A Birds-Eye View of Recruitment, Admission, Financial Aid, and Retention of Undergraduate and Graduate Students

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Dr. Kevin Williams, Vice Provost and Dean of Graduate Studies

May 9, 2014
Questions to be considered…

• Who are our students?
• How are they recruited?
• How are they admitted?
• How are they aided?
• How are they retained?
About Our Students
About Our Students

New Freshmen Enrollment 2013:
  Fall (2,566)   Spring (54)

New Transfer Enrollment 2013:
  Fall (1,387)   Spring (517)

New Graduate Enrollment 2013:
  Fall (1,388)   Spring (258)
About Our Undergraduate Students

- Fall 2013 new students are both freshmen and transfers
  - Freshmen: 64.9%  Transfers: 35.1%

- Freshmen: Mean GPA 3.4  Mean SAT/ACT 1142
  - Transfer: Mean GPA 3.0

- Gender
  - Freshmen: Female 46.4%  Male 53.6%
  - Transfers: Female 48.5%  Male 51.5%

- Student Diversity
  - Freshmen: Domestic 42.3%  International 4.6%
  - Transfers: Domestic 37.3%  International 4.5%
### About Our Undergraduate Students - geographically

#### Fall 2013

**Freshmen**

- New York: 87.6%
- Domestic Non-New York: 7.8%
- International: 4.6%

**Transfers**

- New York: 94.1%
- Domestic Non-New York: 1.4%
- International: 4.5%
### About our Undergraduate students - regionally

#### Fall 2013 New York State distribution

<table>
<thead>
<tr>
<th>Region</th>
<th>Freshmen</th>
<th>Transfer</th>
</tr>
</thead>
<tbody>
<tr>
<td>NYC</td>
<td>29.3%</td>
<td>17.7%</td>
</tr>
<tr>
<td>Long Island</td>
<td>26.1%</td>
<td>10.1%</td>
</tr>
<tr>
<td>Lower Hudson</td>
<td>20.2%</td>
<td>16.6%</td>
</tr>
<tr>
<td>Capital District</td>
<td>12.1%</td>
<td>45.1%</td>
</tr>
<tr>
<td>Central NY</td>
<td>6.7%</td>
<td>5.4%</td>
</tr>
<tr>
<td>Western NY</td>
<td>3.6%</td>
<td>2.0%</td>
</tr>
<tr>
<td>North Country</td>
<td>1.8%</td>
<td>2.9%</td>
</tr>
</tbody>
</table>
About Our Undergraduate Students…by state
About Our Undergraduate Students….by country
About Our Undergraduate Students - transfer origins

Fall 2013 Transfers:
Two Year 64.2%  Four Year 35.8%

Top Two Year Institutions:
• Hudson Valley Community College
• Suffolk County Community College
• Schenectady County Community College
• Adirondack Community College
• Dutchess County Community College
• Nassau County Community College
• Westchester County Community College
About Our Undergraduate Students - transfer origins

Fall 2013 from Four Year Institutions

Public Institutions
Buffalo State
SUNY Oswego
SUNY Oneonta
College of Staten Island
SUNY Potsdam

Private Institutions
College of Saint Rose
Saint Johns University
Siena College
Long Island University
University of Bridgeport
### About Our Undergraduate Students…academic interests

#### Fall 2013

<table>
<thead>
<tr>
<th>Freshmen</th>
<th>Transfers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Open/Undecided</td>
<td>Psychology</td>
</tr>
<tr>
<td>22.9 Pct.</td>
<td>15.3 Pct.</td>
</tr>
<tr>
<td>Accounting &amp; Business</td>
<td>Accounting &amp; Business</td>
</tr>
<tr>
<td>21.5 Pct.</td>
<td>12.6 Pct.</td>
</tr>
<tr>
<td>Biology</td>
<td>Biology</td>
</tr>
<tr>
<td>11.9 Pct.</td>
<td>9.4 Pct.</td>
</tr>
<tr>
<td>Criminal Justice</td>
<td>Open/Undecided</td>
</tr>
<tr>
<td>7.5 Pct.</td>
<td>8.5 Pct.</td>
</tr>
<tr>
<td>Psychology</td>
<td>Criminal Justice</td>
</tr>
<tr>
<td>6.6 Pct.</td>
<td>5.1 Pct.</td>
</tr>
<tr>
<td>Political Science</td>
<td>Computer Science</td>
</tr>
<tr>
<td>3.5 Pct.</td>
<td>5.0 Pct.</td>
</tr>
<tr>
<td>Computer Science</td>
<td>Economics</td>
</tr>
<tr>
<td>3.2 Pct.</td>
<td>4.8 Pct.</td>
</tr>
<tr>
<td>Human Biology</td>
<td>Communication</td>
</tr>
<tr>
<td>2.7 Pct.</td>
<td>4.7 Pct.</td>
</tr>
</tbody>
</table>

*University at Albany, State University of New York*
Recruitment
Recruitment Goals

- Generate interest culminating in applications
- Cultivate enrollment through yield activities
Recruitment Activities

- Outreach
- Communication
- On-Campus Programs
Recruitment

Recruitment Outreach

Fall and Spring Travel Program
- Secondary School Visits
- College Nights and College Fairs
- Regional Events and Receptions
- Embassy Visits (international)
- Agent Visits (international)
Recruitment Travel - New York State

5 Year New York State Travel

<table>
<thead>
<tr>
<th>Date (group)</th>
<th>Number of Records</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fall 2010</td>
<td>896</td>
</tr>
<tr>
<td>Fall 2011</td>
<td>854</td>
</tr>
<tr>
<td>Fall 2012</td>
<td>758</td>
</tr>
<tr>
<td>Fall 2013</td>
<td>828</td>
</tr>
<tr>
<td>Fall 2014</td>
<td>926</td>
</tr>
</tbody>
</table>
## Recruitment Travel - domestic

### 5 Year Domestic, Non-New York Travel

<table>
<thead>
<tr>
<th>Year</th>
<th>Region</th>
<th>Fall 2010</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Florida</td>
<td>3</td>
<td>2</td>
<td>4</td>
<td>3</td>
<td>12</td>
</tr>
<tr>
<td></td>
<td>Mid Atlantic</td>
<td>236</td>
<td>207</td>
<td>169</td>
<td>273</td>
<td>38</td>
</tr>
<tr>
<td></td>
<td>New England</td>
<td>269</td>
<td>225</td>
<td>219</td>
<td>377</td>
<td>272</td>
</tr>
<tr>
<td></td>
<td>Other US</td>
<td>2</td>
<td>4</td>
<td>2</td>
<td>12</td>
<td>70</td>
</tr>
</tbody>
</table>
## Recruitment Travel - international

<table>
<thead>
<tr>
<th>Country</th>
<th>Fall 2011</th>
<th>Fall 2012</th>
<th>Fall 2013</th>
<th>Fall 2014</th>
<th>*Fall 2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brazil</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Canada</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>China</td>
<td>20</td>
<td>77</td>
<td>123</td>
<td>71</td>
<td>29</td>
</tr>
<tr>
<td>Cyprus</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Denmark</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>Germany</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>1</td>
</tr>
<tr>
<td>Hong Kong</td>
<td>5</td>
<td>18</td>
<td>14</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>India</td>
<td></td>
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<td>28</td>
<td>30</td>
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<tr>
<td>Indonesia</td>
<td>5</td>
<td></td>
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<td></td>
<td>9</td>
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<tr>
<td>Israel</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>5</td>
</tr>
<tr>
<td>Japan</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td></td>
<td></td>
</tr>
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<td>Jordan</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>2</td>
</tr>
<tr>
<td>Korea</td>
<td>2</td>
<td>18</td>
<td>23</td>
<td>14</td>
<td>6</td>
</tr>
<tr>
<td>Kurdistan</td>
<td></td>
<td></td>
<td></td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>Malaysia</td>
<td>5</td>
<td></td>
<td>13</td>
<td></td>
<td>8</td>
</tr>
<tr>
<td>Norway</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>4</td>
</tr>
<tr>
<td>Puerto Rico</td>
<td></td>
<td></td>
<td></td>
<td>35</td>
<td>16</td>
</tr>
<tr>
<td>Saudi Arabia</td>
<td></td>
<td></td>
<td></td>
<td>4</td>
<td>7</td>
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<tr>
<td>Singapore</td>
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<td></td>
<td></td>
<td>1</td>
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<tr>
<td>Sri Lanka</td>
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<td></td>
<td>2</td>
<td>6</td>
</tr>
<tr>
<td>Sweden</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>6</td>
</tr>
<tr>
<td>Thailand</td>
<td></td>
<td></td>
<td></td>
<td>4</td>
<td>3</td>
</tr>
<tr>
<td>Turkey</td>
<td></td>
<td></td>
<td></td>
<td>5</td>
<td>12</td>
</tr>
<tr>
<td>Viet Nam</td>
<td>4</td>
<td>10</td>
<td>6</td>
<td></td>
<td>7</td>
</tr>
<tr>
<td><strong>Grand Total</strong></td>
<td>29</td>
<td>148</td>
<td>268</td>
<td>240</td>
<td>109</td>
</tr>
</tbody>
</table>
Recruitment - Communication

Targeted Communication Activities

- Direct Mail Campaign
- Viewbook Series Mailing
- Event Invitations
- Email Campaigns

Additional Activities

- Telephone Contact
- Chats
- Skype
Recruitment

On-Campus Programs
- Daily Visit Program
- Group Visits
- Fall Open House
- Spring Open House for Admitted Students
- Other
Generating Interest: Prospects, Inquiries, and Applicants

Daily Visit Program

Offered during the week and on Saturday’s when the University is in session

51% of visitors apply
34.4 % enrolled
# Recruitment

## Tracking Inquiries by Source:

### Top First Source Inquiry 2013 - All

<table>
<thead>
<tr>
<th>Source</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Applications</td>
<td>12,716</td>
</tr>
<tr>
<td>College Fairs</td>
<td>9,490</td>
</tr>
<tr>
<td>University in High School</td>
<td>7,130</td>
</tr>
<tr>
<td>Publications</td>
<td>4,474</td>
</tr>
<tr>
<td>SUNY</td>
<td>3,947</td>
</tr>
<tr>
<td>Test Scores</td>
<td>3,114</td>
</tr>
</tbody>
</table>

### Top First Source Inquiry 2013 - Enrolled

<table>
<thead>
<tr>
<th>Source</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Applications</td>
<td>1,127</td>
</tr>
<tr>
<td>Test Scores</td>
<td>276</td>
</tr>
<tr>
<td>College Fairs</td>
<td>269</td>
</tr>
<tr>
<td>Campus Visits</td>
<td>261</td>
</tr>
<tr>
<td>University in the High School</td>
<td>192</td>
</tr>
</tbody>
</table>
Admission
### Freshmen Admissions

<table>
<thead>
<tr>
<th></th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
<th>2014*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Applied</td>
<td>21,054</td>
<td>21,178</td>
<td>21,591</td>
<td>21,529</td>
</tr>
<tr>
<td>Admitted</td>
<td>10,810</td>
<td>11,744</td>
<td>12,028</td>
<td>11,864</td>
</tr>
<tr>
<td>Admit Rate</td>
<td>51.3%</td>
<td>55.5%</td>
<td>55.7%</td>
<td>55.1%</td>
</tr>
<tr>
<td>Enrolled</td>
<td>2,420</td>
<td>2,558</td>
<td>2,560</td>
<td>na</td>
</tr>
<tr>
<td>Yield</td>
<td>22.4%</td>
<td>21.8%</td>
<td>21.3%</td>
<td>na</td>
</tr>
</tbody>
</table>

*To Date
Freshmen

Admission Decision: The decision on an application for freshman admission are based on a holistic review of the following:

- HS Record
- Standardized Test Scores and Test Policy
- Recommendations
- Other materials supplied by applicant
- Ability to Contribute to the University Community

Policies on Undergraduate Admissions (Senate Bill 0304-14)
## Transfer Admissions

<table>
<thead>
<tr>
<th></th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
<th>2014*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Applied</td>
<td>4,916</td>
<td>4,989</td>
<td>4,673</td>
<td>3,391</td>
</tr>
<tr>
<td>Admitted</td>
<td>2,386</td>
<td>2,531</td>
<td>2,508</td>
<td>1,193</td>
</tr>
<tr>
<td>Admit Rate</td>
<td>48.5%</td>
<td>50.7%</td>
<td>53.7%</td>
<td>35.2%</td>
</tr>
<tr>
<td>Enrolled</td>
<td>1,403</td>
<td>1,379</td>
<td>1,390</td>
<td>na</td>
</tr>
<tr>
<td>Yield</td>
<td>58.8%</td>
<td>54.5%</td>
<td>55.4%</td>
<td>na</td>
</tr>
</tbody>
</table>

* To Date
Admission

Transfer Admission

Admission as a transfer student to the University at Albany requires evidence:
  – high school graduation or the equivalent
  – a record of acceptable academic accomplishment in college (Generally 2.5 or better)

Transfer applicants with 24 or more credits

Transfer applicants with fewer than 24 credits must submit H.S. records and test scores

Policies on Undergraduate Admissions (Senate Bill 0304-14)
Financial Aid
Financial Aid

UAlbany Undergraduate

• Approximately 82% of our undergraduate students apply for need-based financial aid

• Of these aid applicants, 79% of the undergraduates demonstrate financial need based on the Free Application for Federal Student Aid (FAFSA)

• Average need of UA undergraduate aid applicants is $12,972 and has been increasing

• Of the 2013-2014 undergraduate financial aid applicants (FAFSA filers) 46% had family incomes of less than $50,000
Financial Aid

UAlbany Undergraduates

- Approximately 25% of aid applicants have a zero Expected Family Contribution (EFC)

- Approximately 36% of UAlbany’s undergraduate student population qualify for the Federal Pell Grant - the largest federal grant program for needy students
The Application Process

• Students are admitted to the University at Albany regardless of financial need

• All students are advised to file the Free Application for Federal Student Aid (FAFSA) fafsa.ed.gov

• NYS residents are advised to link to the TAP application from the FAFSA

• Award letters are mailed to admitted students beginning in late March
Financial Aid

Sources of Funding

Grants and Scholarships
- Federal Pell Grant (federal)
- Federal SEOG Grant (federal)
- NYS TAP Grant (state)
- SUNY Tuition Credit (institutional)
- Institutional Scholarships (institutional)

Loans and Work (Self-Help)
- Federal Work-Study (federal)
- Federal Perkins Loan (federal)
- Federal Direct Student Loan (federal)
- Parent Plus Loan (federal)
### Financial Aid

#### Sources of Undergraduate Funding

<table>
<thead>
<tr>
<th>Program</th>
<th>% of Funding</th>
</tr>
</thead>
<tbody>
<tr>
<td>Federal Loans, Work-Study, Federal Grants</td>
<td>81%</td>
</tr>
<tr>
<td>State Grants and Scholarships</td>
<td>14%</td>
</tr>
<tr>
<td>SUNY Tuition Credit</td>
<td>2%</td>
</tr>
<tr>
<td>Institutional*</td>
<td>8%</td>
</tr>
</tbody>
</table>

*Excludes Athletic Aid
# Sources of Undergraduate Funding

<table>
<thead>
<tr>
<th>Program</th>
<th>Annual Funding</th>
</tr>
</thead>
<tbody>
<tr>
<td>Federal Loans</td>
<td>Approximately $75 million</td>
</tr>
<tr>
<td>Federal Grants</td>
<td>Approximately $23 million</td>
</tr>
<tr>
<td>State Grants</td>
<td>Approximately $17 million</td>
</tr>
<tr>
<td>Federal Work-Study (federal w/ state match)</td>
<td>Over $900,000</td>
</tr>
<tr>
<td>SUNY Tuition Credit</td>
<td>Over $2.7 million</td>
</tr>
<tr>
<td>Institutional*</td>
<td>Approximately $4 million</td>
</tr>
</tbody>
</table>

*Excludes Athletic Aid*
Retention
Retention

Top reasons cited for students leaving

- Financial
- College experience not as expected
- Family responsibilities
- Medical
- Programs wanted not available
- Change/unsure of academic goals
- Need a break from academics
- Disliked residence life
- Dissatisfied with performance
Retention

Freshmen who enrolled in Fall 2011, did not return to UAlbany in Fall 2012, where did they go:

- 9% enrolled in a four year private institution

- 23.4% enrolled in a four year public institution

- 26.9% enrolled in a two year public institution

- 39.9% unknown
Retention

- Retention is a campus-wide responsibility
- Academic Affairs
  - Undergraduate Education
  - Enrollment Management Services
  - Institutional Research Planning and Effectiveness
- Student Success
- Schools and Colleges
Retention

Recently Introduced Initiatives

- Living Learning Communities
- Advising Plus
- Program in Writing and Critical Inquiry (WCI)
Retention

• Living Learning Communities
  – Similar interests, majors, or life styles
  – Live together in residence halls
  – Enroll in one or two courses together
  – Meet regularly with a faculty and upper-class student
  – Examples, “The World of ..”
    • Accounting
    • Biology
    • Community Service
    • Environmental Health and Sustainability
    • Laws and Justice
    • Technology
Retention

- Advising Plus
  - Full Range of Academic Services
  - Exposes them to engaged learning opportunities

- Program in Writing and Critical Inquiry (WCI)
  - Writing seminar for incoming first year students
  - Small classes
  - Develop new students as writers
Retention
Retention

- First to second year returning rate for has ranged 85.8% to 81.5% (National Public= 70%)

- Six Year Graduation Rate has ranged 67.4% to 64.4% (National Public= 54.6%)

- Individual cohort rates are monitored
Retention

Predictive Modeling Project

• Using targeted analytics to predict student success

• Bring data together on entering and continuing students to help predict likelihood of success

• Inform early intervention strategies

• Collecting data from Enrollment Management, Undergraduate Education, Student Success, and other sources
Retention

Possible Data Elements:

- Academic Status: frs, sph, jr, sr
- Admit Term
- Admit type
- Albany id
- County of residence
- UA Credits achieved
- UA Credits attempted
- UAlbany GPA
- Distance from home
- Entering Academic Plan
- Ethnicity
- First Generation
- Gender
- HS GPA
- HS SAT
- Critical Reading (Highest)
- Math Score (Highest)
- Writing (Highest)
- Class Rank
- International
- EFC (last recorded)
- FAFSA Position
- Financial Aid Status (Pell eligible)
- Loan Amount to date
- Scholarship status
- HS Curricular
- HS Co-Curricular
- HS Extra-Curricular
- HS Obligations Preventing Co or Extra Curricular
- Date of Deposit vs Admit Date
- Date of Housing Deposit vs Admit Date
- Intended Academic Plan
- Member of Student Group (Honors College, Athlete, EOP, LLC, Veteran)
- On-Campus/Off Campus
- Residency
- Service Indicator (Ability to Register)
- State
- Housing
- Email address
- Participation
- New Student Orientation
- LLC
- Semester/Year Events
- Faculty/Staff Mentoring Program
- Peer Mentoring Programs
- Financial Literacy Program
- FYE Course/program
- Other courses