
Institute Council Fall Enrollment Update

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Overview

- Market & goals
- Projections
- Indicators for fall

Key Messages

- RIT is among leading private universities in US
- RIT is selective
- RIT is becoming more diverse
- RIT is an emerging university
- RIT's well-being is heavily enrollment dependent
- Enrollment results are the result of recruitment and retention efforts
- Changing market forces must be weighed carefully as RIT plans and implements its enrollment strategies

Institutional Goals

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

Context

- These are challenging times in enrollment and marketing
 - Economy
 - Demographic shifts and decline
 - Government policies
 - Competition
 - Price sensitivity

The Power of 1: High stakes at the margin

- 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
- History tells us what is prudent

Fall Outlook:
Goals & Indicators of Progress

Projections

Fall 2011 Projections

Total				
	20101 Actual	2011 Projected	# Change 20101 Actual to 2011 Projected	% Change 20101 Actual to 2011 Projected
New Fall Entry	5,159	5,257		
Off-term Entry	1,055	1,082		
Persisters	10,244	10,466		
Internal Transfers	748	740		
Total	17,206	17,545	339	2.0%
Total FTE	14,210	14,564	354	2.5%

Fall 2011 Projections

Undergraduate				
	20101 Actual	2011 Projected	# Change 20101 Actual to 2011 Projected	% Change 20101 Actual to 2011 Projected
New Fall Entry	3,983	4,067		
Off-term Entry	702	796		
Persisters	8,824	9,021		
Internal Transfers	715	706		
Total	14,224	14,590	366	2.6%
Total FTE	12,305	12,642	337	2.7%

Graduate				
	20101 Actual	2011 Projected	# Change 20101 Actual to 2011 Projected	% Change 20101 Actual to 2011 Projected
New Fall Entry	1,176	1,190		
Off-term Entry	353	286		
Persisters	1,420	1,445		
Internal Transfers	33	34		
Total	2,982	2,955	-27	-0.9%
Total FTE	1,905	1,922	17	0.9%

Adjustments for 2011 budget planning

- Adjustments
 - NTID
 - International locations
 - English Language Institute
 - Project Lead the Way
 - Ph.D. programs
- Budget planning FTE for 20101
 - Undergraduate +170 FTE
 - Graduate +30 FTE

Fall 2011 Recruitment Outlook

- Applications
- Results to date
 - Freshmen
 - Transfers
 - Graduate

Record year for applications (as of May 1)

Undergraduate Applications				
Fall Only	20101	20111	#Δ	%Δ
Freshmen	14,021	15,730	+1,709	+12%
Transfers	2,263	2,446	+183	+8%
Totals	16,284	18,176	+1,892	+12%

Undergraduate Applications				
Annualized totals to date	2010 Year	2011 Year	#Δ	%Δ
Freshmen	14,358	16,085	+1,727	+12%
Transfers	3,179	3,309	+130	+4%
Totals	17,537	19,394	+1,857	+10%

Graduate Applications				
	2010	2011	#Δ	%Δ
Fall only	3,529	3,815	+286	+8%
Annualized	4,566	4,683	+117	+3%

* Excludes international campuses

Record year for applications

- Expect to exceed 25,000 applications for the first time in RIT's history
- Growth in applications is a key success factor

Freshmen Deposit Comparisons

- Projected (7 College +)
 - 2,504 vs. 2,463
- May 1 Comparison (7 College +)
 - 2,506 vs. 2,463
- May 1 Comparison (including NTID)
 - 2,727 vs. 2,642
- Selectivity
 - Projected admit rate will decrease by 1.5 percentage points
- Yield
 - Planned for yield drop of approximately 1.5%; actual of 1.52%

Preliminary Freshman Class Profile

- Class grows by 1.8%
- Class composition changes
 - Non-NYS +6% (51% non-NYS)
 - Women +7%
 - AALANA +6%
 - Asian American +30%
 - Children of alumni +17%
 - International FR +65%
 - 2 score SAT +12 points
- All colleges are close to plan

Transfer Outlook

- Applications: +8%
- Acceptance rate to date = 27.4%
 - Rate will grow to 50%
- 45% of deposits expected after May 1
- Currently 356 with goal of 700+
 - Women currently 40% of deposits
 - More in-state and regional than freshmen

Graduate Outlook

- Applications: +8%
- Acceptance rate: currently 43.1%
- Current deposits = 529 with goal of 1,190
- 50% of commitments expected after May 1
- Heavily global
- Fragile in this economic climate
- Global pervasiveness of economic impact is greater than prior recessions

Summary

- Summer remains critically important to maintaining freshmen and grow transfer and graduate
- While outlook for fall is good; we must avoid complacency
 - Competition
 - Economic impact and resulting uncertainty
 - Upcoming demographic challenge
- Retention indicators for fall are positive
- Current initiatives
 - Coordinated effort to avoid erosion of those committed to attend
 - Interdivisional effort underway to assist current students
 - Refocus on transfer markets
- Brand enhancement campaign is underway
 - An important factor in the future given the need to grow
- Thanks to the entire community!