Projecting Enrollment with Precision

HEDS Forum
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Coconut Grove, Florida

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Background

- Enrollment Projection Committee formed in 1992
- 100 “Unexpected Students” enrolled in the fall semester
- Successful in setting and reaching total, new and continuing student goals

Purpose

Ensure total tuition revenue for undergraduate enrollment in both fall and spring semesters equals total tuition budgeted for undergraduate enrollment in that fiscal year
Objectives

- Set total enrollment goals for each semester with the resulting enrollment for the year exceeding the budgeted enrollment by no more than 1% using the following methodologies:
  - Project number of continuing students using attrition trends; number of December, May and August graduates; and study abroad students
  - Set future student goals based upon existing total student goal and projected number of continuing students while considering housing vacancies projections
Composition of Enrollment Projection Committee

- Director of Admissions
- Controller
- Manager, Student Financial Services, *ex officio*
- Director of Institutional Research and Academic Administration, Chair
- Assistant Director of Institutional Research, *ex officio*
- Registrar
- Director of Residence Life and Housing
- Administrative Coordinator, Residence Life and Housing, *ex officio*
Process

- Committee meets six times per year
- Agenda
  - Institutional Research director provides recent data relevant to attrition and students studying abroad
  - Admissions director provides the number of applications and quality
  - Housing director provides vacancy information based on upper class students “signing up” for following semester
  - Controller provides number of eligible students returning for the following semester based on bills mailed requiring deposits
  - Registrar provides the number of recent and projected graduates
Methodology for Projecting Continuing Students

- Calculate average percentage of continuing students enrolled in recent years compared to total number of tuition bills initially mailed about February 1

- Resulting average percentage is applied to current number of tuition bills to project initially number of continuing students

- Average percentage of actual deposits received vs. actual continuing enrollment provides later and possibly more accurate predictor of continuing enrollment
Schedule of Activities for 2005-2006
Admissions, Housing and Student Financial Services (SFS)

- February 8: SFS mails bill for $500 deposit to eligible fall returning students
- February 27: Housing sets aside rooms for freshmen
- March 15: SFS $500 deposit due from returning students
- March 13: Housing distributes sign-up materials for room assignments to residents
- March 1-15: Admissions makes decisions on freshmen
- March 23: SFS second request for $500 deposit from returning students
- April 1: Admissions mails decision letters to freshmen with $300 deposit due
- April 14: Housing makes room assignments for returning students
- April 15: Final deposit due date
Schedule of Activities for 2005-2006 (Continued)
Admissions, Housing and Student Financial Services (SFS)

- **April 15 – August 1**: Admissions mails decision letters to transfers with $300 deposit due
- **April 28**: Housing removes non-paying eligible returning students from list
- **May 1**: Admissions admits from Waiting List (if necessary)
- **May 1**: $300 deposit due from freshmen
- **June 1**: SFS sends bill for full tuition – all students
- **July 15**: Housing mails freshmen room assignments
- **August 1**: Fall tuition due
- **November 1**: SFS sends bill for full tuition – spring all students
- **December 1**: Spring tuition due

Note: All deposits are non-refundable
<table>
<thead>
<tr>
<th></th>
<th>Continuing</th>
<th>Continuing non-WFU*</th>
<th>Continuing-out</th>
<th>Continuing-Withdrew</th>
<th>Percent not returning</th>
<th>New</th>
<th>New-out</th>
<th>New - Withdraw</th>
<th>Transfer</th>
<th>Transfer-out</th>
<th>ReAdmit</th>
<th>ReAdmit-out</th>
<th>ReAdmit - Withdraw</th>
<th>Withdraw</th>
<th>Total</th>
<th>Total Not Returning (not only)</th>
<th>Percent not returning</th>
</tr>
</thead>
<tbody>
<tr>
<td>2002-Fall</td>
<td>2914</td>
<td>211</td>
<td>45</td>
<td>6</td>
<td>1.54%</td>
<td>1000</td>
<td>14</td>
<td>0</td>
<td>47</td>
<td>1</td>
<td>34</td>
<td>3</td>
<td>0</td>
<td>19</td>
<td>4014</td>
<td>63</td>
<td>1.57%</td>
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<tr>
<td>2003-Spring</td>
<td>3888</td>
<td>36</td>
<td>120</td>
<td>2</td>
<td>3.09%</td>
<td>7</td>
<td>1</td>
<td>0</td>
<td>6</td>
<td>1</td>
<td>25</td>
<td>8</td>
<td>0</td>
<td>19</td>
<td>3945</td>
<td>130</td>
<td>3.30%</td>
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<tr>
<td>2003-Fall</td>
<td>2917</td>
<td>215</td>
<td>48</td>
<td>3</td>
<td>1.65%</td>
<td>1003</td>
<td>12</td>
<td>0</td>
<td>49</td>
<td>2</td>
<td>34</td>
<td>5</td>
<td>0</td>
<td>16</td>
<td>4019</td>
<td>67</td>
<td>1.67%</td>
</tr>
<tr>
<td>2004-Spring</td>
<td>3894</td>
<td>36</td>
<td>80</td>
<td>11</td>
<td>2.05%</td>
<td>2</td>
<td>0</td>
<td>0</td>
<td>20</td>
<td>5</td>
<td>15</td>
<td>5</td>
<td>1</td>
<td>16</td>
<td>3947</td>
<td>90</td>
<td>2.28%</td>
</tr>
<tr>
<td>2004-Fall</td>
<td>2883</td>
<td>218</td>
<td>38</td>
<td>1</td>
<td>1.32%</td>
<td>1116</td>
<td>16</td>
<td>0</td>
<td>48</td>
<td>2</td>
<td>45</td>
<td>5</td>
<td>2</td>
<td>17</td>
<td>4109</td>
<td>61</td>
<td>1.48%</td>
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<tr>
<td>2005-Spring</td>
<td>3955</td>
<td>42</td>
<td>123</td>
<td>13</td>
<td>3.11%</td>
<td>6</td>
<td>2</td>
<td>0</td>
<td>15</td>
<td>3</td>
<td>24</td>
<td>6</td>
<td>0</td>
<td>14</td>
<td>4014</td>
<td>134</td>
<td>3.34%</td>
</tr>
</tbody>
</table>

*Counted in "Continuing"

### Attrition

![Attrition Graph](image)

- Orange dots: Continuing
- Pink squares: All Students

- 2002-Fall: 1.57%
- 2003-Spring: 3.30%
- 2003-Fall: 1.54%
- 2004-Spring: 1.67%
- 2004-Fall: 2.28%
- 2005-Spring: 3.11%
## PROJECTION OF CONTINUING STUDENTS FOR FALL 2005 SEMESTER

<table>
<thead>
<tr>
<th></th>
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<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Number of Bills Mailed</strong></td>
<td>3,059</td>
<td>3,019</td>
<td>3,059</td>
<td>3,013</td>
<td>3,114</td>
<td>3,114</td>
<td>3,114</td>
</tr>
<tr>
<td><strong>Date Mailed (1st Mailing)</strong></td>
<td>02/16/01</td>
<td>2/15/02</td>
<td>2/18/03</td>
<td>2/6/04</td>
<td>2/15/05</td>
<td>2/15/05</td>
<td>2/15/05</td>
</tr>
<tr>
<td><strong>Deposits Received (1st Mailing)</strong></td>
<td>2,550</td>
<td>2,531</td>
<td>2,433</td>
<td>2,416</td>
<td>2,131</td>
<td>2,131</td>
<td>2,131</td>
</tr>
<tr>
<td><strong>Date Received (1st Mailing)</strong></td>
<td>03/27/01</td>
<td>03/27/02</td>
<td>03/27/03</td>
<td>03/22/04</td>
<td>03/21/05</td>
<td>03/21/05</td>
<td>03/21/05</td>
</tr>
<tr>
<td><strong>Deposits Received (2nd Mailing)</strong></td>
<td>138</td>
<td>98</td>
<td>182</td>
<td>142</td>
<td>544</td>
<td>544</td>
<td>544</td>
</tr>
<tr>
<td><strong>Date Received (2nd Mailing)</strong></td>
<td>04/24/01</td>
<td>05/08/02</td>
<td>05/27/03</td>
<td>06/07/04</td>
<td>05/04/05</td>
<td>05/04/05</td>
<td>05/04/05</td>
</tr>
<tr>
<td><strong>Total Deposit Received</strong></td>
<td>2,688</td>
<td>2,629</td>
<td>2,615</td>
<td>2,558</td>
<td>2,675</td>
<td>2,675</td>
<td>2,675</td>
</tr>
<tr>
<td><strong>Study Abroad Deposits Received</strong></td>
<td>247</td>
<td>277</td>
<td>304</td>
<td>317</td>
<td>302</td>
<td>302</td>
<td>302</td>
</tr>
<tr>
<td><strong>Enrollment Count Date</strong></td>
<td>9/20/01</td>
<td>10/2/02</td>
<td>10/3/03</td>
<td>10/1/04</td>
<td>Last Year</td>
<td>Two Year Average</td>
<td>Three Year Average</td>
</tr>
<tr>
<td><strong>Students Enrolled</strong></td>
<td>2,616</td>
<td>2,583</td>
<td>2,583</td>
<td>2,529</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Students Enrolled/Bills Mailed</strong></td>
<td>85.5%</td>
<td>85.6%</td>
<td>84.4%</td>
<td>83.9%</td>
<td>83.9%</td>
<td>84.2%</td>
<td>84.6%</td>
</tr>
<tr>
<td><strong>Students Enrolled/Deposits</strong></td>
<td>97.3%</td>
<td>98.3%</td>
<td>98.8%</td>
<td>98.9%</td>
<td>98.9%</td>
<td>98.8%</td>
<td>98.6%</td>
</tr>
</tbody>
</table>

Estimated returning students based on Percent of Bills Mailed: 2,614, 2,622, 2,636

Estimated returning students based on Percent of Deposits as of 5/04/05: 2,645, 2,643, 2,638

Estimated returning students - 5/4/2005: 2,629
Fall 2005 Enrollment Analysis

- **Projected Fall 2005 Enrollment**
  - First-time Freshmen – 1120
  - Transfers – 48
  - Continuing – 2629
  - Readmits/Unclassified – 63
  Total – 3860*

- **Actual Fall 2005 Enrollment**
  - First-time Freshmen – 1119
  - Transfers – 50
  - Continuing – 2634
  - Readmits/Unclassified – 65
  Total – 3868

- **Actual Fall 2004 Enrollment**
  - First-time Freshmen – 1120
  - Transfers – 48
  - Continuing – 2529
  - Readmits/Unclassified – 63
  Total – 3760

* Goal is to enroll approximately 100 more students than Fall 2004 - May 5, 2005
Conclusion

- Predicting number of continuing students is most important key element to reaching enrollment goals successfully.

- Coordinating the expertise of individuals on the Enrollment Projection Committee enables total goals to be reached.
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