

Institute Council: Enrollment Update

**Dr. James G. Miller
Senior Vice President
Enrollment Management & Career Services**

October 14, 2010

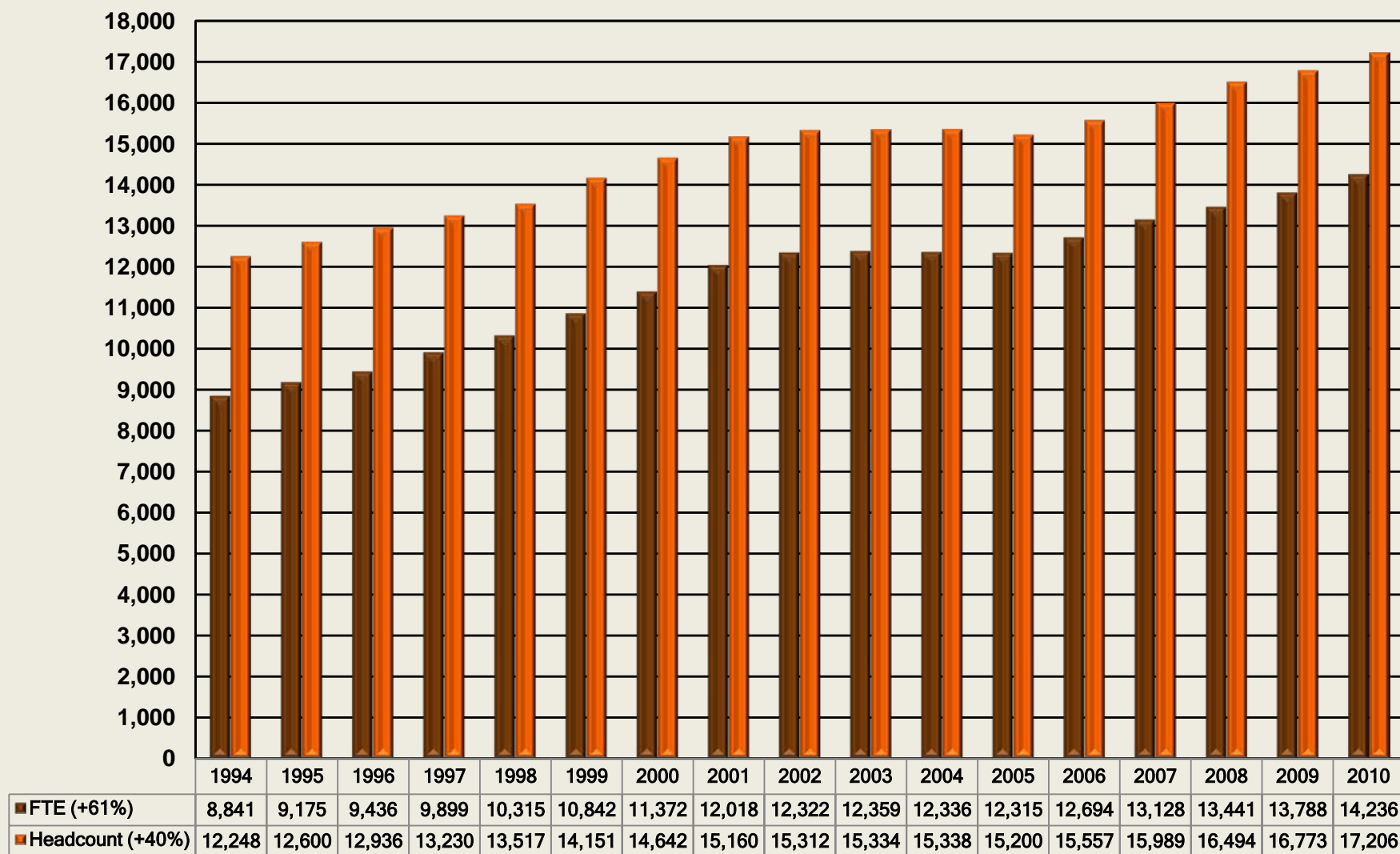
Selected Institutional Goals

- **Become more selective**
- **Become more national/global**
- **Achieve improved gender balance**
- **Enhance ethnic diversity**
- **Distribute enrollments appropriately within RIT**
- **Improve persistence and graduation rates**
- **Grow**

Variables to be weighed and balanced

- **Quality**
- **Quantity**
- **Composition/Diversity**
- **Net tuition revenue goal - must be met**

Fall Quarter Enrollment - 1994 - 2010



20091 vs. 20101 Enrollment Comparisons

Actual to Actual	20091 Actual	20101 Actual	Δ	Δ %
Headcount	16,773	17,206	+433	+2.6%
FTE	13,787.7	14,236.3	448.7	+3.3%

Projected to Actual	20101 Projected	20101 Actual	Δ	Δ %
Headcount	17,071	17,206	+135	+0.8%
FTE	14,103	14,236.3	+133.3	+0.9%

Adjusted FTE	20091 Actual	20101 Actual	Δ	Δ %
(removes International locations, NTID & PLTW)	11,955	12,302*	+347	+2.9%

*Estimated

20091 Projected vs. 20091 Actual

<i>Undergraduate</i>	20101 Projected	20101 Actual	# Diff.	% Diff.
Headcount	14,222	14,224	+2	+0.01%
FTE	12,084.0	12,116.3	-26.3	-0.2%

<i>Graduate</i>	20101 Projected	20101 Actual	# Diff.	% Diff.
Headcount	2,849	2,982	+133	+4.7%
FTE	1,747	1,906.7	+159.7	+0.9%

Note:

Actual undergraduate headcount in 20091 was 14,045

Actual graduate headcount in 20091 was 2,728

20091 vs. 20101 Enrollment Comparisons

Headcount by College Actual to Actual	20091 Actual	20101 Actual	Δ	Δ %
Saunders	1,153	1,166	+13	+1.1%
Gleason	2,515	2,710	+195	+7.8%
Liberal Arts	721	759	+38	+5.3%
Applied Science and Technology	4,260	4,194	-66	-1.6%
Golisano	3,012	3,120	+108	+3.6%
Imaging Arts and Sciences	2,340	2,355	+15	+0.6%
NTID	958	987	+29	+3.0%
Science	1,552	1,620	+68	+4.4%
University Studies	68	78	+10	+14.7%
Golisano Institute for Sustainability	13	12	-1	-7.7%

* Includes international locations

The Power of 1%: High stakes at the margin

- **Current enrollment is within 0.8% of original projections***
 - Headcount # +433 (+2.6%) +135 from projection (0.8%)
 - FTE# +448.7 (+3.3%) +133 from projection (0.9%)
- **Impact of a 1% (+/-) yield change**
 - Graduate = 27 students
 - Transfer = 16 students
 - Freshmen = 88 students
- **Impact of a 1% (+/-) change in persistence rates**
 - Freshmen = 26 students
 - Persisters = 96 students
- **Predicting outcomes is more challenging in uncertain times**

* Includes all locations

Recruitment & Admissions Overview

- **Total applications for fall were a record 21,656 (annualized 23,891)**
 - FR +12%
 - TR +5%
 - GR +8%
- **Greater selectivity**
 - FR = 59% admit rate
 - TR = 43% admit rate
 - GR = 53% admit rate
- **Quality thresholds held or improved slightly**
- **International enrollments at an all-time high**
- **Enrollment at foreign locations is 1,179**
- **Improved gender balance and AALANA representation**
- **Increased price/distance sensitivity in weak economy**

Looking Ahead - Enrollment Planning Assumptions

- Growth is a necessary condition to RIT's ascent and strategic thrust
- Growth will be monitored and managed continuously with annual adjustments as necessary
- Quality, diversity, gender balance of undergraduates will show continuous improvement
- Retention and graduation rates will continue to progress toward goals established in strategic plan
- Continued growth is projected, especially in transfer and graduate student markets

Primary Contributors to Growth

- International locations
- Pipeline/retention effects
- New program development

Summary

- Enrollment results are products of recruitment and retention efforts
- RIT remains tuition dependent
- Moving forward
 - Accelerate institutional ascent; push the aspirational vision
 - Strengthen connections with strategically targeted markets
 - Women
 - National
 - Talent
 - Diverse
 - Global
 - Focus efforts and resources effectively
- Greater financial aid required in these economic times

Challenges are greater given demographic, economic, and competitive factors.