



East Carolina University | Board of Trustees

Executive Committee Lunch Discussion | September 18, 2014

Enrollment Management

I. Enrollment Management at ECU

Ron Mitchelson
Interim Provost and
Vice Chancellor for Academic Affairs



Enrollment Management at ECU

Luncheon Presentation & Discussion

ECU Board of Trustees

Executive Committee

September 18, 2014

Ron Mitchelson

Interim VC and Provost

Annual Percentage Change in Total Enrollment by Sector, 2010-2013

4-Year Publics

Faced moderate declines compared to other sectors

4-Year Privates

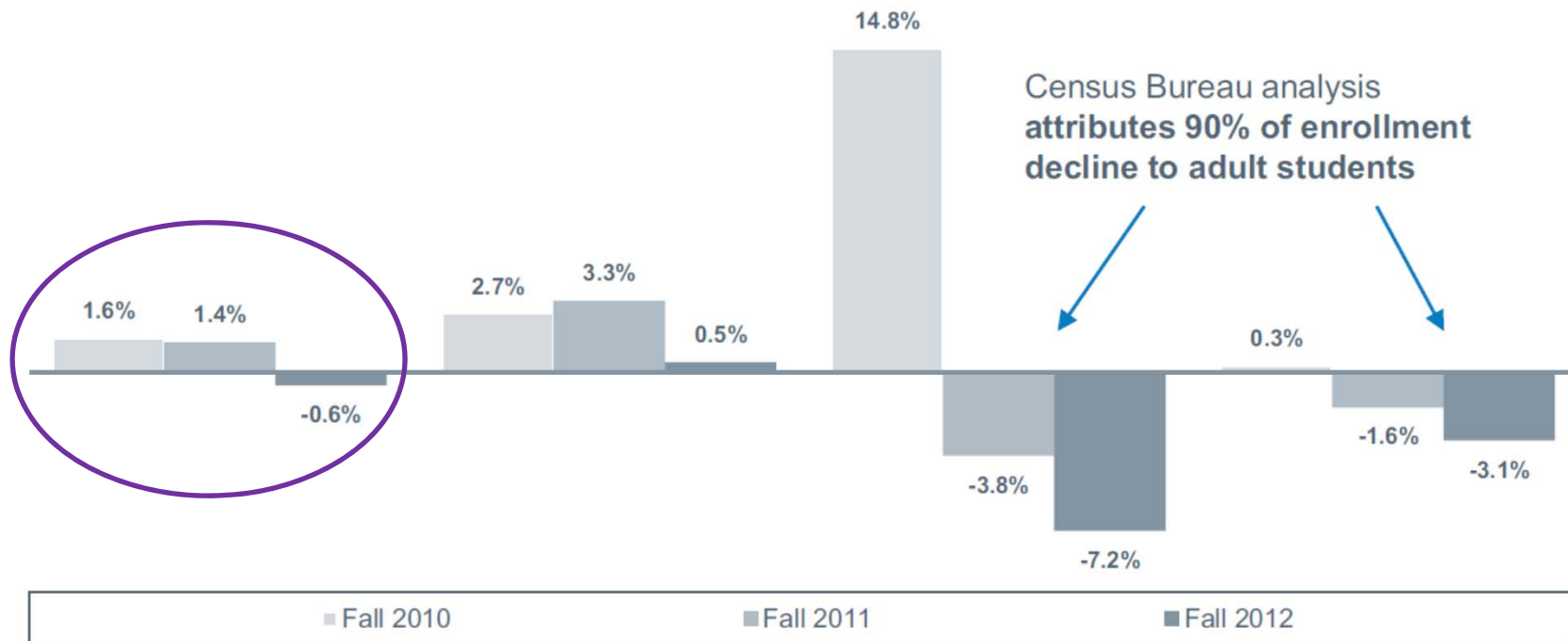
Have continued to grow despite high cost

4-Year For-Profits

Plummeting figures after 2010 political controversy

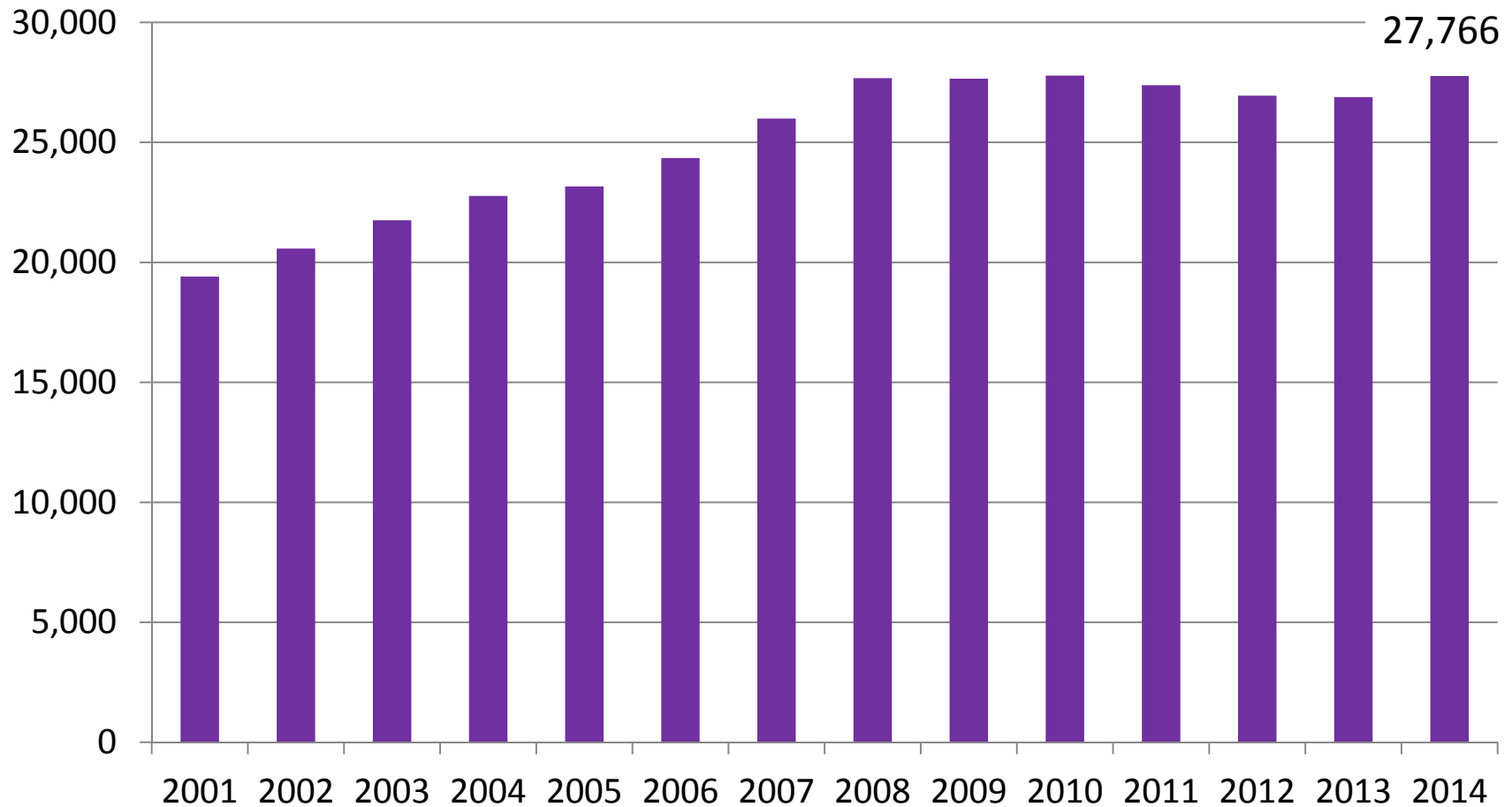
2-Year Publics

Restricted by funding cuts and capacity constraints



Source: Educational Advisory Board, 2014

Enrolled (Headcount)

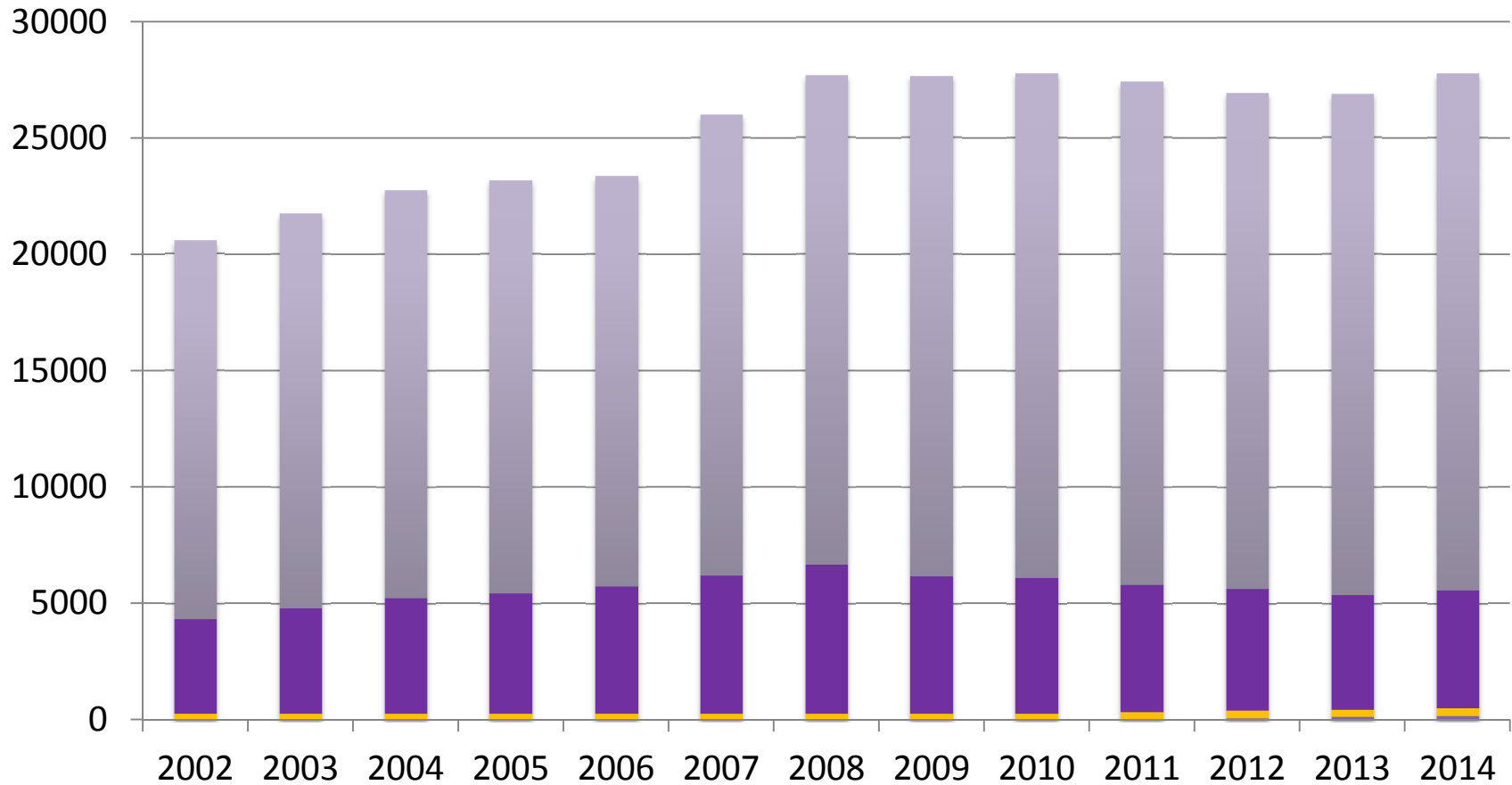


Note: Data for 2014 as of August 29, 2014. Census day snapshots.

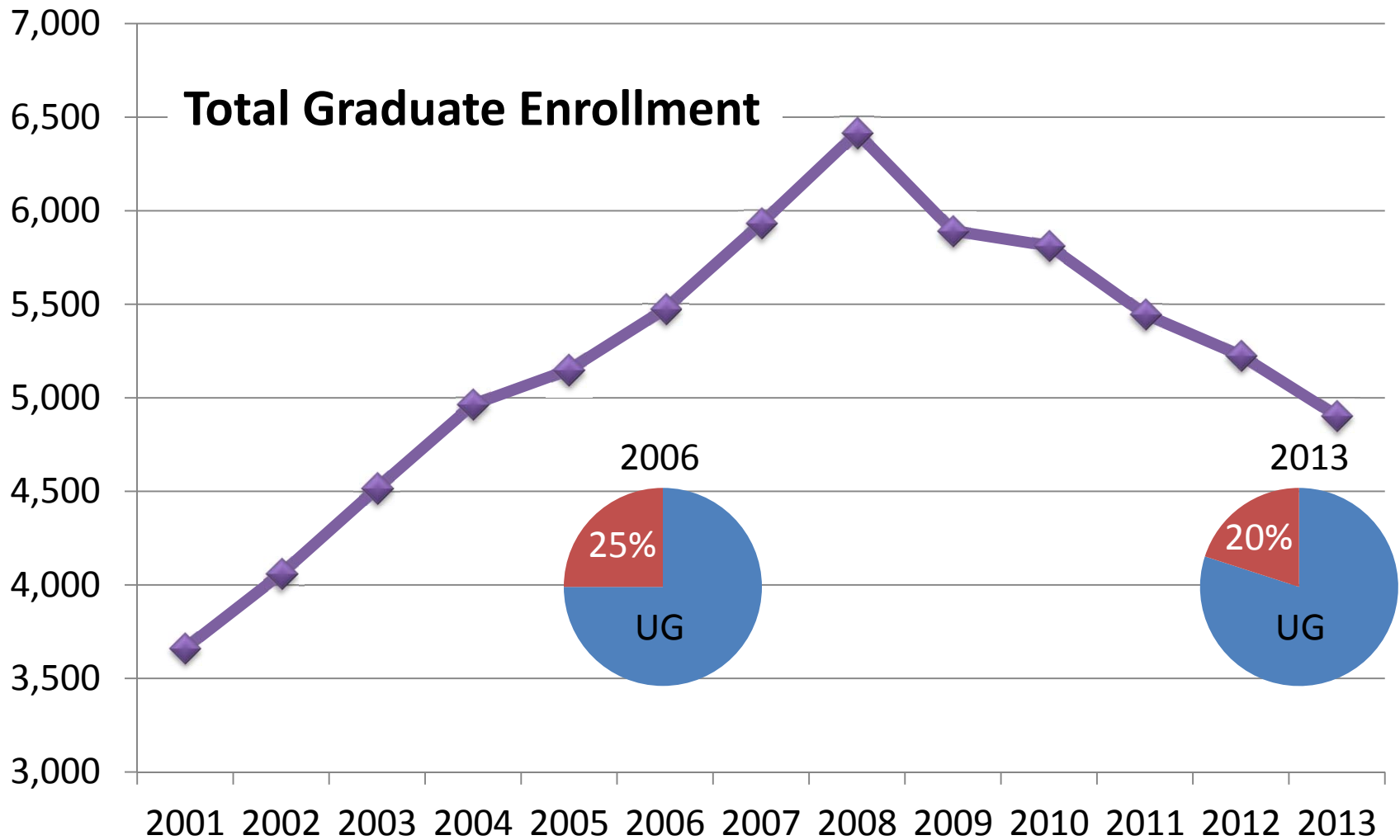
Enrolled (Headcount)



■ Dental ■ Medical ■ Graduate ■ Undergraduate

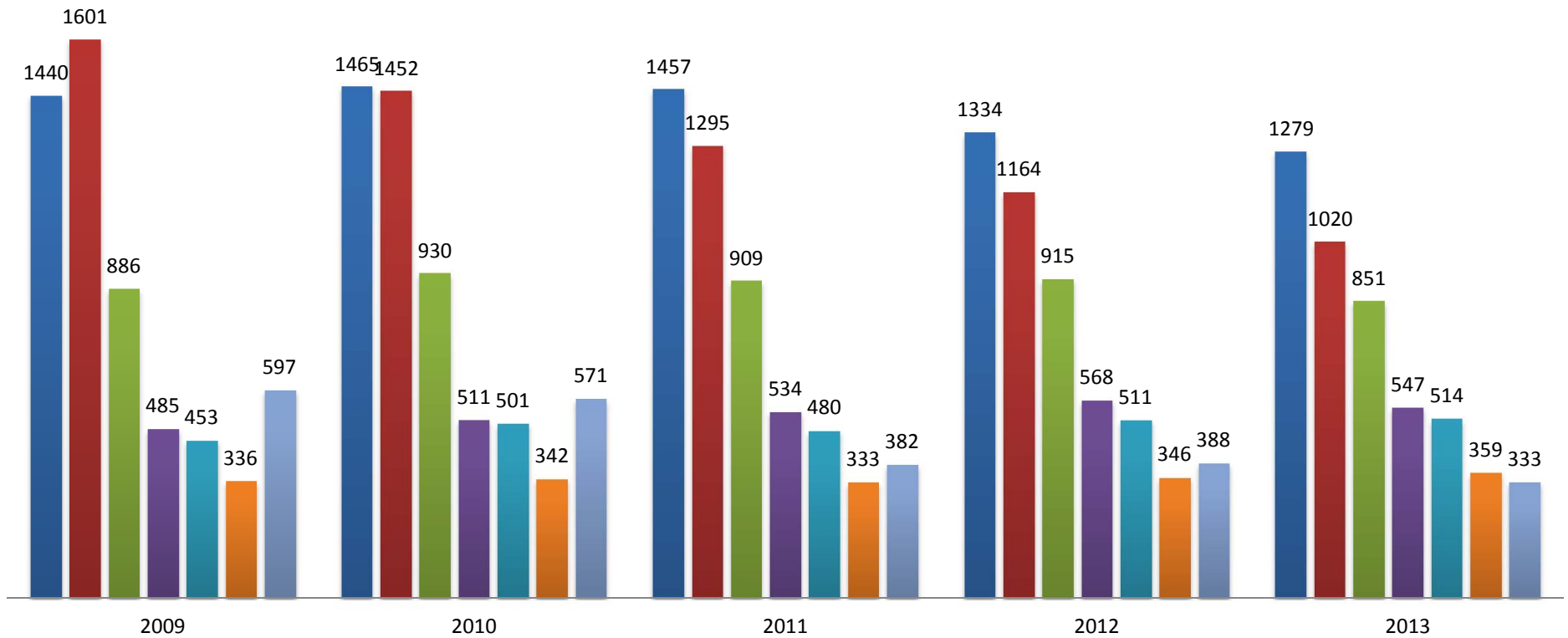


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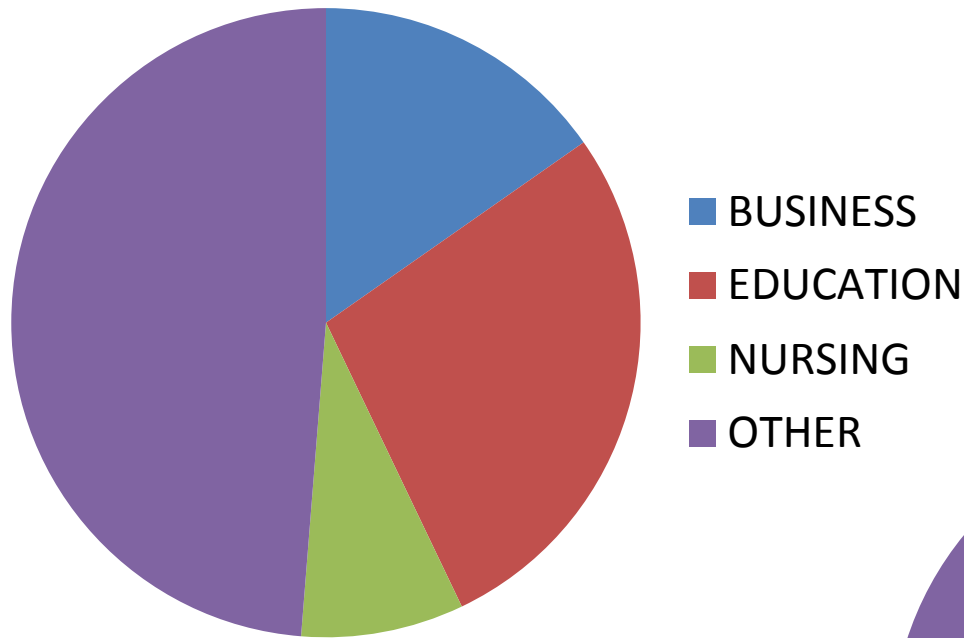


Portfolio Graduate Programs - Fall Semester Enrollment

■ Master's - research
 ■ Education
 ■ Business
 ■ Master's - nursing
 ■ PhD / Doctoral
 ■ Master's - clinical
 ■ Non-degree

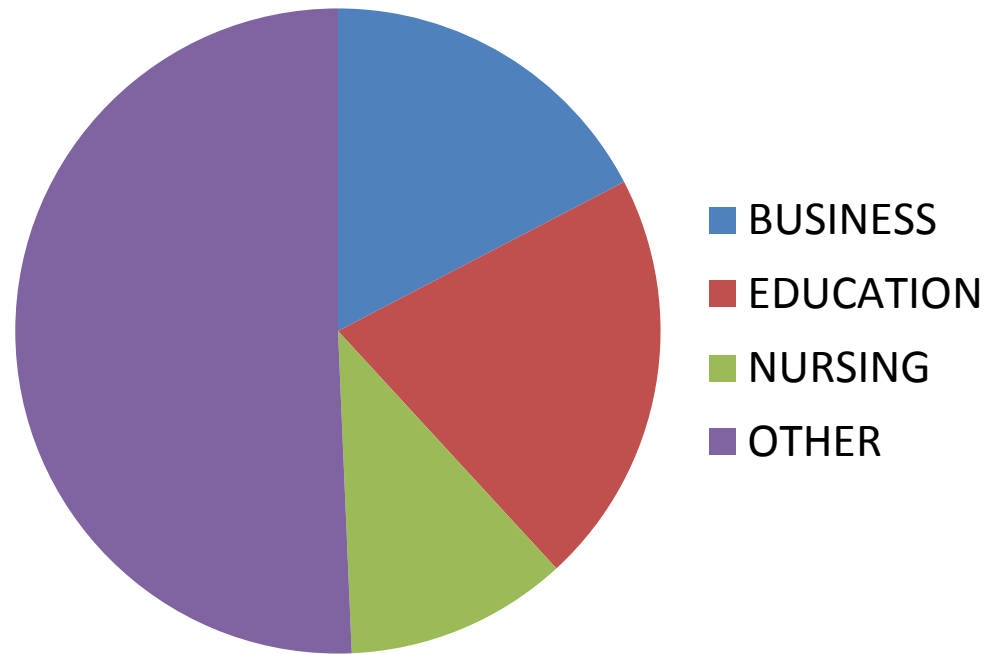


Graduate Portfolio

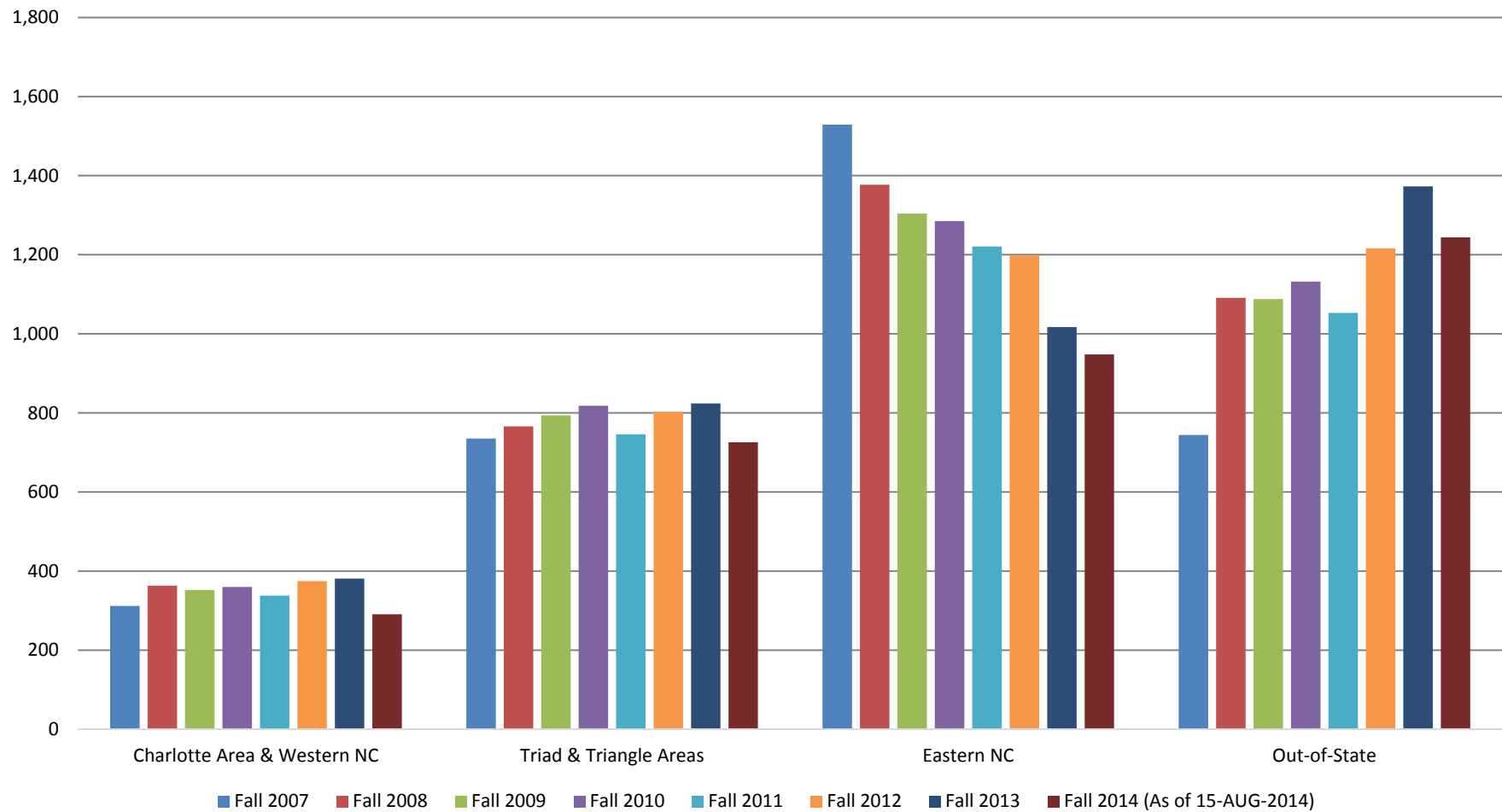


**2009 =
5,798 students**

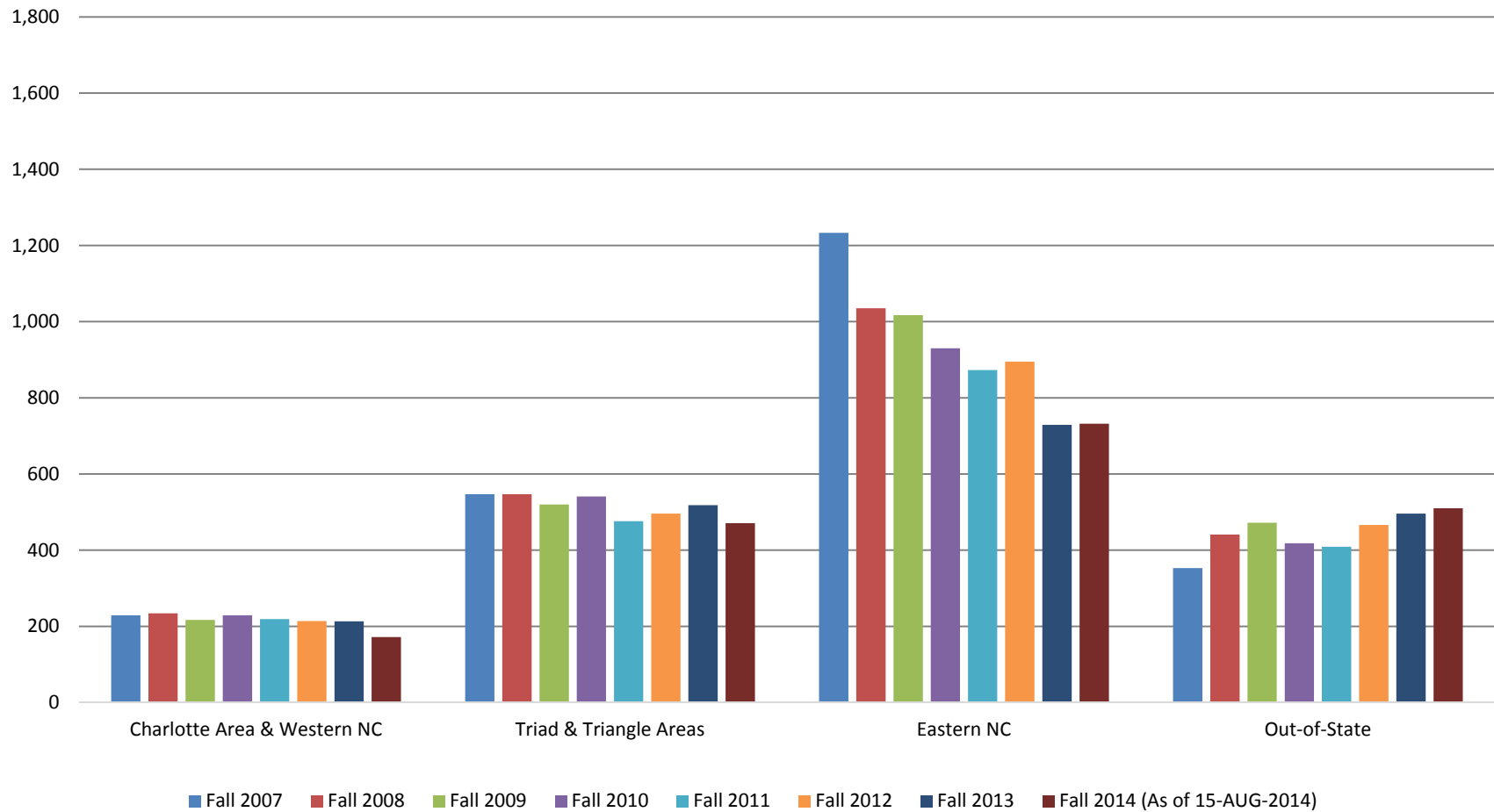
**2013 =
4,903 students**



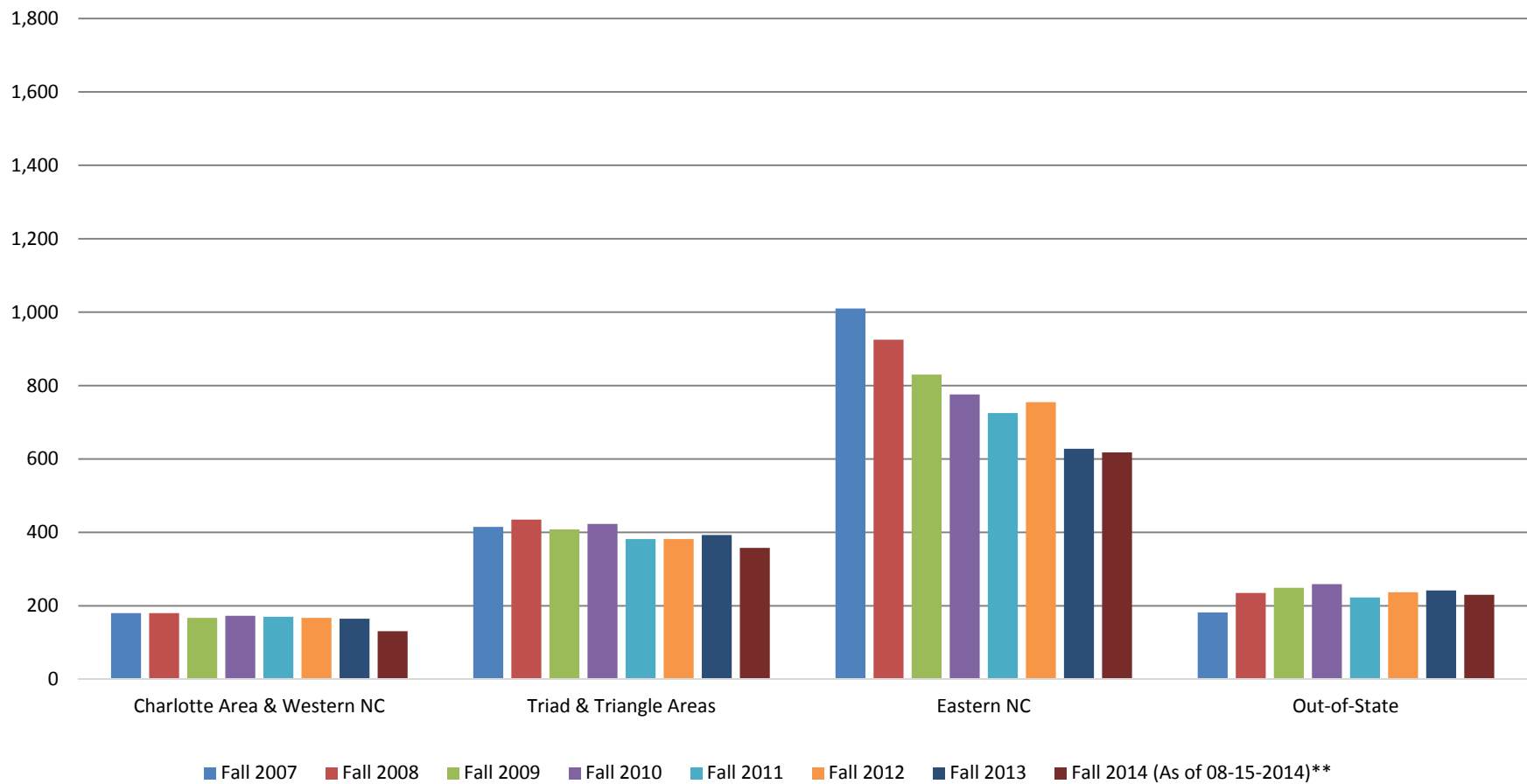
Graduate Applicants by Region



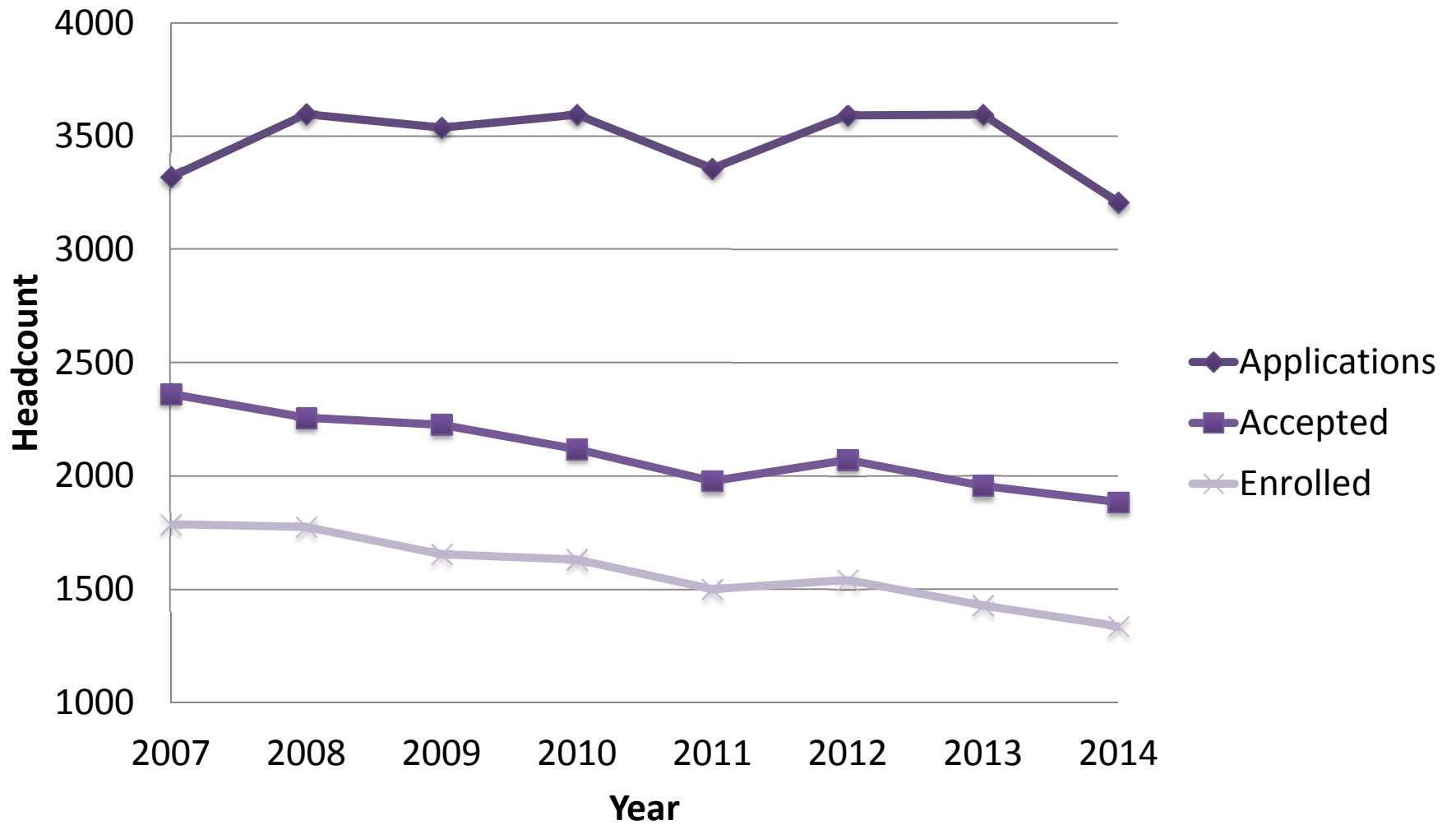
Graduate Acceptances by Region



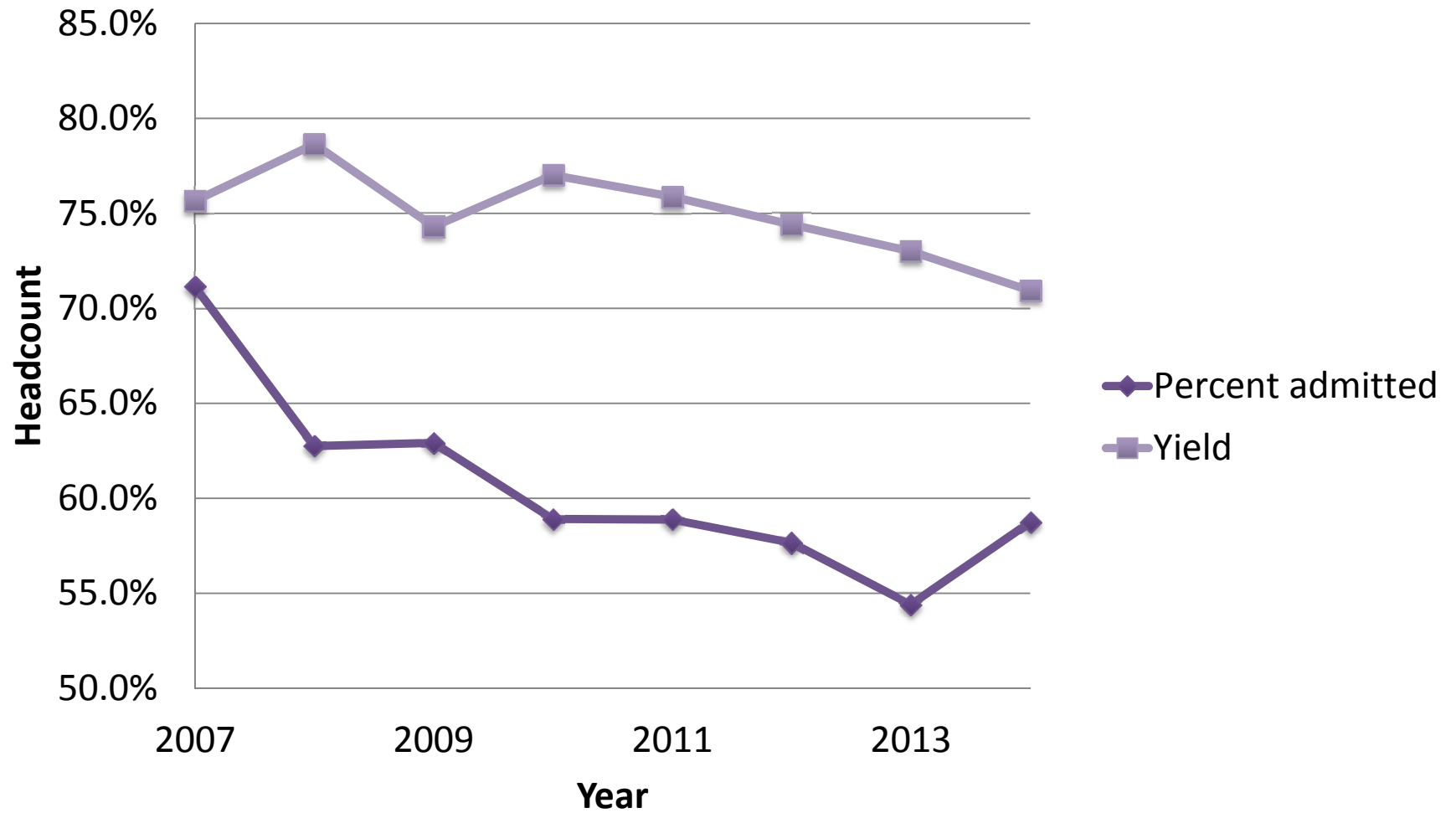
Newly Enrolled Graduates by Region



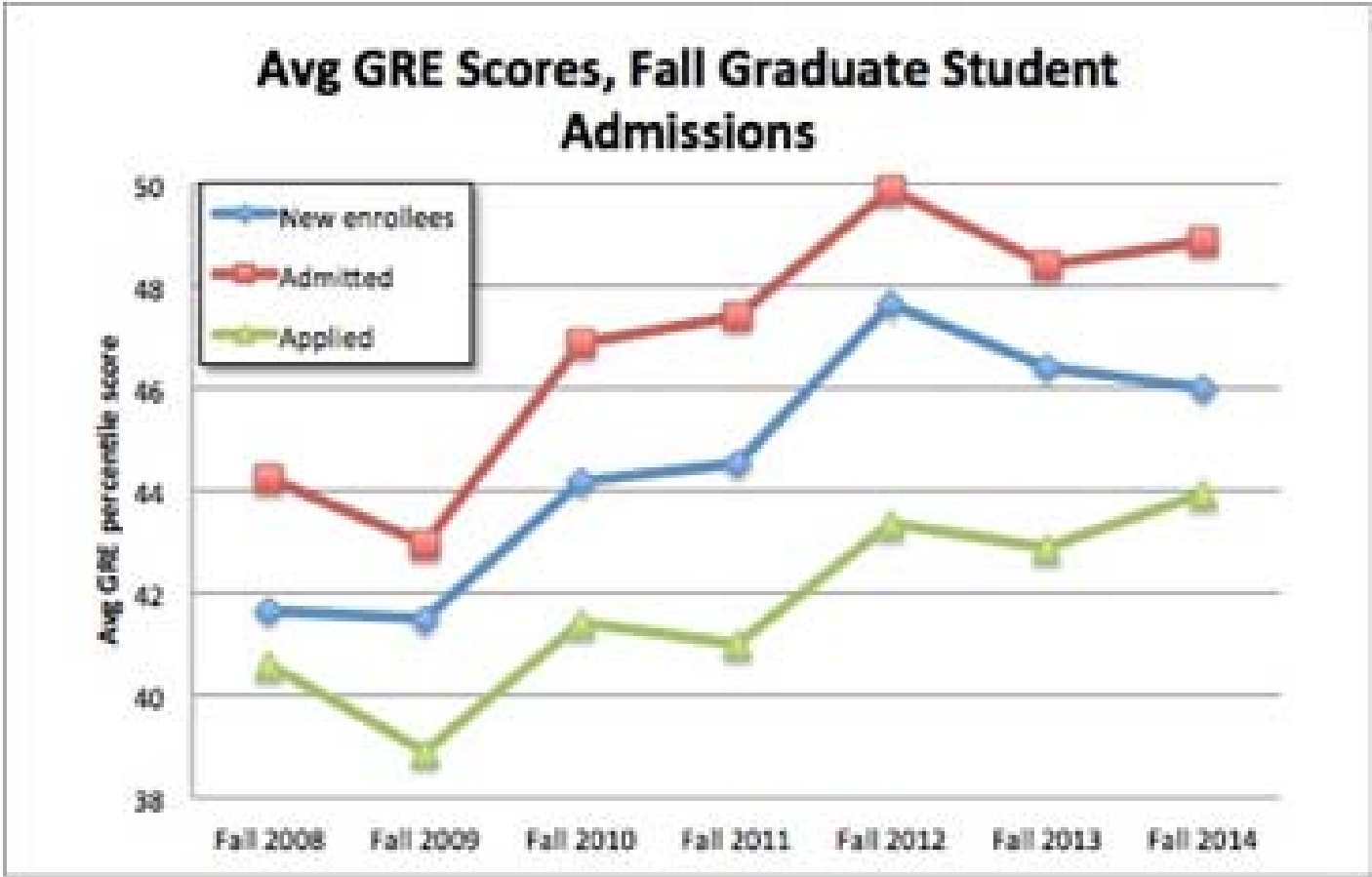
Graduate applications for fall enrollment*



Graduate applications for fall enrollment*



Increasing Selectivity and Quality



Google ECU Ad Campaign (11/2013 – 5/2014)



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East Carolina University
Graduate School

PhD, Biochemistry and Molecular Biology

Facebook Shows Off Redesign

By SOMINI SENGUPTA 40 minutes ago



Jim Wilson/The New York Times

Mark Zuckerberg introduced the redesign at Facebook headquarters in Menlo Park, Calif., on Thursday.

Mark Zuckerberg described the social network's new look for its News Feed as a "personalized newspaper" that allows users to choose the topics they're most interested in.

DEALBOOK

In Letter, Icahn Pledges to Fight Dell Over Sale

By MICHAEL J. DE LA MERCED 8:51 AM ET

A special committee of Dell's board said it had received a letter from Carl C. Icahn hinting at "years of litigation" if the company went ahead with a \$24.4 billion sale to its



STATE OF THE ART Subscribing to Office, Now and Forever

By DAVID POGUE 33 minutes ago

This year with Microsoft Office, it's not what the features are, but how you pay for them. There are two ways to subscribe.



DEALBOOK

The Benefits of Working in the Office

By VICTOR FLEISCHER

Research shows that in some industries, casual interaction among employees enhances creativity and innovation. Plus, some benefits, like free meals, might actually give workers a tax break.

More From Personal Tech »

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APP SMART
A Weather Report That's Colorful, With a Chance of F

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- Tip of the Week: Free Microsoft Office Guides
- Dyson's Bladeless Fan: A Little Cooler
- Denon's New Receiver: Saving Time on

East Carolina University
Graduate School

**Outstanding programs
On campus and online**

57.4 million impressions
89,185 "clicks"
646 completed applications
(MBA = 89, MAEd = 36, PhD = 66, Generic = 390, CET = 36)

\$87,512
\$0.98/click
\$135.47/application

New Graduate School Web Presence Launched April, 2014



Redesign based on market survey (summer 2013) of 6,236 prospective graduate students with 543 respondents.


New Graduate Application Platform Going Live: September 15, 2014

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- Track your admission and supplemental application item statuses
- Sign up for graduate school events and Open Houses

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East Carolina University Graduate School
131 Ragsdale | Greenville, NC 27858-4353 USA
Phone: 252-328-6012 | Fax: 252-328-6071
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My Account

Welcome, Winter!
Congratulations on your decision to explore the opportunities associated with getting a graduate degree at ECU. GradApply will assist you through the entire application process including: completing your application, paying your application fee, submitting your supplemental application items and tracking your application completion status. Below, you can search and register for events sponsored by the graduate school in the events section.

If you have trouble navigating or general questions about GradApply, please contact the Graduate School at gradschool@ecu.edu.

My Profile

Pirate, Winter


209 Cotanche St

Greenville
North Carolina
27858-1125
United States

WinterPirate2014@gmail.com
703-945-3686

Manage Applications | Change Password

Welcome to East Carolina



Here are at East Carolina University our mission is to serve as a national model for public service and regional transformation. We will achieve this by preparing our students to compete and succeed in the global economy and multicultural society, training and preparing future leaders. We strive to create a strong, sustainable future for eastern North Carolina through education, research, innovation, investment, and outreach, that will assist with saving lives, curing diseases, and positively transforming health and health care. We hope you will join us in providing cultural enrichment and powerful inspiration as we work to sustain and improve quality of life of others. Tomorrow starts here!

Contact Us

Graduate Admissions Office

The Graduate School
131 Ragsdale Building
East Carolina University
Greenville, NC 27858-4353

Events
You are not currently registered for any events. View Upcoming Events

https://gradapply.ecu.edu/Datatel.ERecruiting.Web.External/Pages/MyAccount.aspx



Other Graduate Recruiting Efforts

Waiver of admission exams (GRE, GMAT) for highly qualified student segments

Reduced requirements for previous/old transcripts

Ended prohibition on partial assistantships

Assistantship (\$) Reallocation Program (two year cycles)

Cycle 1 (program requests funding in 2012) with \$400,000 in reallocations for 2013-15

Cycle 2 initiated this fall

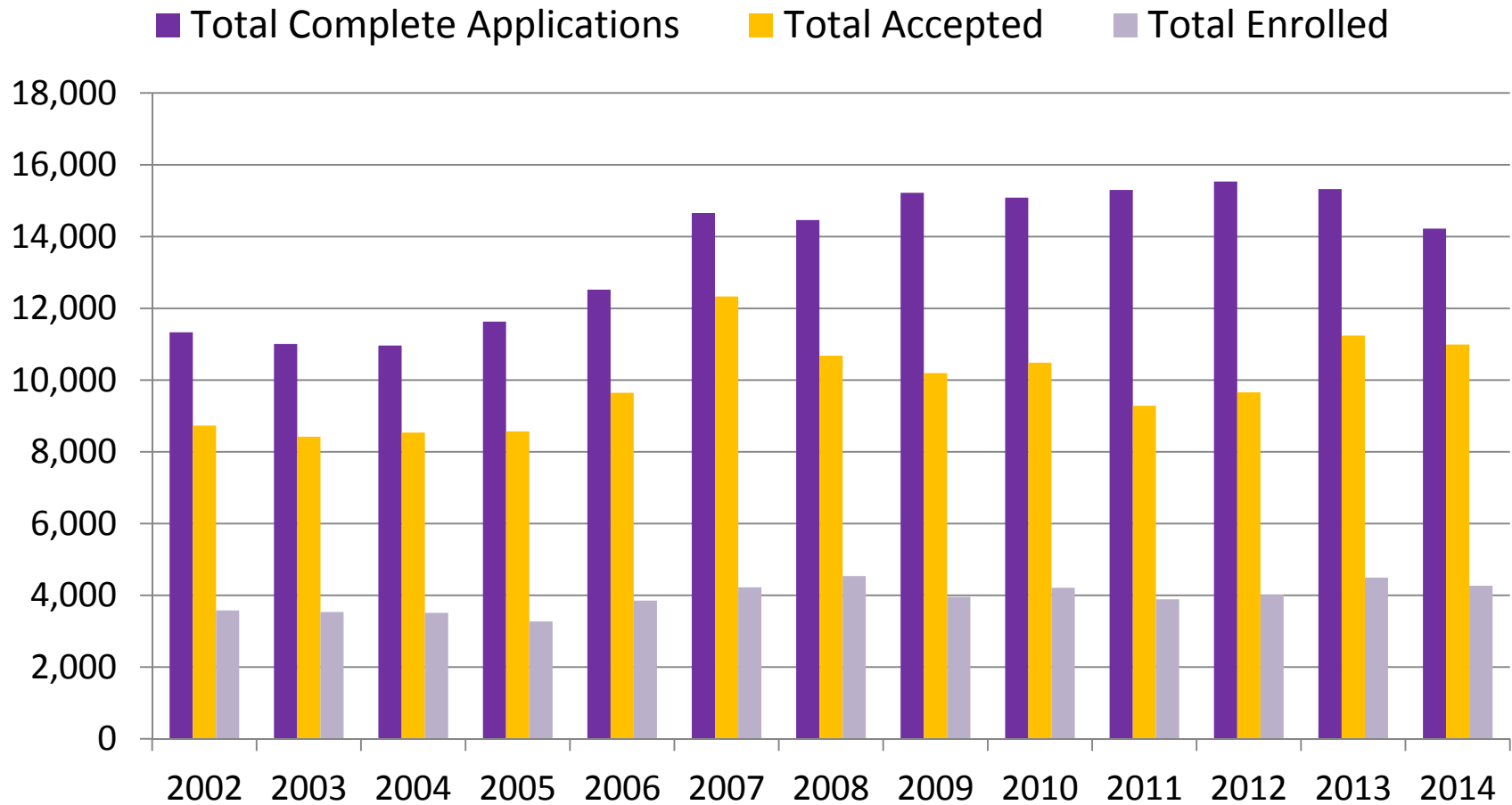
We have protected GS assistantship funding (\$6.5 million) since 2008.

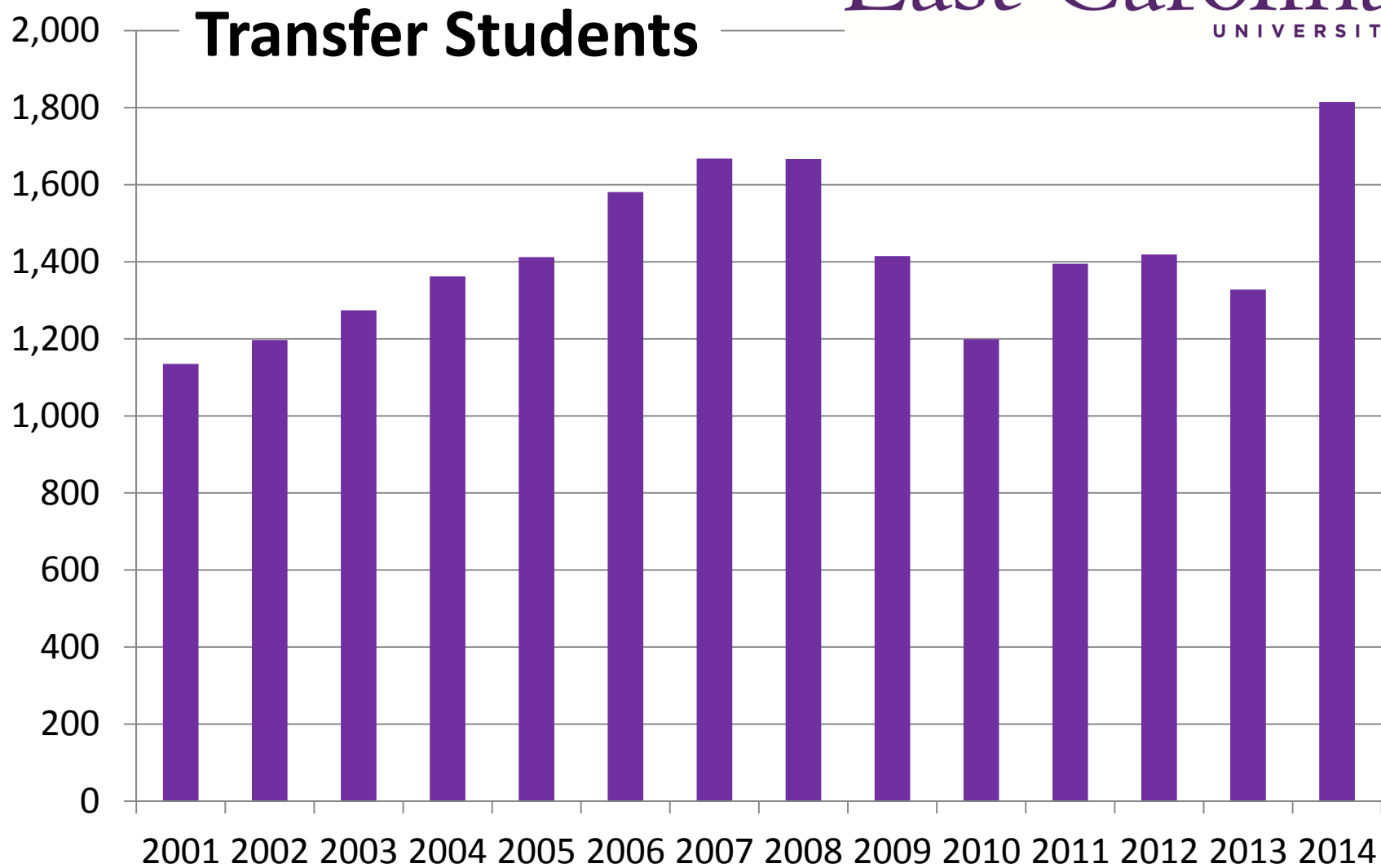
New program development:

MS Biomedical Engineering, MS Health Informatics, MS Computer Science (on-line),

Doctor of Nursing Practice

Freshmen at ECU





Military Student Data

Military Data Demographics			
Active Duty	615	Freshman	1697
NC National Guard	103	Transfer	665
Reservist	136	Readmit	131
Retiree	771	Second Degree	3
Separated Veteran	898	Post Baccalaureate	49
Other National Guard	19	Visitor	8
Dependent or Spouse*	2107		

*Data only captures Dependent or Spouse and cannot account for if the student is also currently serving

Enrollment Information	
Applications	2483
Admits	1535
Deposits	903
Denied	338

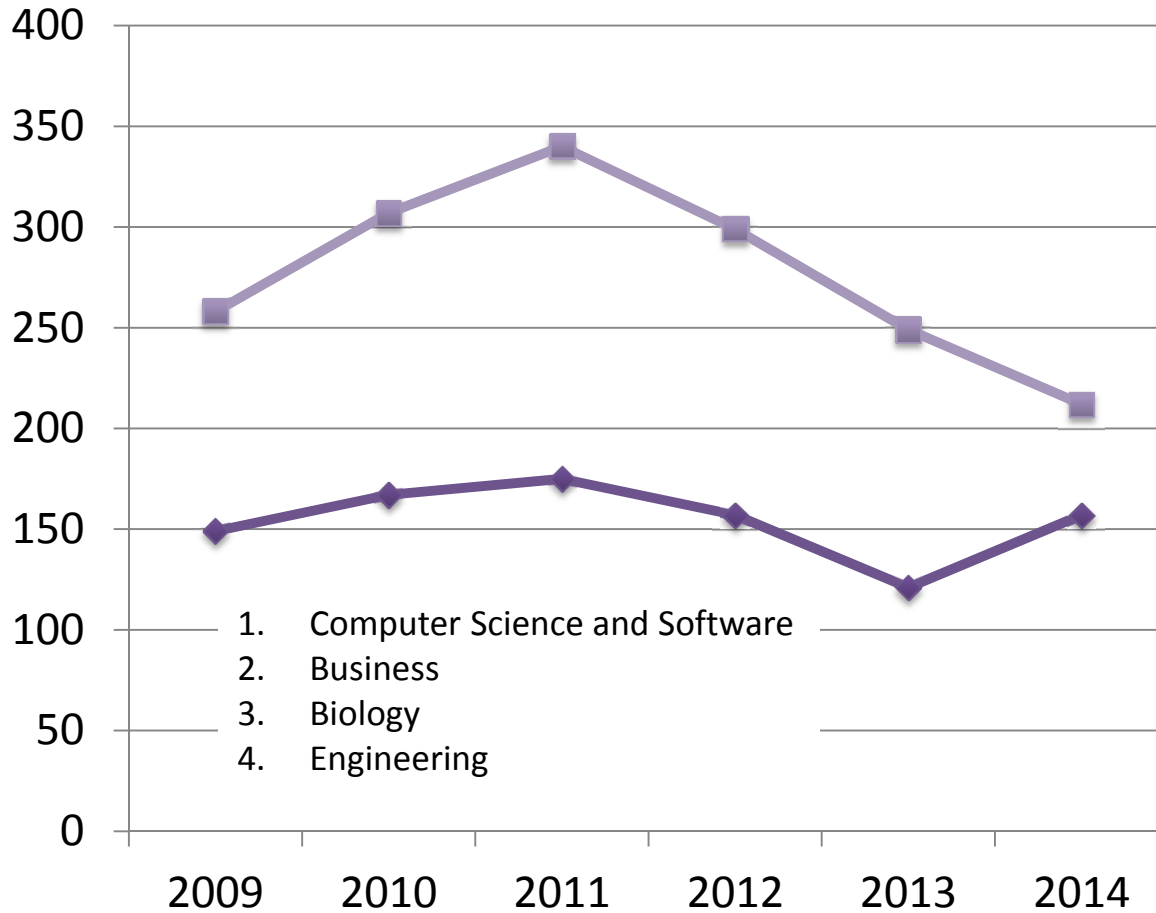
Residency (In/Out)	2036	516
Gender (M/F)	1146	1406

Race/Ethnicity	
Non-Resident Alien	2
Hispanic	225
Two or More Races	161
American Indian/Alaska Native	19
Asian	37
Black/African American	644
Native Hawaiian/Pacific Islander	2
White	1383
Race/Ethnicity Unknown	79
TOTAL	2552

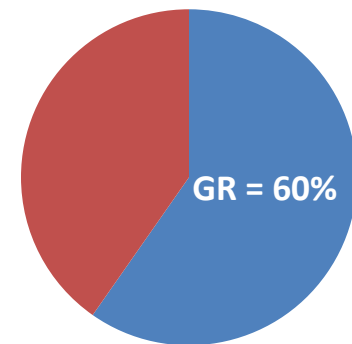
ECU will co-host ACE Credit workshop with UNC GA on assessing prior learning for military (serving and veterans)

Increase targeted marketing to select military bases.
 Improve packaging and marketing of attractive on-line degree programs:
 BSUS
 MS Security Studies,
 MS Criminal Justice,
 MA Education
 MBA, MSN

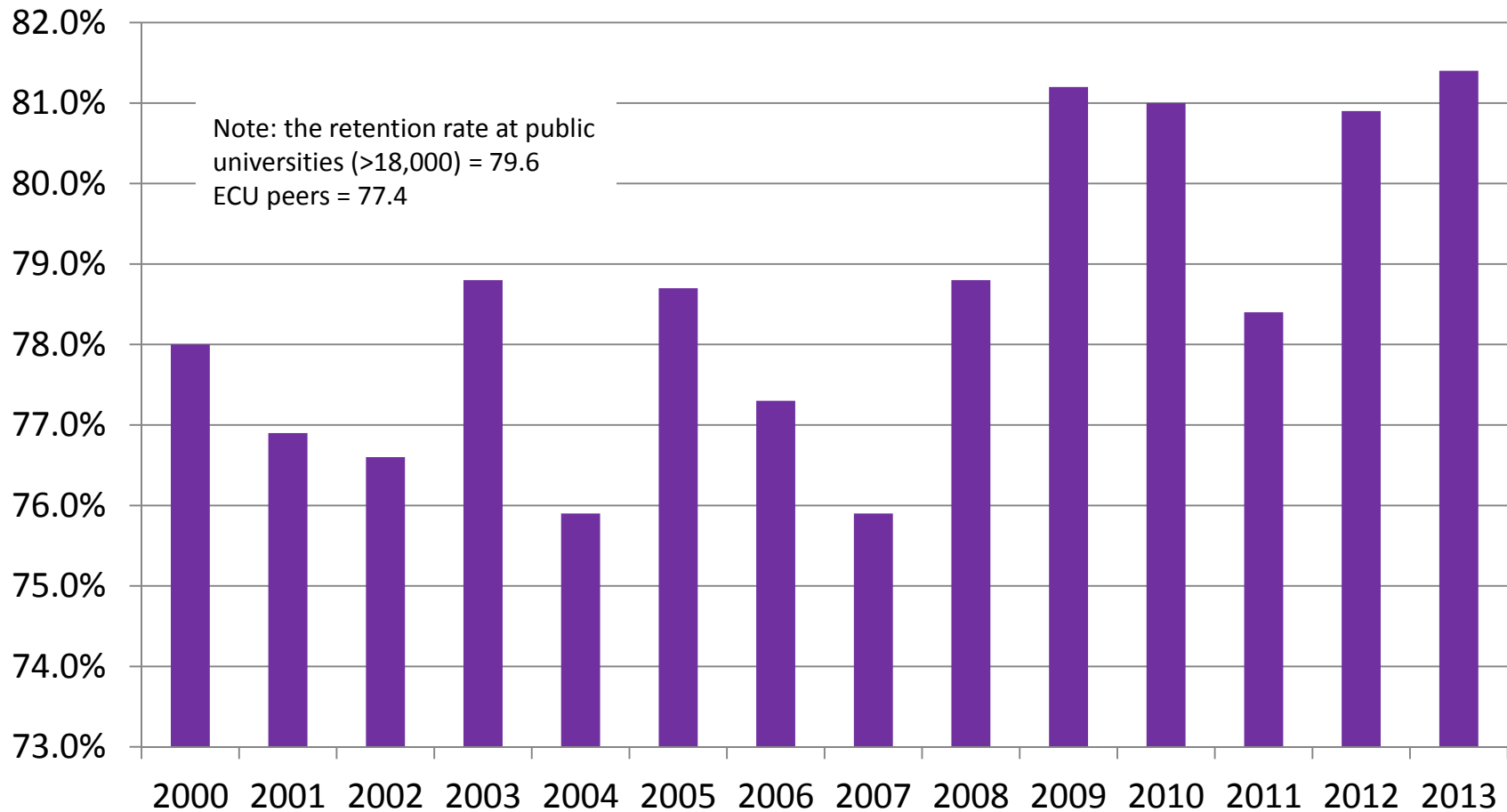
International Students



■ Total
◆ Degree

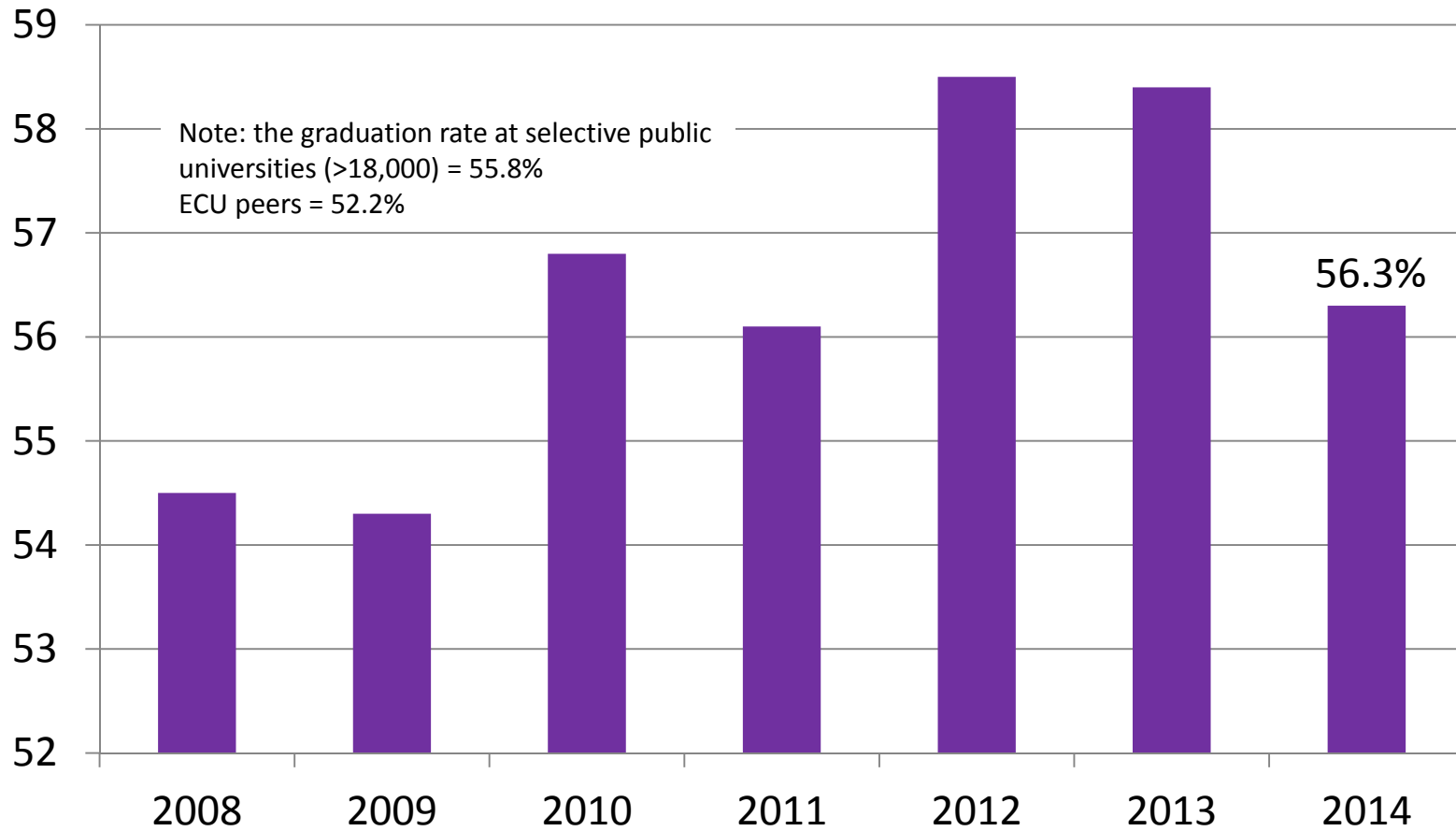


ECU First Year Retention Rate



Note: 2013 retention (81.4%) rate as of 09/04/2014.

Six Year Graduation Rate





ECU Enrollment Task Force, Fall 2014

Of particular concern are: 1) developing/adopting appropriate analytic tools for gaining timely “business” intelligence, 2) creating essential enrollment targets to guide activities over the next five years, 3) developing an annual enrollment process calendar which specifies activities, products, and decisions that are needed and those responsible for them, 4) improving efficiency in executing all processes associated with admitting and enrolling students, and 5) developing a comprehensive marketing plan.

One primary focus of the EMTF is on how we can best use enrollment strategies to help manage ongoing fiscal constraints. Preliminary recommendations due December 2014 and final report due Spring 2015.

John Fletcher
David Meredith
Paul Gemperline
Jayne Geissler
William Downs

Linda Kean
Erin Rogers
Chris Stansbury
Margaret Turner
Rondall Rice

John Given
Tricia Anderson
Shannon Gibson
Bob Thompson
Stan Eakins, Chair

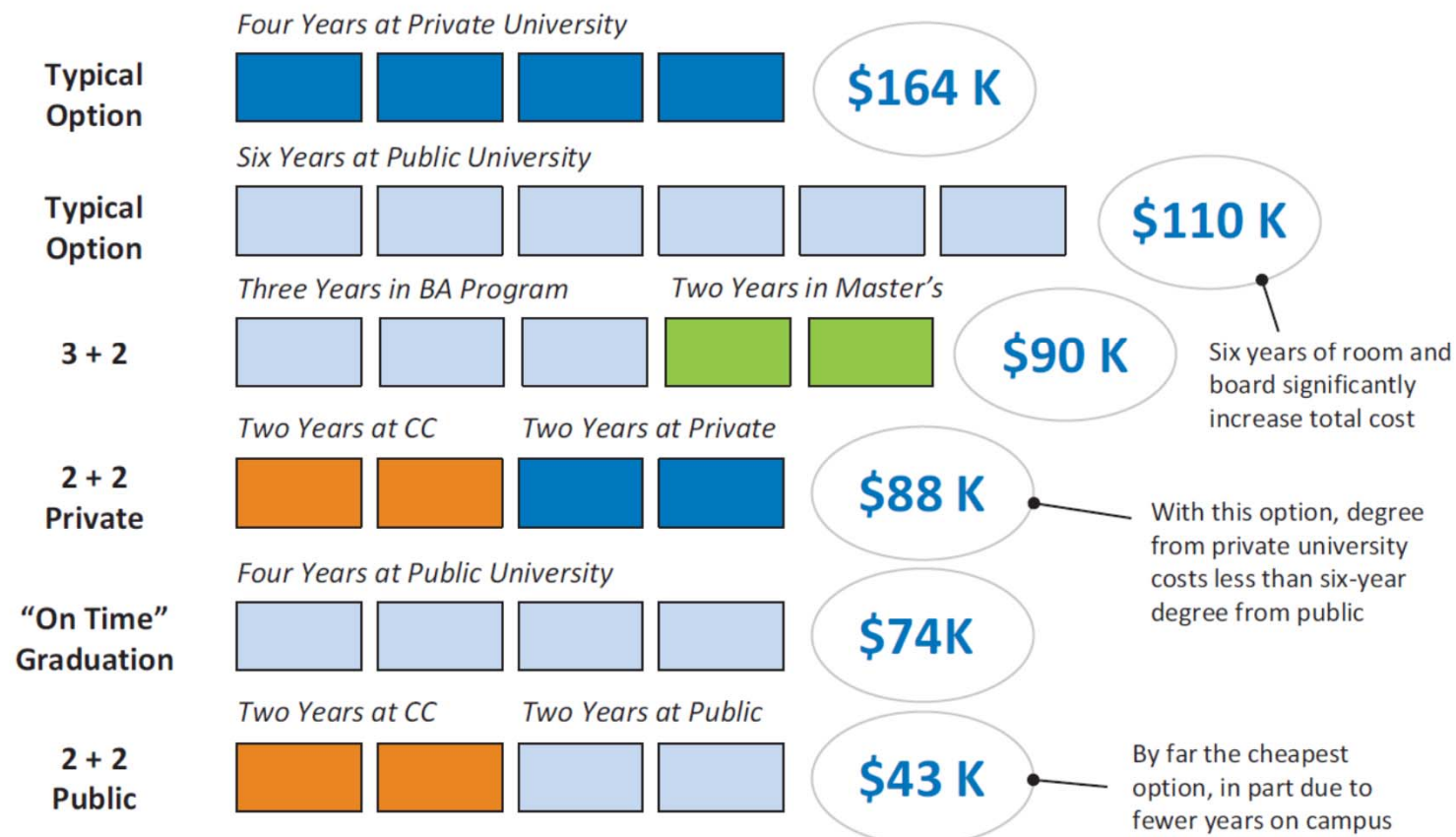


Every additional 100 students will provide the following revenue stream in a fiscal year:

<i>Tuition Receipts</i>	<i>\$ 395,000</i>
<i>Appropriations</i>	<i>1,145,000</i>
<i>Fees</i>	
<i> Athletics Fees</i>	<i>63,000</i>
<i> Ed Tech Fees</i>	<i>34,000</i>
<i> Student Health Fees</i>	<i>24,000</i>
<i> Mendenhall Operations Fees</i>	<i>23,000</i>
<i> Campus Rec & Wellness Fees</i>	<i>23,000</i>
<i> All other Fees</i>	<i>52,000</i>
<i>Grand Total</i>	<i>\$ 1,759,000</i>

The Path Dependency of Total Cost

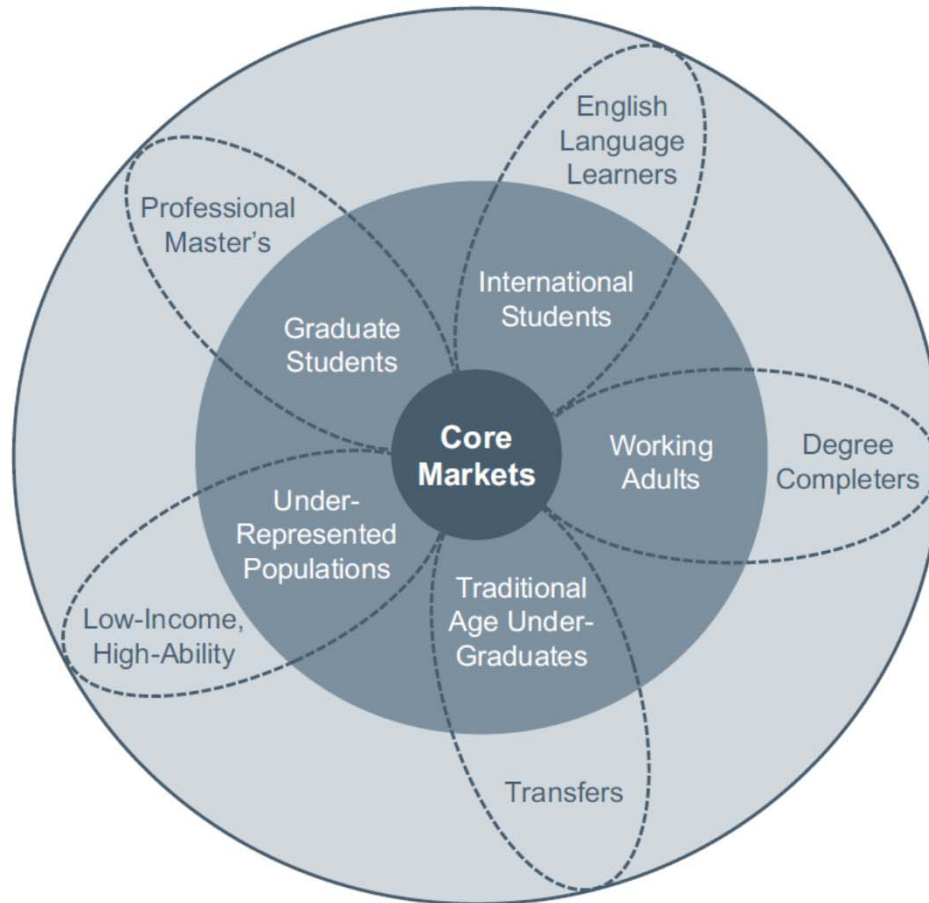
Reducing Degree Costs through Articulation and Faster Time to Completion



Source: Educational Advisory Board, 2014

Finding High-Growth Adjacencies

Peripheral Markets More Promising Than Core



Source: Educational Advisory Board, 2014



The sands are shifting-

Students as customers

Demographics

Competition from outside NC

Price competition and CC system

Emerging markets

Cost of attendance & debt

Almost ARRGH-

Atract

Recruit

Retain

Graduate

Enrollment Goals & Discussion