

An aerial, high-angle photograph looking down at a large, rectangular, blue swimming pool. In the center of the pool is a circular fountain with multiple tiers and water spraying upwards. The pool is surrounded by a paved plaza with a grid pattern. There are some trees and greenery around the pool, and a few people can be seen walking on the plaza. The image is taken from a high vantage point, looking down at the pool.

Extended President's Council

Strategic Enrollment Management Update | July 8, 2020

Strategic Enrollment Management

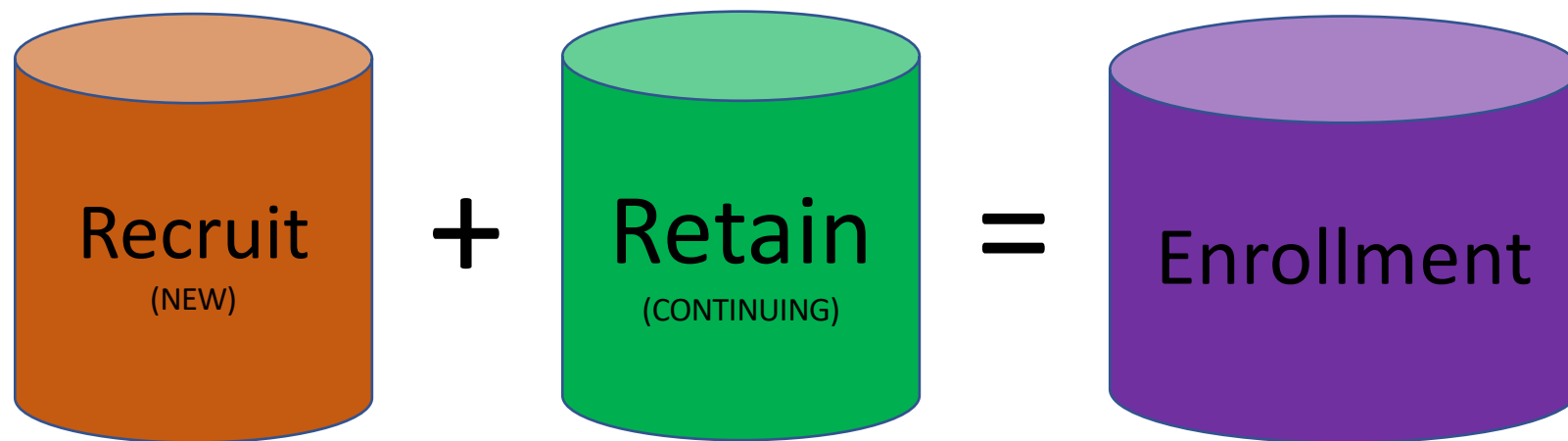
- ✓ A **sustainable, integrated** campus-wide framework;
- ✓ Maximizes **recruitment, retention, persistence, and graduation** rates;
- ✓ **Engages campus stakeholders** in recruiting, retaining, graduating and preparing students for success.



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Strategic Enrollment Management



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Overarching Goal

Strategically grow UAlbany's student body to accelerate progress in fulfilling our mission and reaching our vision.



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Enrollment Strategies

1. Attract new graduate students
2. Increase retention of undergraduate students
3. Grow our undergraduate applicant pool and increase yield
4. Recruit international students, especially at the graduate level
5. Significantly increase our online presence



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The Graduate School

Focused Recruitment of Underrepresented Students

- Outreach to UAlbany Undergraduates
 - Applying to graduate school workshops/webinars
 - GEM Getting Ready for Advanced Degrees (GRAD) Labs
- Outreach to URM students in NYS and national opportunity programs
 - NYS CSTEP, EOP; CUNY SEEK
 - NSF LSAMP, McNair Scholars, GEM Consortium
- Recruitment at national conference focusing on academic/research success of URM students
 - AAAS/NSF Emerging Researchers National (ERN) Conference, Society for Advancement of Chicanos/Hispanics and Native Americans in Science (SACNAS), and ACM Richard Tapia Celebration of Diversity in Computing

The Graduate School

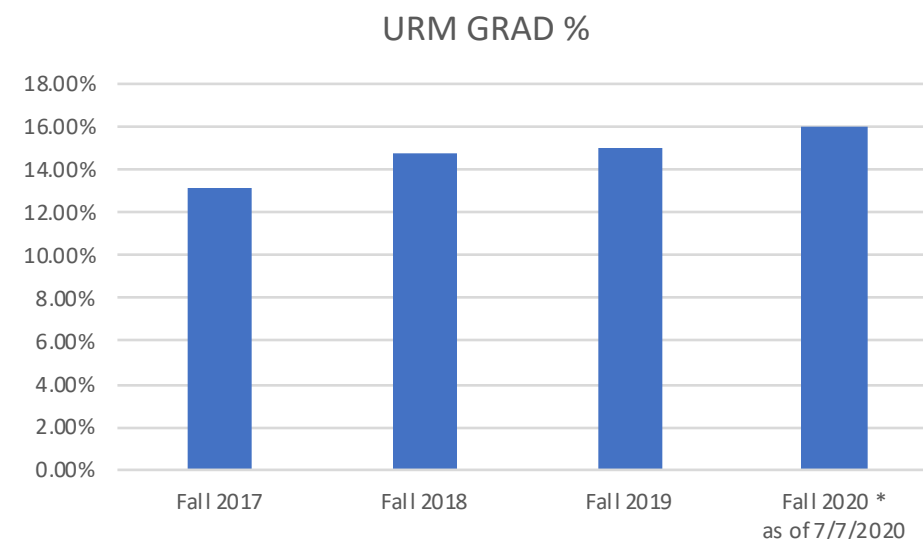
Focused Recruitment of Underrepresented Students

- Slate communications specifically for underrepresented prospects/applicants/admits
- Focus groups with current underrepresented graduate students and international students, to learn how they heard about UAlbany, what we are doing well and what we can improve upon (recruitment and retention focus).



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The Graduate School

Focused Recruitment of International Students

Scholar Ambassador Program

- Alma mater visits - India, China, Taiwan and Vietnam (147 inquiries)

India Yield Events

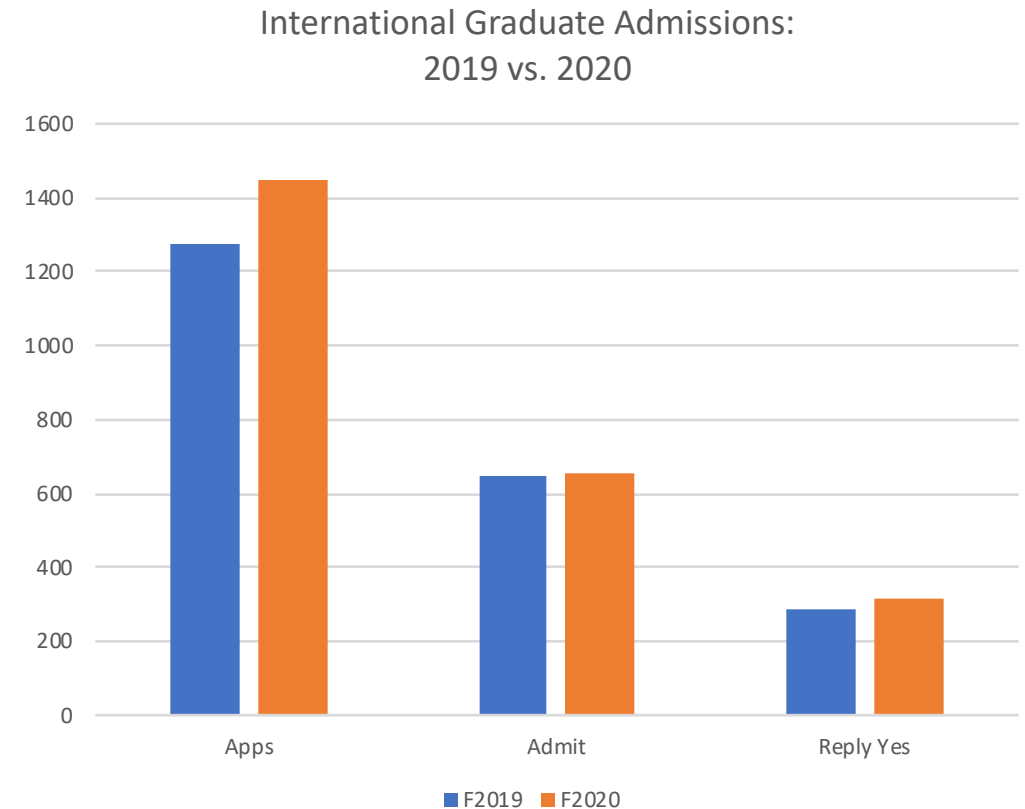
- Mumbai, Ahmedabad and Hyderabad (28 attendees, 3 matriculations)

Increased Tuition Scholarships

- \$5,000-6,000 scholarships

Fulbright/LASPAU Expansion

- 6 new students (South Korea, Indonesia, Senegal, Taiwan)



The Graduate School

Tuition Scholarships for MA/MS Students

- Provide new funding for tuition scholarships for MA/MS students to attract higher quality students and improve retention and graduation rates.
 - AY 19-20: \$3,000/year to international students and \$1,500-\$2,000/year to domestic students.
 - AY 19-20: 277 awards (\$542K)
 - AY 20-21: increased the number of awards and increased awards for international students to \$5,000-6,000

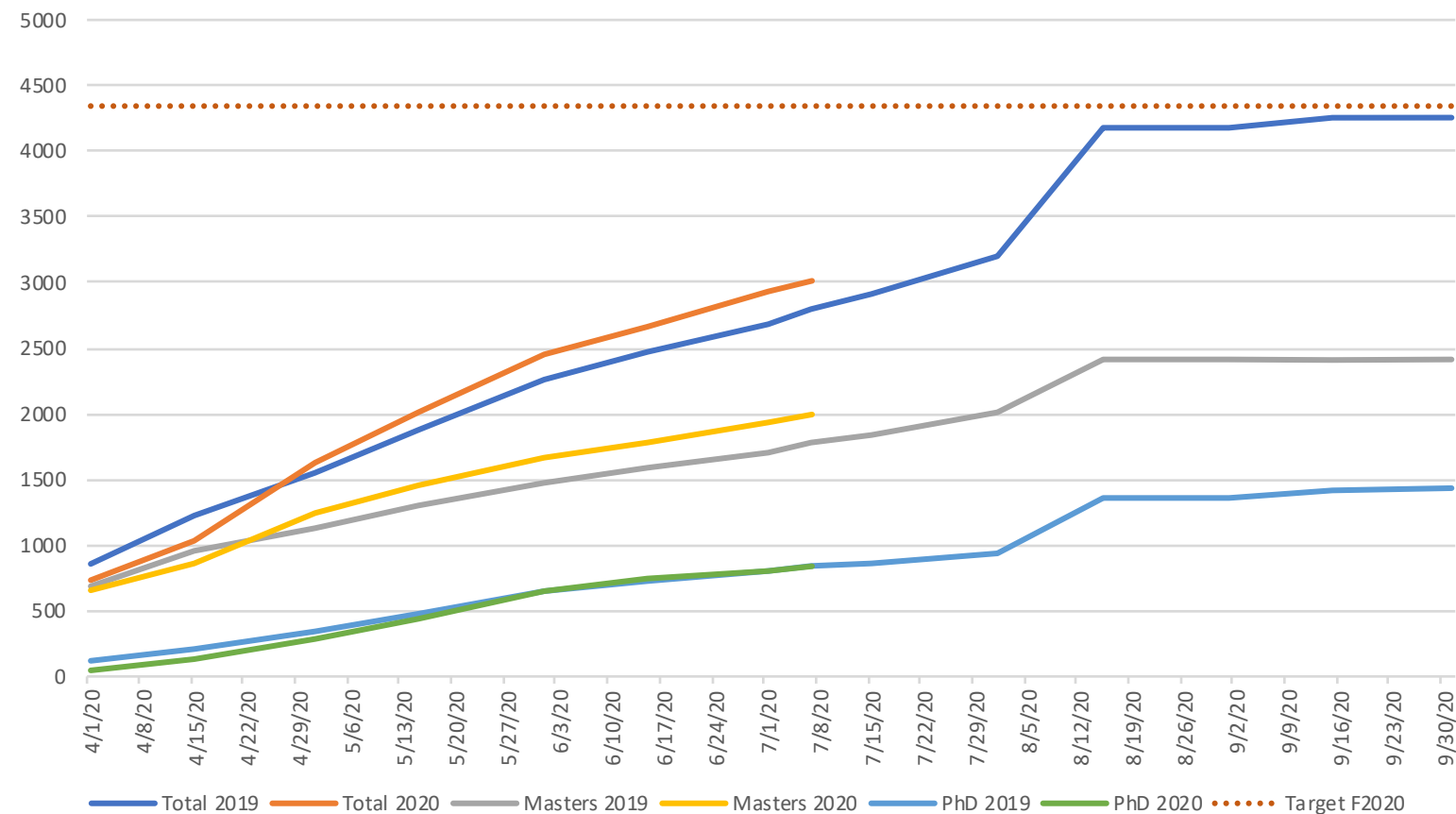


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Date-to-Date Comparisons - Fall Graduate Enrollment

Doctoral, Master's, and Total Registrations - 2019 vs. 2020



Total Grad Registrations 7/7:

Fall 2019: 2804
Fall 2020: 3013 (+209; +7%)

Master's Registrations 7/7:

Fall 2019: 1779
Fall 2020: 1995(+216; +12%)

PhD Registrations 7/7:

Fall 2019: 834
Fall 2020: 839 (+5; +0.5%)

NTP Master's 7/7:

Fall 2019: 671
Fall 2020: 789 (+118; +18%)

Undergraduate Enrollment Strategies

- Data Informed Recruitment and Outreach
 - Grow the Honors College - Deposits 251 vs 130 last year, diversity up 17%
- New and Strengthened Partnerships with K-12, organizations and CC's
 - Established Hometown Advantage Program – Apps up 1.6%, Deposits up 10%
 - Implemented Capital District Leadership Awards – 62% Yield Rate
 - Established School Counselor Advisory Board
 - Enhanced partnership w/UHS, now more actively recruiting, held college planning day
 - Established Pathways program with HVCC; 130 students invited
- Optimizing Financial Aid and Leveraging Merit-based Scholarships
 - Significant increase in merit scholarship funds. RNL guidance used to enhance awards. Deposits from Index 1 and Index 2 students (very high quality) increased 16%, and 23%, respectively.
 - Created a comprehensive custom award letter for each student which was mailed. Goal: Enhance communications with parents. Awards posted on MyUAlbany.



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Undergraduate Enrollment Strategies

- Remove Financial Barriers that Impede Student Persistence and Success Implemented:
 - Great Dane Retention Grant - 97% retained (56 Freshmen between F/19-S20 w/avg. award of \$782)
 - Great Dane Completion Grant - 85% retained/graduated (58 students w/avg. award of \$735)
 - Great Dane Persistence Grant – 33 students (out of 33) retained for S/20 w/avg. award of \$3600.
Spring 2020 – Provided grants to 60 students totaling \$91K to enhance retention
- Adopt Bot tech and embrace our changing student demographics and deliver information 24/7/365
 - Chatbots: Registrar, Financial Aid, Student Accounts, Gen Studies and ASC
 - Utilizing text messaging to engage students
 - Incorporated EAB technology for student appointments in Financial Aid Office
 - Hosted 10 virtual financial aid sessions for students and families
 - Revamped financial aid and student accounts website (go live – August 2020)



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Programs Impacting Undergraduate Re-Enrollment

Fall 2019 FTFT Cohort Programs:

- Direct Admit into Schools and Colleges
- Assess Academic and Individual Readiness for Incoming Class
 - Piloted the Diagnostic Assessment and Achievement of College Skills (DAACS)
 - Advisors completed a 13 Point Intake Assessment to identify academic and individual needs of each incoming FTFT student.
- Piloted UNI100 Transition Courses for Waitlist Students

Campus-wide Programs:

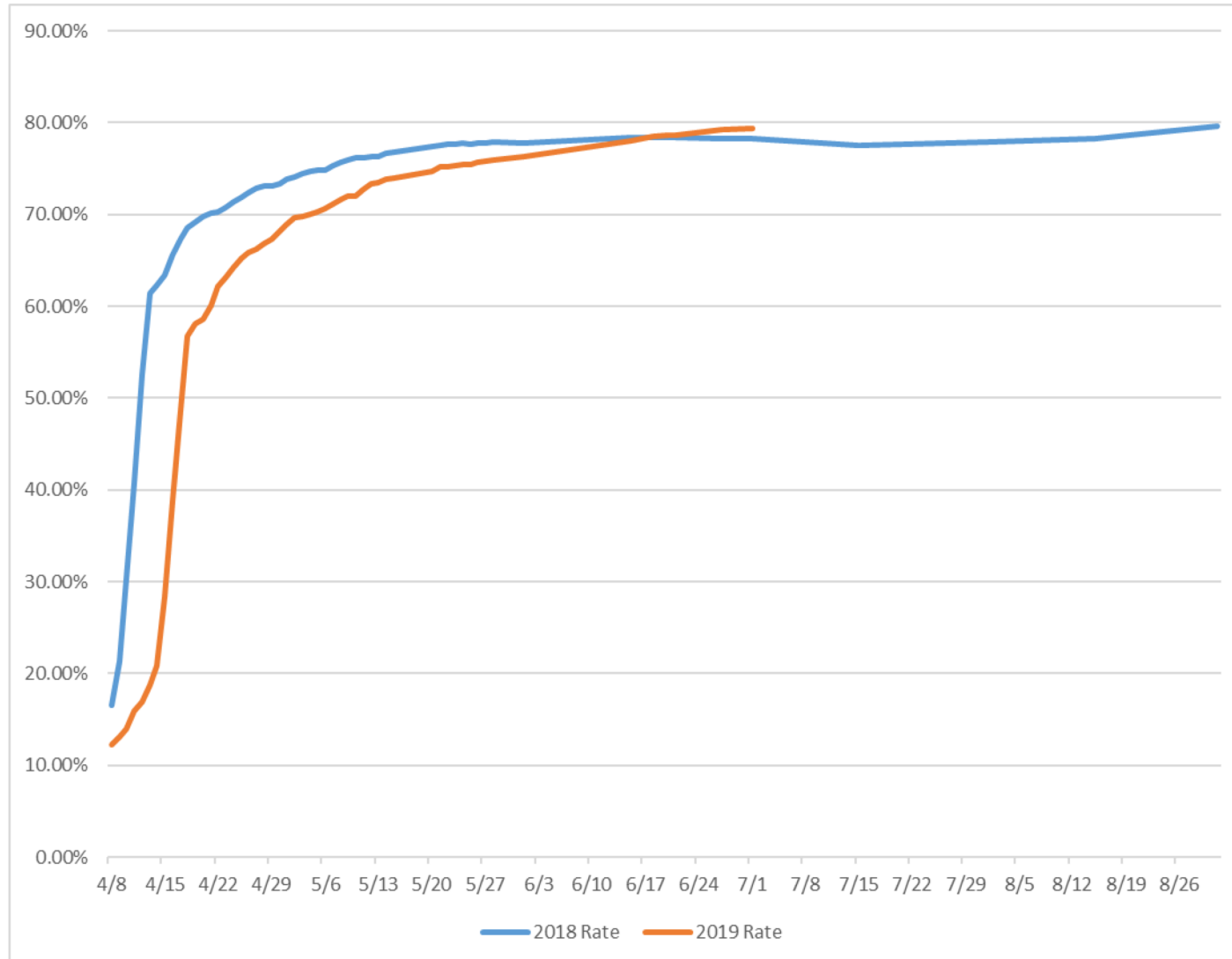
- Academic Recovery Program
 - Intervention and support program for students in academic distress.
- Utilize EAB for Intervention and Collaboration
 - In-term progress reports, alerts, and success team collaborations.
- Targeted Re-Enrollment Campaigns



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Retention Rate Date-to-Date Comparison (Fall 18 Cohort v Fall 19 Cohort)



Retention: First Time Full Time (FTFT) undergraduate Summer/Fall admits who register for the following fall semester.

Date	Fall 19 Cohort	Retention Rate	Fall 18 Cohort	Retention Rate	Difference
7/7/2020	2114	79.38%	2173	78.59%	0.79%
6/30/2020	2098	78.78%	2169	78.44%	0.34%
6/16/2020	2080	78.11%	2169	78.44%	-0.33%
6/8/2020	2053	77.09%	2159	78.08%	-0.99%
6/2/2020	2035	76.42%	2150	77.76%	-1.34%
5/26/2020	2015	75.67%	2150	77.76%	-2.09%
5/18/2020	1989	74.69%	2141	77.43%	-2.74%
5/11/2020	1923	72.21%	2108	76.24%	-4.03%
5/4/2020	1864	70.00%	2065	74.68%	-4.68%

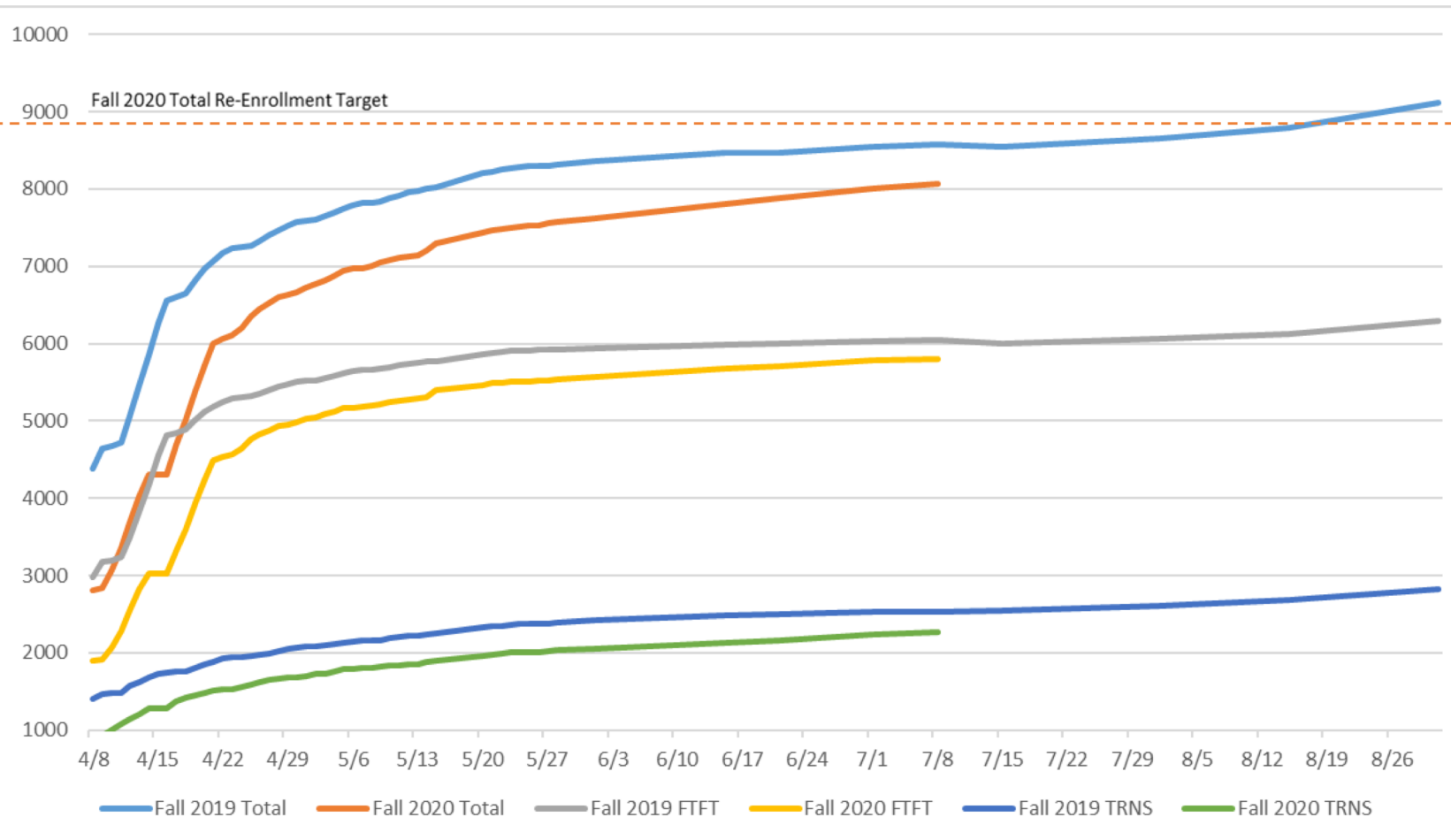


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Date-to-Date Undergraduate Re-enrollment

Fall 2020 registration began later than Fall 2019 resulting in an initial lag in date-to-date comparisons. This table provides a simple date-to-date comparison of the number of students enrolled compared to the same date in the prior year.



Total Undergraduate Re-enrollment 7/7:

Fall 2019: 8577

Fall 2020: 8067 (-510)

* 2020 Re-Enrollment Target: 8842 (-9%)

First Time Full Time (FTFT) Students:

Fall 2019: 6046

Fall 2020: 5803 (-243)

* 2020 FTFT Re-Enrollment Target: 6122 (-5%)

Transfer Students:

Fall 2019: 2531

Fall 2020: 2264 (-267)

* 2020 Re-Enrollment Target: 2720 (-17%)

New Retention & Persistence Programs Launching in Fall 2020

- 4 Year Advising Model
 - Data Informed First Year Transition
 - Personalized Student Support System from admission to graduation
 - Targeted and Timely Interventions
 - Major Success and Degree Completion
- First Year Experience Program
 - All incoming first year students participate in a First Year Experience Course (Seminar, LLC, EOP, FYE Transition Course).



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Learn More

- You can find the University's Strategic Enrollment Management (SEM) "pocket guide" at www.albany.edu/sem.
- You can find the full-length plan on MyUAlbany under "University Planning" on the left-hand side of the page.



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