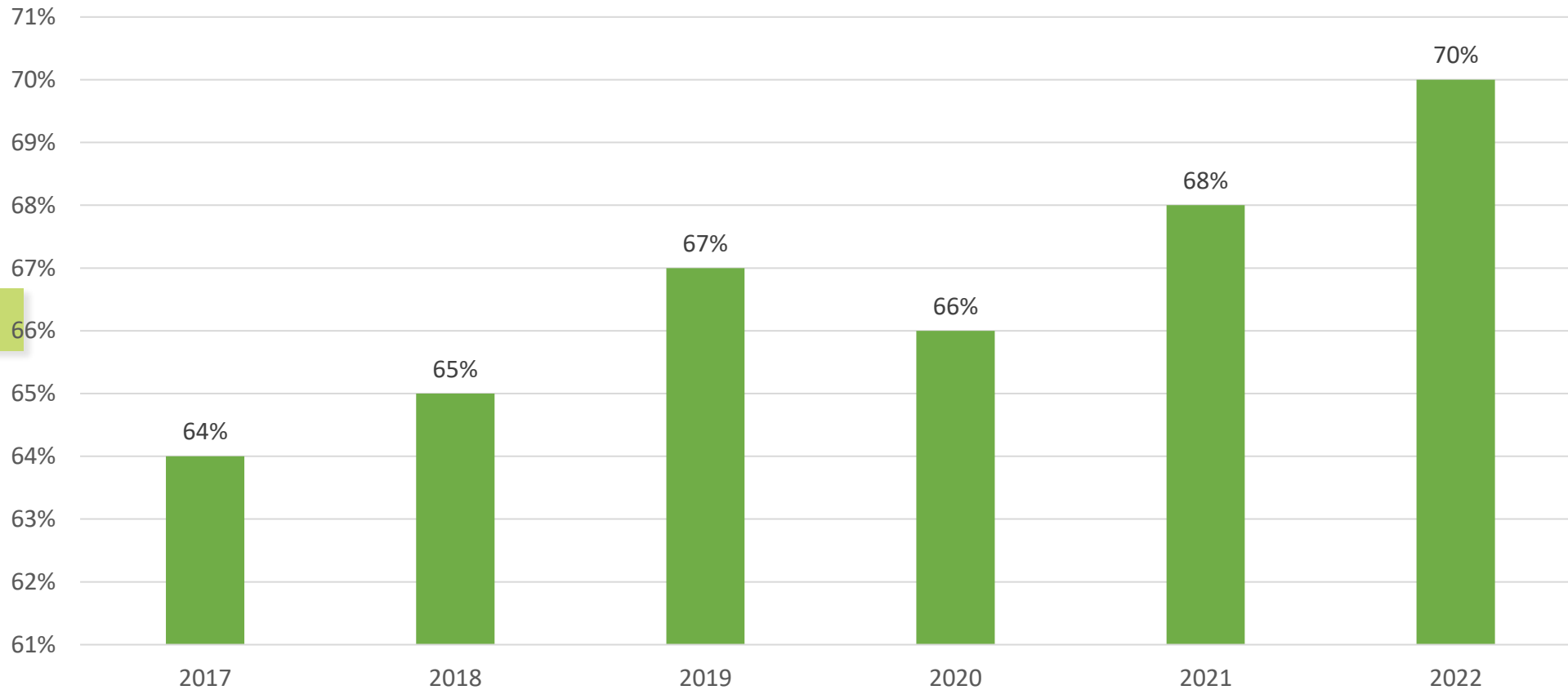


Historic Transfer, Returning, & Graduate



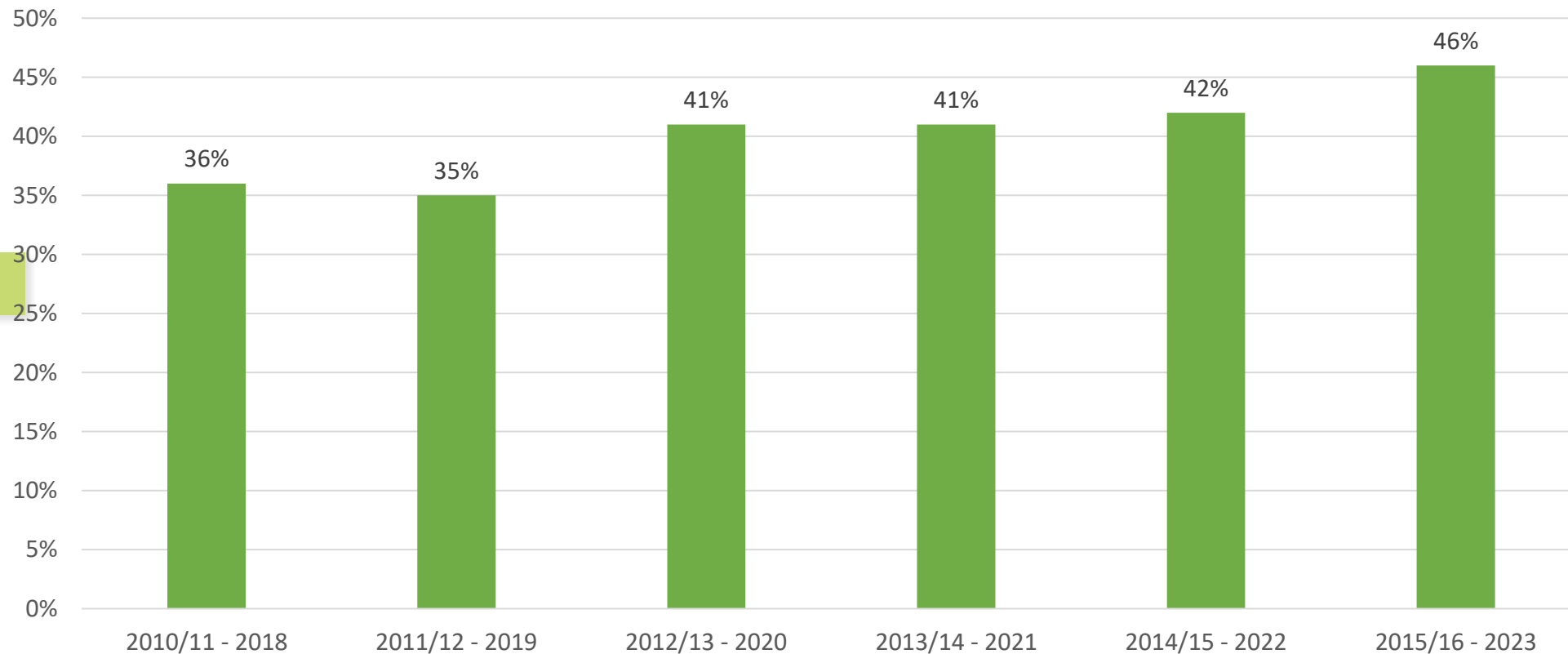
1 Year Retention Rate

% of incoming first-time, full-time, degree-seeking students from a fall cohort who are enrolled at UVU during the fall term one year later OR who have completed any degree by that time.



Outcome Measure

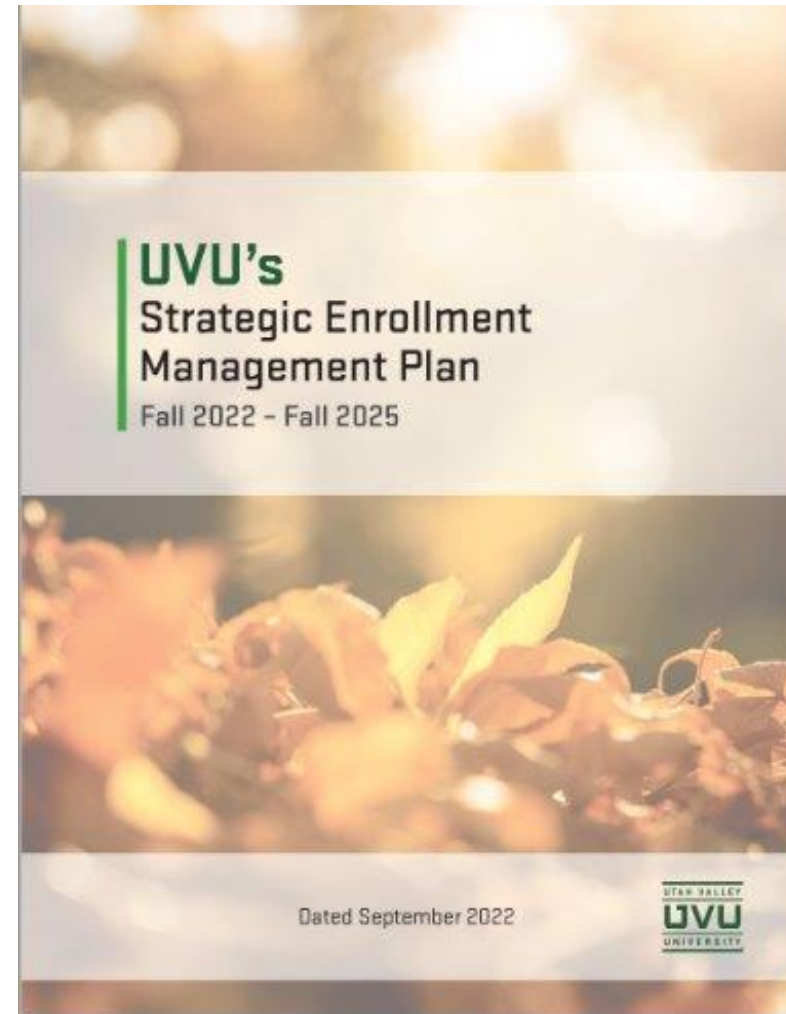
Percent of incoming students from a full year cohort (from summer to spring) who earned any degree within 8 years. This includes students who are first-time, full-time or part-time, and those seeking any degree.





SEM & Completion

SEM & Completions Plans



SEM Goals

Student Population	SEM Goal – Annual Increase
Continuing Students	.5%
New > 1 yr from HS Graduation (FF)	1.5%
New < 1 yr from HS Graduation (FH)	1.5%
HSCE	8%
Returning Students	2%
Transfer	1%
International	3%
Fully Online	5%
Former-HSCE	2%
Non-resident	2.5%

SEM Goals

Student Population	SEM Goal – Annual Increase %(#)	Fall 2024 Actual
Continuing Students	.5% (92)	4.7% (868)
New > 1 yr from HS Grad (FF)	1.5% (23)	15.5% (236)
New < 1 yr from HS Grad (FH)	1.5% (43)	2.5% (72)
HSCE	8% (1,236)	7.4% (1,128)
Returning & Adult Learners	2% (163)	3.9% (324)
Transfer	1% (24)	-4.8% (-115)
Fully Online	5% (289)	7.2% (416)
Former-HSCE	2% (27)	5.5% (69)
Non-resident	2.5% (63)	6.0% (151)

SEM Goals - 2% growth in each race/ethnicity group

Student Population	SEM Goal – 2%	Fall 2024 Actual
Asian	12	620 (+33)
Black/African American	8	415 (+35)
Hispanic/Latino	112	6,028 (+441)
Multi-Racial	36	1,977 (+191)
Native American/Native Alaskan	3	182 (+22)
Native Hawaiian/Pacific Islander	6	303 (-2)
International	16	445 (-77)



Completion Plan

8 Strategies w/ 37 Initiatives

- Student-centric course scheduling
- Student Comm. Governance
- CRM
- Strengthen SE
- Predictive Analytics
- Improve Student Experiences

Goals

65% Retention Goal

45% Completion Goal



Next Steps



We want to
focus on
sustainable
growth

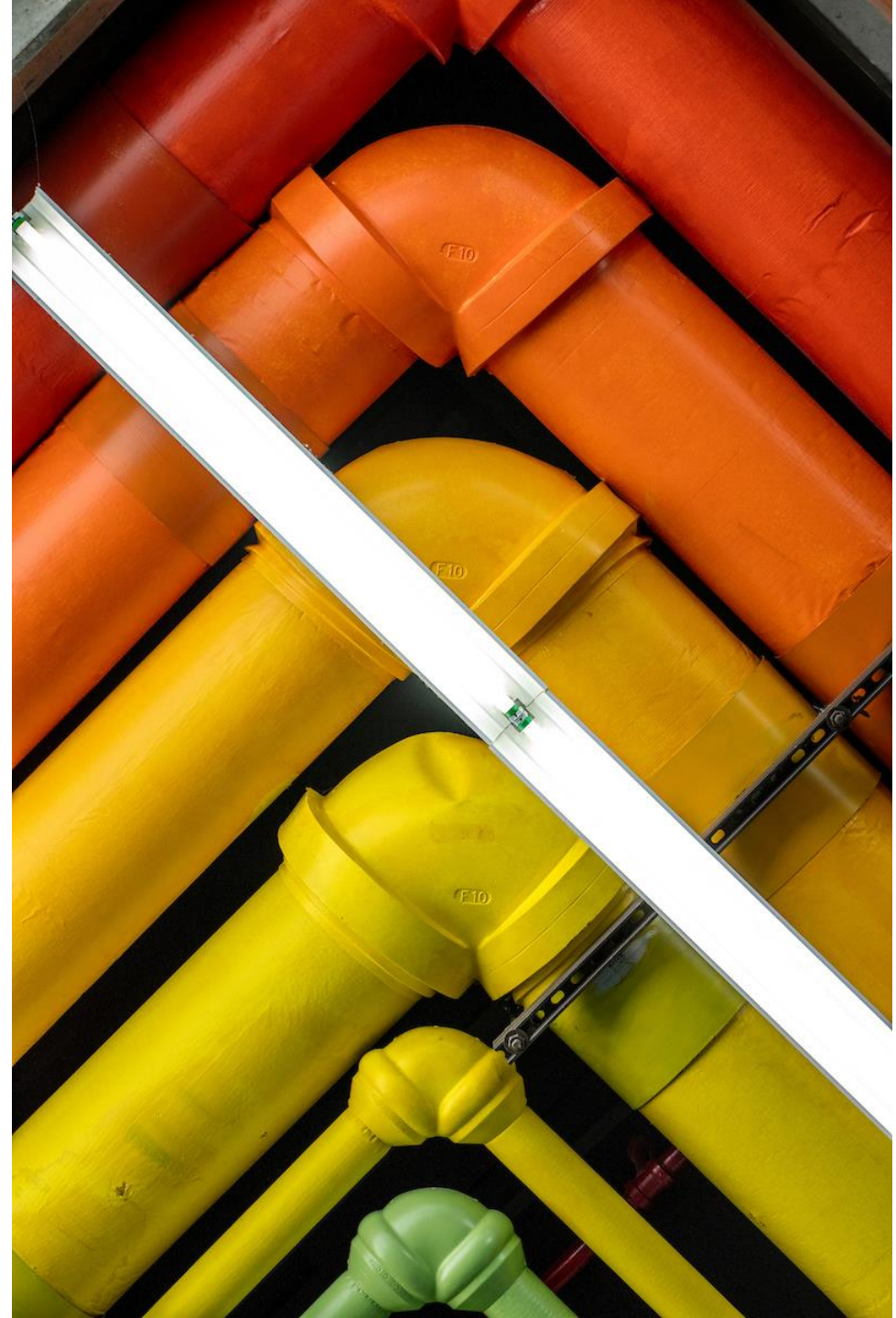
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New UVU SEM/Completion Plan coming Summer 2025

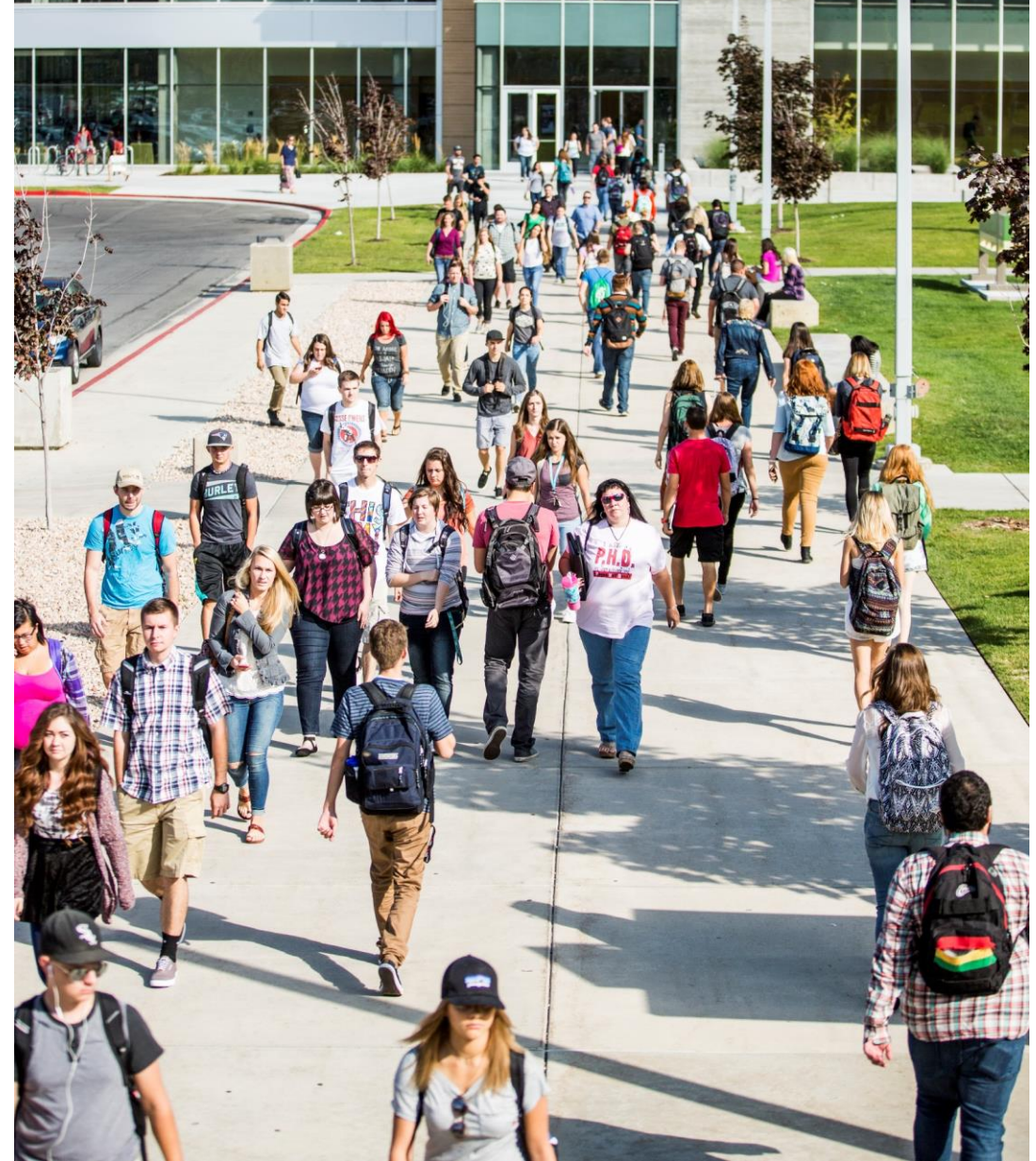


Focus on Sustainable Growth

- Strategic Recruitment (SCND, international, & transfer)
- FAFSA completion
- Reducing barriers
- Student support through advising
- Flexible course delivery options
- Student belonging
- Auto-awarding credentials
- Course scheduling
- Expand the use of data



Final Thoughts & Questions



Additional Questions- andrew.stone@uvu.edu



Thanks