



## Enrollment Management Report May 17, 2024

### Agenda Item #1: Dashboard

Information

Action

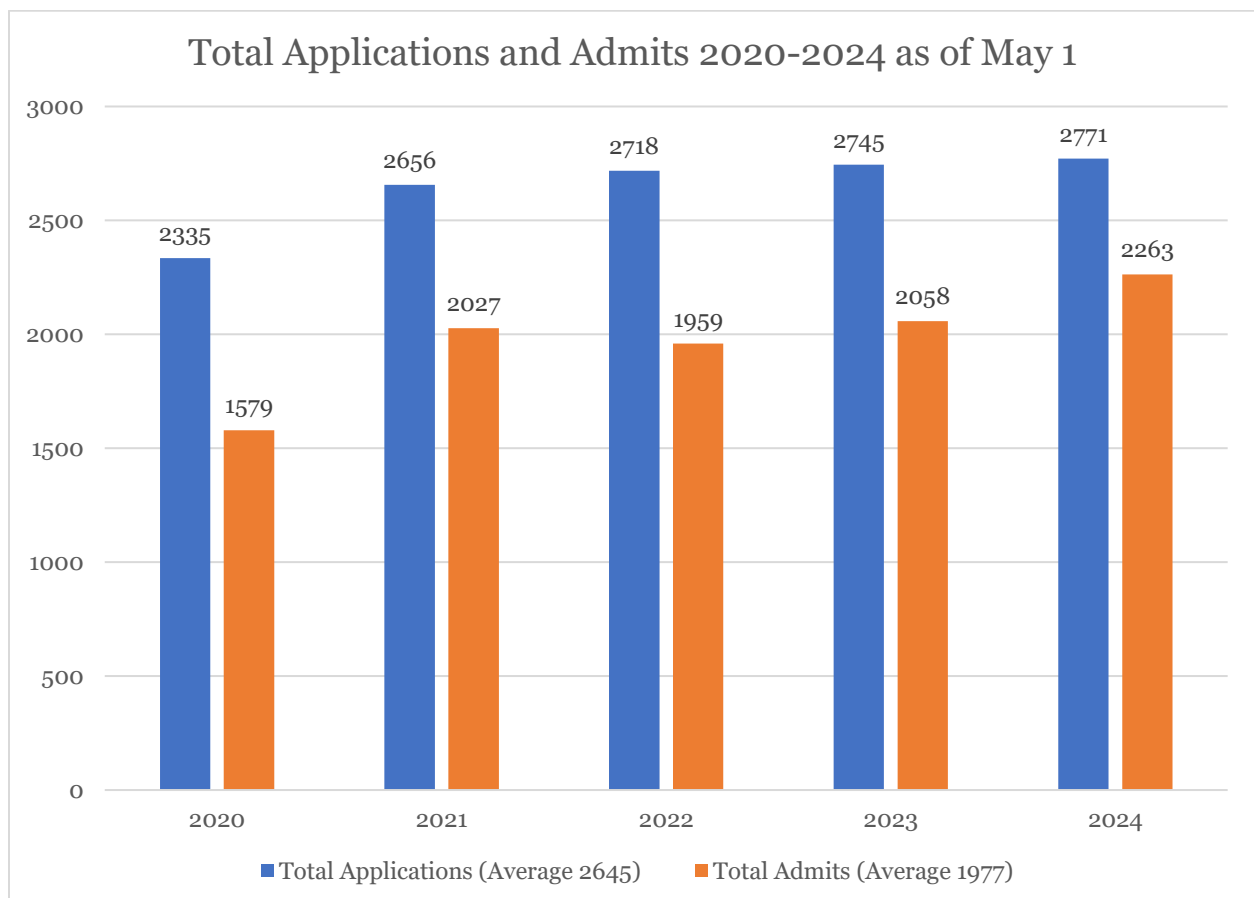
Discussion

### Purpose:

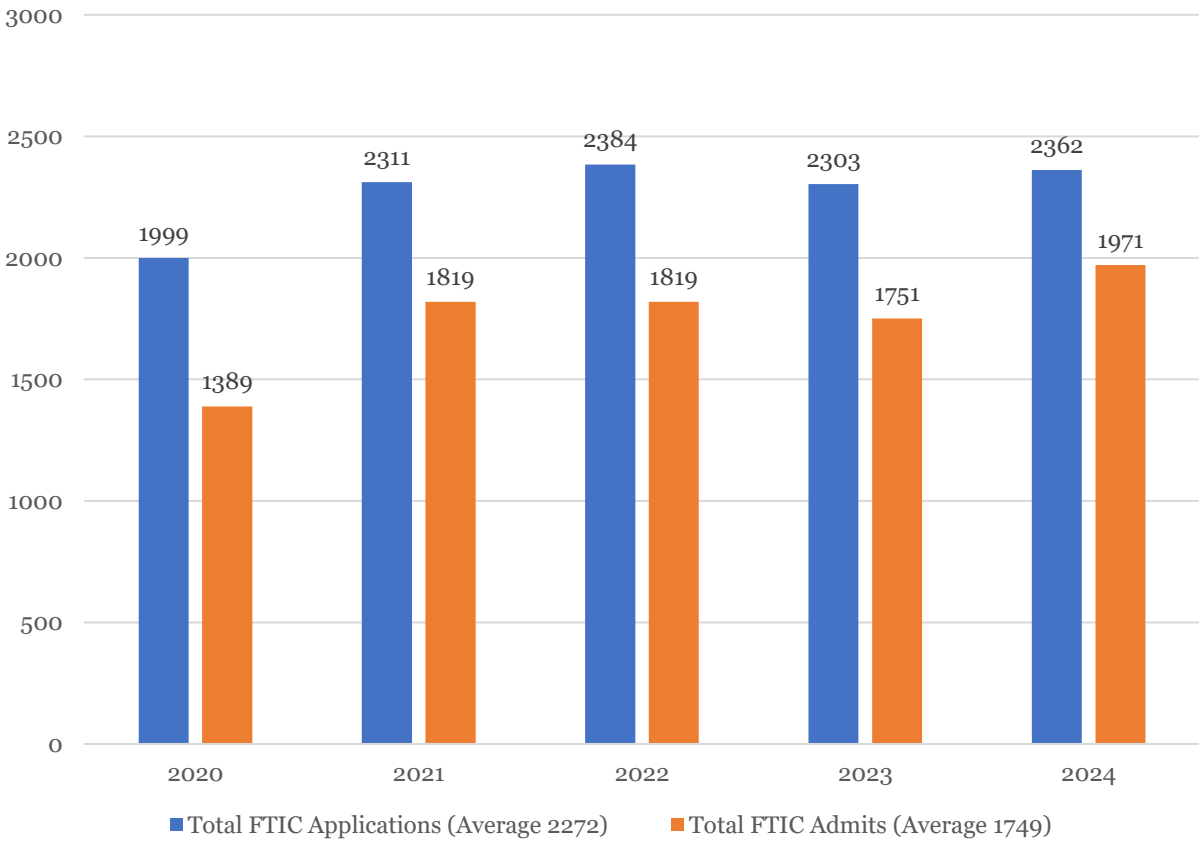
The purpose of this information is to provide an update on the progress associated with enrollment management.

### Background:

The Applications and Admitted dashboards for Total and First Time in Any College (FTIAC) year over year comparisons from Fall 2020 – Fall 2024 activities as of May 1.



### Total First Time in Any College (FTIAC) Applications and Admits 2020-2024 as May 1





## Enrollment Management Report May 17, 2024

### Agenda Item #2: Fall Recruitment Progress

Information                       Action                       Discussion

#### Purpose:

The purpose of this information is to provide an update on the progress associated with Fall 2024 recruitment.

#### Background:

Normally May 1, also known nationally as Decision Day, is a time when the enrollment picture begins to sort itself out as students are supposed to withdraw their interest in all but one school and proceed accordingly. Given the chaos generated by the U.S. Department of Education with the new Free Application for Federal Student Aid (FAFSA) rollout most institutions have extended their deadline June 1 postponing wait list clearings and decision declarations until early summer.

While we were laboring with reduced staff, we managed to generate substantial activity. During the spring semester our campus visitation program hosted 86 prospective students with 210 guests between February 1 and March 1 and we hosted 185 students on group visits. Additionally, new admissions representatives visited 53 high schools, attended 15 college fairs, and 3 robotics competitions.

All year long our total application and admit activity has been ahead of the 2023 recruitment cycle. As of May 1, total applications are trending .9% ahead and admits 10% ahead.

	2020	2021	2022	2023	2024	Δ 23-24
<b>Total Applications (Average 2645)</b>	2335	2656	2718	2745	2771	0.90%
<b>Total Admits (Average 1977)</b>	1579	2027	1959	2058	2263	10%

The most promising aspect of this cycle is that our First Time in Any College population has been where all of the growth has occurred with 2.6% more applications and 12.6% admits.

	<b>2020</b>	<b>2021</b>	<b>2022</b>	<b>2023</b>	<b>2024</b>	<b>Δ 23-24</b>
<b>Total FTIC Applications (Average 2272)</b>	1999	2311	2384	2303	2362	2.60%
<b>Total FTIC Admits (Average 1749)</b>	1389	1819	1819	1751	1971	12.6%

There is substantial anecdotal evidence that application and decision processes are lagging because of the DOE FAFSA situation, however we remain cautiously optimistic for a promising yield.

**Suggested Action/Motion:**

N/A

**President's Recommendation:**

N/A

**Enrollment Management Report**  
May 17, 2024

**Agenda Item #3: Yield Activities**

Information

Action

Discussion

**Purpose:**

The purpose of this information is to provide an update on the progress of yield activities associated with Fall 2024 recruitment.

**Background:**

The Spring and Summer semesters feature several important yield activities that are significant in the enrollment ecosystem.

**Open Houses (Saturdays)**

- April 6: 46 Students and 120 guests
- May 18: 17 Students registered
- July 13

**Orientation**

Summer

- May 13 – 10 students registered as of May 1

Fall – 200 students registered as of May 1

- New Transfer – June 7
- New Student – June 10-11
- New Student – June 13-14
- New Student – June 17-18
- New Student – June 20-21
- Escanaba – August 6
- Petoskey – August 8
- All New Students – August 23

**Suggested Action/Motion:**

N/A

**President's Recommendation:**

N/A



## **Enrollment Management Report**

**May 17, 2024**

### **Agenda Item #4: Pre-College Profiles and Activities**

#### **Purpose:**

The purpose of this information is to provide an update on the progress in pre-college engagement.

#### **Background:**

Since assuming responsibility for Pre-College Enrollment activities in Fall 2021 the Enrollment Services team has been working diligently to engage all local Intermediate School Districts in a manner that fosters affinity, leads to long term enrollment synergies, and that will ultimately result in sustained enrollment patterns.

As of May 1, we had 150 students applied and 60 students registered for pre-college course work for Fall 2024. We will have application and registration activities at schools across the EUP across May and the majority of concurrent enrollment occurs in September. We are on track to have about 275 pre-college students engaged by October 1.

Outlined below is a breakdown of students by high school. Sault High remains our most significant partner (Fall and year-long courses).

#### **Pre-College**

##### **High School Students Applied (150) & Registered (60) as of May 1**

- **Dual/Concurrent Total # of Students:**
  - Advanced Technology Academy (Concurrent)
  - Big Rapids High School (Concurrent)
  - Brimley High School- **11 applied, 10 registered**
  - Charlton Heston Academy- **22 applied, 9 registered**
  - DeTour High School- **1 applied, 1 registered**
  - Engadine Area Schools- **2 applied, 2 registered**
  - Les Cheneaux Community (Cedarville)
  - Newberry High School- **1 applied**
  - Pickford High School- **1 applied**
  - Rudyard High School
  - Sault High School- **112 applied, 40 registered**

- **By Grade At Time of Application:**
  - 10<sup>th</sup>- **43 Students**
  - 11<sup>th</sup>- **103 Students**
  - 12<sup>th</sup>- **4 Students (Entering into 13<sup>th</sup> year)**
- **Early Middle College Total # of Students (Included in prior numbers): Total 20**
  - **By Grade in Fall 2024:**
    - 13<sup>th</sup>- **5 students**
    - 12<sup>th</sup>- **6 students**
    - 11<sup>th</sup>- **9 students**
  - **By School:**
    - Brimley- **2**-13<sup>th</sup> year, **4**-11<sup>th</sup>
    - Charlton Heston Academy - **1**-13<sup>th</sup> year, **3**-12<sup>th</sup>, **1**-11<sup>th</sup>
    - Engadine- **1**-13<sup>th</sup> year
    - Pickford- **1**-13<sup>th</sup> year, **1**-12<sup>th</sup>
    - Sault High- **2**-12<sup>th</sup> **4**-11<sup>th</sup>

**King Chavez Park (KCP)/Gear Up/College Day Activities Events:**

We successfully implemented the College Club Curriculum at DeTour High School and facilitated 2 student led workshops with fourteen 9-12 graders participating in March and April. DeTour has agreed to monthly workshops across the academic calendar.

For the second year author and career guru Donald Asher conducted success workshops at Ojibwe High School (24 students 9-12 grades) and DeTour High School (25 students 10-11 grades). Both groups demonstrated significant increases in post-secondary ideation oriented toward college attendance.

For Spring and Summer we partnered with the Eastern Upper Peninsula School District (EUPISD).

**Eastern Upper Peninsula Intermediate School District Events**

- |               |                                    |
|---------------|------------------------------------|
| ▪ 3/12        | Pi Day - 110 Students              |
| ▪ 3/14 - 3/16 | First Robotics                     |
| ▪ 3/15        | Regional History Day - 35 Students |
| ▪ 7/23 – 7/25 | Go for Launch                      |

**Suggested Action/Motion:**

N/A

**President’s Recommendation:**

N/A



**Enrollment Management Report**  
May 17, 2024

**Agenda Item #5: Summer Enrollment**

**Purpose:**

The purpose of this information is to provide an update on the progress in summer enrollment.

**Background:**

While Fall is the most prominent of the intake cycles, we do have three other opportunities for students to begin or restart their academic journeys: Winter, Spring, and Summer terms. Summer term is proving promising with 23 new students already registered for Summer term with a week to go as well as summer orientation. We had a total of 14 new students in Summer 2022 and 21 in Summer 2023.

<b>As of May 6</b>	<b>2022</b>	<b>2023</b>	<b>2024</b>
<b>Total Applications</b>	166	158	153
<b>FTIAC</b>	113	57	89
<b>Transfer</b>	32	34	45
<b>Readmit</b>	15	22	15
<b>Total Admits</b>	10	57	61
<b>FTIAC</b>	12	23	19
<b>Transfer</b>	11	17	28
<b>Readmit</b>	10	16	13
<b>Registered</b>	9	10	23
<b>FTIAC</b>	0	1	3
<b>Transfer</b>	5	6	11
<b>Readmit</b>	4	3	9

As of May 6, we had 319 total students registered for Summer term as compared with 321 in 2022 and 340 2023.

**Suggested Action/Motion:**

N/A

**President’s Recommendation:**

N/A

## **Enrollment Management Report**

**May 17, 2024**

### **Agenda Item #6: Charter School Visitation and Summer Camps**

#### **Purpose:**

The purpose of this information is to provide an update on developments with Charter School visitation and Summer Camps.

#### **Background:**

Charter School relations and summer camp facilitation have become a significant part of the division of Enrollment Management's portfolio and overall long-term recruitment strategy. Below is a list of spring and summer activities.

#### **Charter School Visits**

- 2/29-3/2 - Bay City Academy visit- 28 10th grade 4-5 chaps (32 total)
- 4/25-4/26 - North Central Academy –15 students 10th grade (17 total)
- 5/21-5/23 - Innocademy Allegan – 30 students 3rd/4th grade
- 5/29-5/31 - Ridge Park Academy (7th &8th) – 50 students

#### **Summer Camps**

- 6/24 – 8 16 Kids Camp - 51 registered 22 on waiting list
- 7/8 – 7/12 Criminal Justice, Fire Science, & Emergency Management
- 7/12 STEM Camp in collaboration with Bay Mills
- 7/15 – 7/17 Engineering and Robotics
- 7/19 – 7/21 Michigan State OsteoCHAMPS- UP Camp
- 7/23-25 Go for Launch in collaboration with MiSTEM/EUPISD

#### **Suggested Action/Motion:**

N/A

#### **President's Recommendation:**

N/A



## **Enrollment Management Report**

**May 17, 2024**

### **Agenda Item #7: Free Application for Federal Student Aid (FAFSA) , Michigan Achievement Scholarship (MAS), and Financial Aid Appeals Committee**

#### **Purpose:**

The purpose of this information is to provide an update on developments with the Free Application for Federal Student Aid (FAFSA).

#### **Background:**

The U.S. Department of Education (DOE) started to transmit data from the Free Application for Federal Student Aid (FAFSA) in mid-March at a very slow pace. Shortly after the initial transmissions DOE determined there were many calculation issues and inconsistencies in the data.

Student Aid Indexes (SAI) were not calculated correctly based on students' contributions from assets. This error affected 30% of all processed FAFSAs, which caused DOE to recalculate initial submissions in early April.

DOE announced on April 1<sup>st</sup> they were an additional 3 major issues with FAFSA data being transmitted, which would cause incorrect awards beings processed and sent to students.

- Education Tax Credits
- Amended and Updated Tax Returns
- Inconsistencies in the FA-DDX and FAFSA Form Instructions

As of April 29 almost all FAFSAs have been reprocessed and re-sent to schools. Nationally it is projected FAFSA completion is between 29 and as much as 40% behind last year. The Detroit Free Press has projected Michigan at about 29%.

LSSU began packaging students for Fall 2024 May 6 with priority on prospective students.

#### **FAFSAs Received as of April 25**

- 1073 Loaded
- 68 Rejected
- 4 Selected for Verification

## Summer Packaging

The Financial Aid Office has been reviewing aid eligibility for any student that registers for summer courses and offering available aid.

	<b>2022</b>	<b>2023</b>	<b>2024</b>
<b>Summer Awards</b>	387	330	275

## Scholarship Update:

### Institutional Aid

Admission scholarships have been awarded to prospective new students (freshman and transfer) since March. The table below indicates scholarships that have been awarded to date. There has been a 16% increase in Distinguished Scholarships from last year and an 8% overall increase in Freshman awards from 2023 to 2024.

Distinguished Scholarship	669
Excellence Scholarship	297
Honors Scholarship	214
Recognition	248
Chartering Lakers/Junior Laker	8
EUP Award	24
Transfer Distinguished	20
Transfer Excellence	11
Transfer Honors	10
Transfer Recognition	21

### Foundation Scholarships

Foundation scholarships were distributed to departments March 13. Scholarship Universe opened for current students on March 15 and closed April 7. For prospective students it opened March 16 and closed April 21. All recipients should be notified by the 3rd week of May.

### Suggested Action/Motion:

N/A

### President's Recommendation:

N/A



## **Enrollment Management Report**

**May 17, 2024**

### **Agenda Item #8: Personnel**

#### **Purpose:**

The purpose of this information is to provide an update on the progress in personnel in the Enrollment Services Division.

#### **Background:**

The Division of Enrollment Management has experienced quite a bit of turnover in the last few months. Seventy percent of the Admissions Department staff have started since October 2023. Admissions will be at a full complement of operational staff on May 13 for the since 2019.

Cameron Mansell joined the university of April 15 as a Admissions Representative for Territory 4, the larger Detroit Region. He graduated from LSSU in 2022 with a Bachelor of Science in Fisheries and Wildlife Management. Originally from New York, his family migrated to southeast Michigan.

Madison (Maddy) Bunker joined the university on April 15 as the Kings Chavez Parks (KCP)/GEAR UP/College Day Program Coordinator. She graduated from Sault Area High School in 2015 and earned a Bachelor of Science in Children and Family Studies in 2021 at Eastern Michigan University in 2020.

Katelyn (Kate) Zwicker began her career as an Admissions Representative on May 13 covering Territory 1, The UP and Canada. She is from Charlotte and will graduate this summer from Lake Superior State University with a Bachelor of Science in Biological Sciences.

Brook Strawn who has served as a Financial Aid Officer for the last year has tendered her resignation effective the end of May and a search for a replacement has commenced.

#### **Suggested Action/Motion:**

N/A

#### **President's Recommendation:**

N/A

## **Enrollment Management Report**

**May 17, 2024**

### **Agenda Item #9: Contributions to the Strategic Plan**

Information                       Action                       Discussion

#### **Purpose:**

The purpose of this item is to report on activities related to the 2020-2025 LSSU Strategic Plan.

#### **Background:**

The LSSU Board of Trustees approved the 2020-2025 LSSU Strategic Plan at a Special Board Meeting on April 24, 2020. Items reported here illustrate contributions to a subset of the strategic plan initiatives. The division of Enrollment Management will have either direct or indirect responsibility for a much larger number of initiatives which will be reflected in future reports.

#### *3.2.1 Expand overall university enrollment with a goal of 1,925 students by 2025.*

1. All application and admit data for the 2024 recruitment cycle is trending ahead of 2023.
2. Summer 2024 registered students are trending ahead of the last two cycles.

#### *4.4.1 Develop an outreach program with regional middle schools and high schools to showcase the university and enhance LSSU's recruitment opportunities.*

1. Hosted 4 Eastern Upper Peninsula Intermediate School District Events in Spring and Summer 2024 to continue to bolster our partnership with the EUISD.
2. Hosted JKL Bahweting Middle Schoolers for laboratory tours.

#### *4.4.3 Enhance K-12 student opportunities on campus as a way to strengthen a sense of belonging at the university.*

1. Creating a new contract with Manistique High School.
2. Hosted 4 Eastern Upper Peninsula Intermediate School District Events in Spring and Summer 2024 to continue to bolster our partnership with the EUPISD.
3. Hosted 3 large group visits from Pickford Public schools, Alpena Community College Trio, and Michigan Tech Trio.
4. Attended Sault Area High School College and Career Day with food and Mascot.

4.5.7 *Expand the number of summer camps offered at the university with emphasis given to breadth of programming.*

1. Created new Criminal Justice, Fire Science, and Emergency Management camp.
2. Partnered with Michigan State University to bring OsteoChamps summer camp.
3. Re-implemented Go for Launch in partnership with MiSTEM network and EUPISD.
4. Expanded Kids Camp from 40 to 51 students.

**Suggested Action/Motion:**

N/A

**President's Recommendation:**

N/A