



Enrollment Management Report November 22, 2024

Agenda Item #1: Dashboards

Information

Action

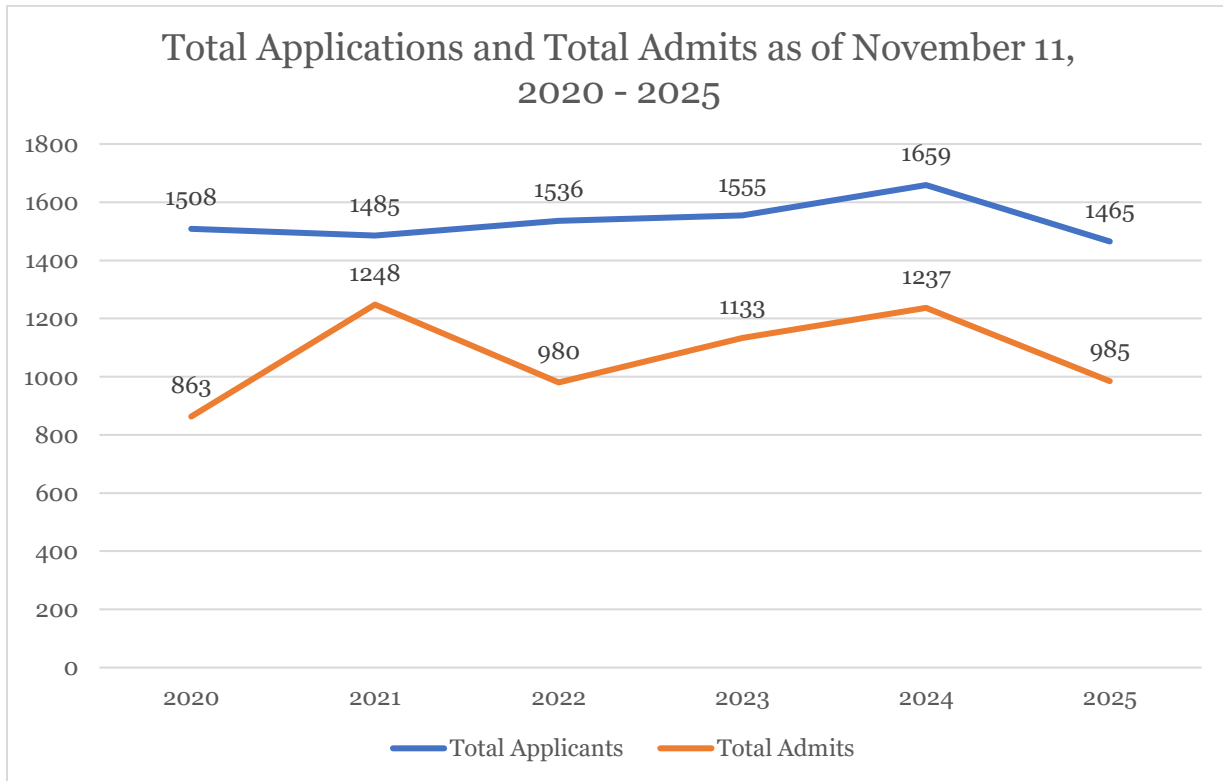
Discussion

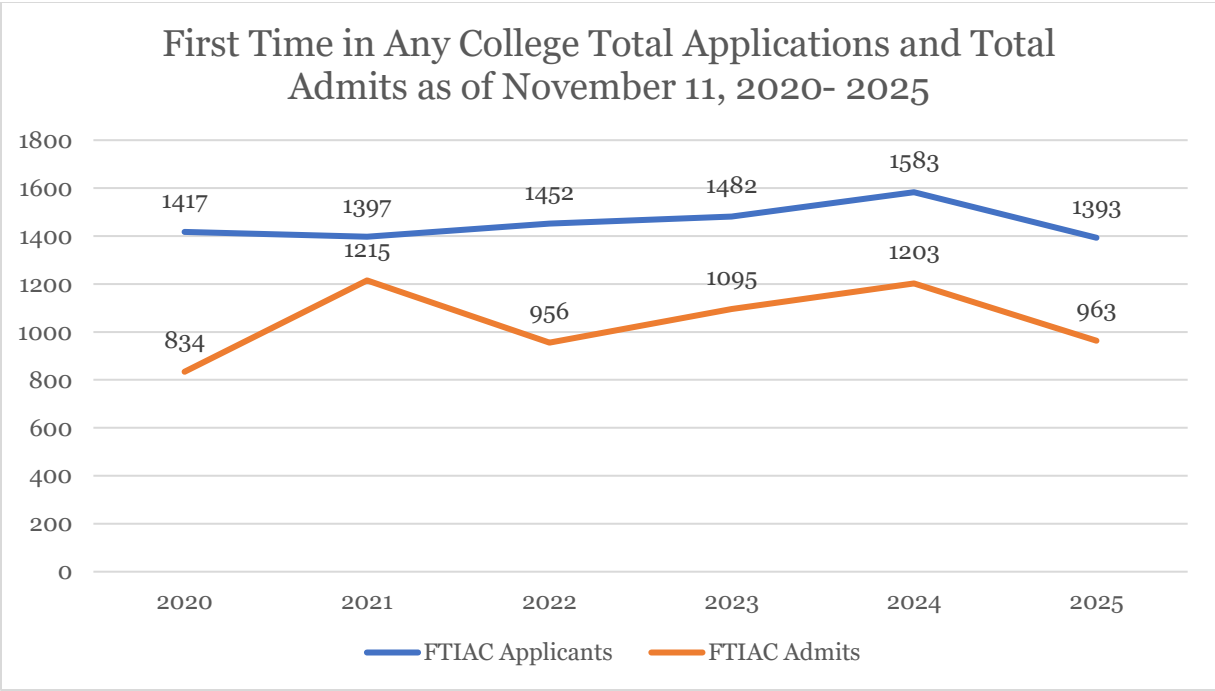
Purpose:

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

Background:

The Applied and Accepted dashboards outline year over year comparisons of the Fall 2020 – Fall 2025 activity as of November 11.





Fall 2025 recruitment activity has been slow. In September many Michigan publics reported being as much as 25% behind. The pace accelerated in October, however many are still reporting lagging data. For the Fall 2025 campaign, the enrollment services team has:

- Participated in 78 College fairs in every part of the state
- Visited 19 Michigan community colleges
- Visited 55 high schools
- Led 167 Campus Tours with 402 guests
- Hosted 14 school groups (not including charter schools) with 273 students
- Hosted an Open House with 29 attendees and 31 guests.

Most speculation about the slow pace is centered around ongoing concerns about the Free Application for Federal Student Aid (FAFSA), anxiety concerning the election, the continued concern over the value of higher education, and a general change in the proactive nature of this generation. A couple of relevant data points are that we have had as many as 20 school visits cancelled on the day of due to no students signing up and counselors conveying this as a developing trend. And the National Student Clearing House reported in October that overall higher education enrollments for Fall 2024 were down as much as 4% with acute shortfalls at regional public institutions (8%).

Suggested Action/Motion:
N/A

President’s Recommendation:
N/A

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Agenda Item #2: Fall 24 Enrollment Highlights

Information

Action

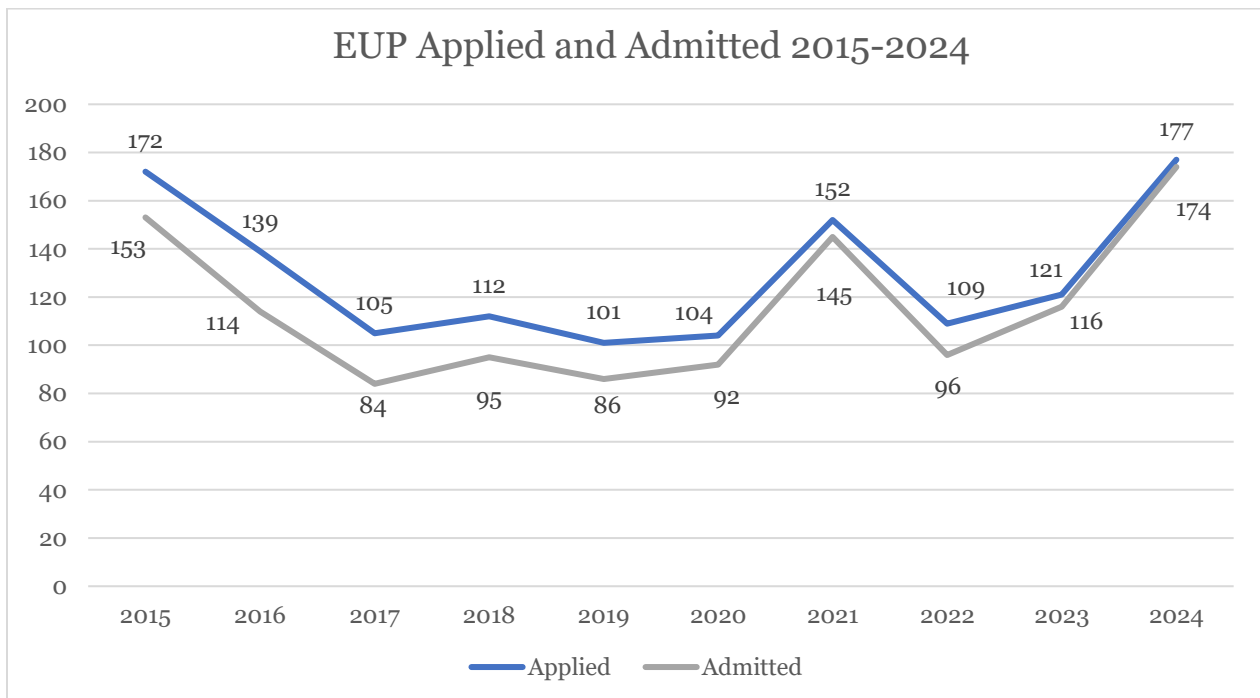
Discussion

Purpose:

The purpose of this information is to provide an update on the highlights from the results of new student enrollment for Fall 2024.

Background:

A critical analysis of our Fall 2024 enrollment data does specifically point to areas for optimism. Local and regional enrollment patterns are on the rebound. Lake Superior State received more applications from the Eastern Upper Peninsula (EUP) than it has in a decade which was reinforced by a larger percentage of those students being admitted.



Increase Number of Applications 23-24

- Brimley High School
- Detour High School
- Detour Arts and Technology Academy
- Mackinac Island High School
- Pickford High School
- Rudyard High School
- Sault Area Schools
- Whitefish Area Schools

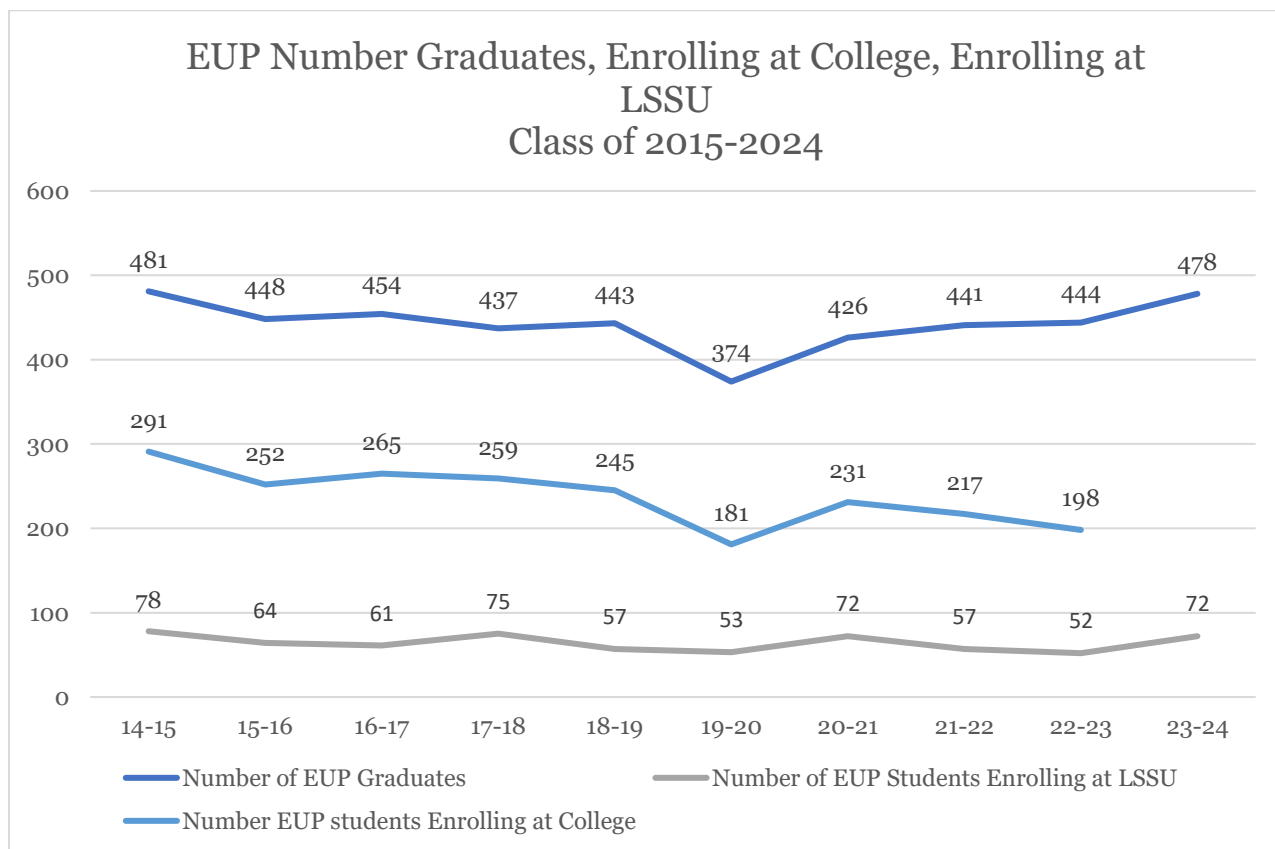
Increase Number of Admitted 23-24

- Brimley High School
- Detour High School
- Detour Arts and Technology Academy
- Mackinac Island High School
- Pickford High School
- Rudyard High School
- Sault Area Schools
- St. Ignace Area Schools
- Whitefish Area Schools

We experienced increases in interest from the majority of the Eastern Upper Peninsula High Schools.

EUP Applications and Admitted Students 2020 – 2024

- Increased the number of FTIAC applications by 70.2%
- Increased the number of FTIAC admitted students (did not cancel) by 89.1%



Additionally, we realized increases in not only the number of students from these high schools but also the percentage of the graduating class enrolling at LSSU.

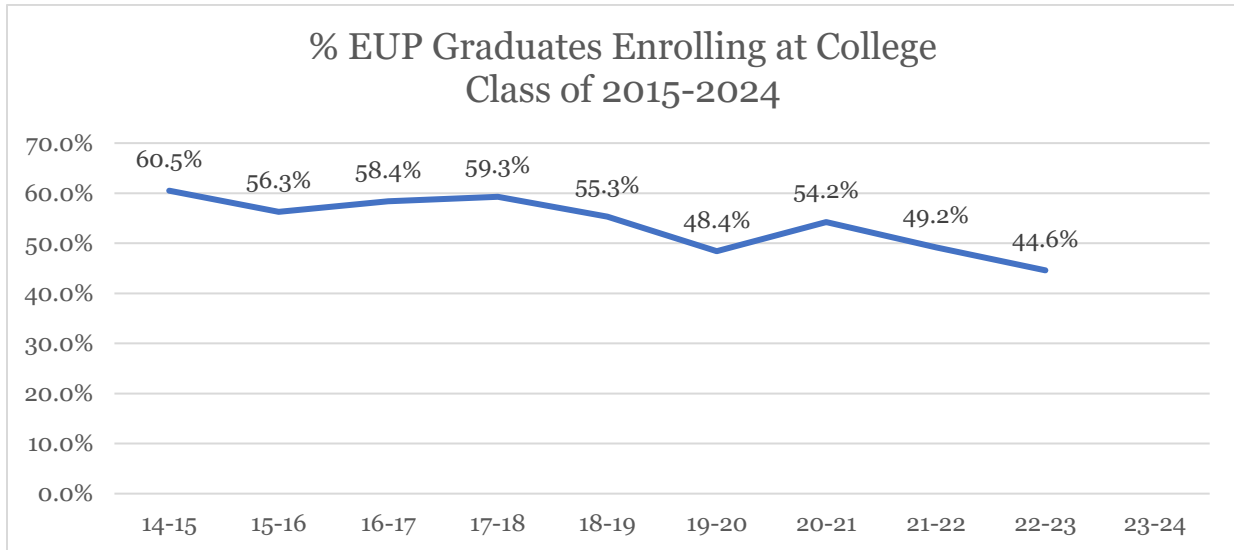
Increase Number of Students 23-24

Increase Percentage Graduating Class

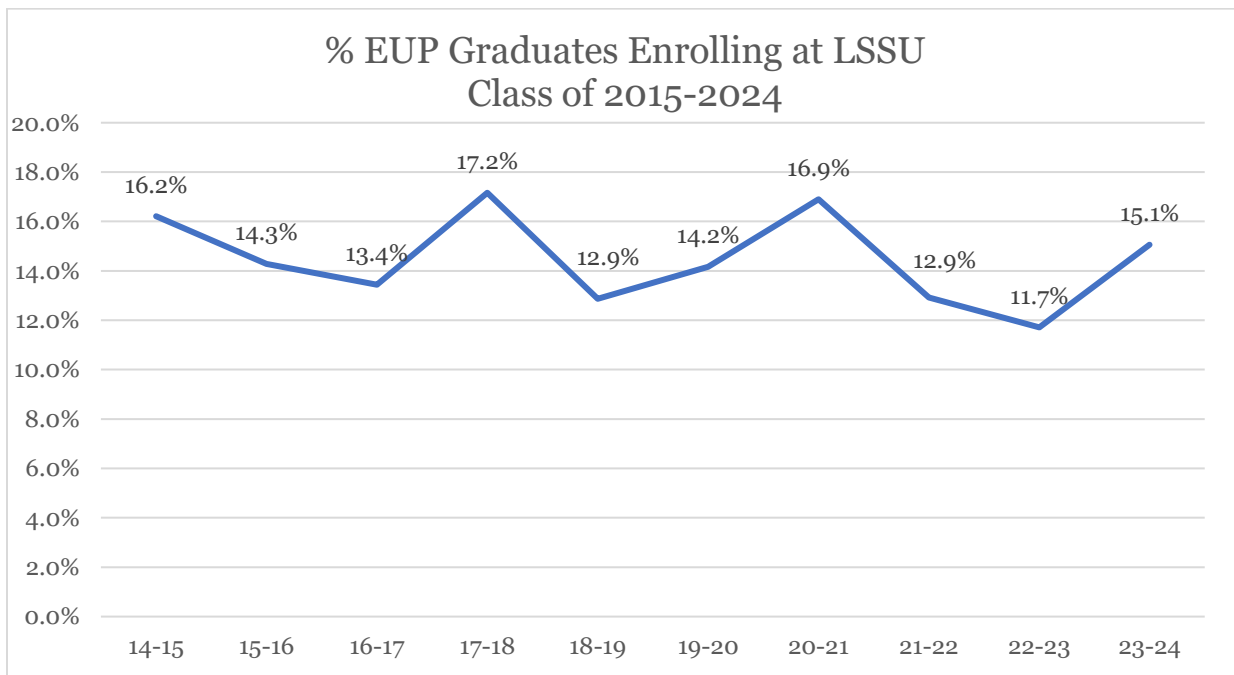
- Brimley High School
- Detour Arts and Technology Academy
- Pickford High School
- Rudyard High School
- Sault Area Schools
- Tahquamenon Area Schools

- Brimley High School
- Detour High School
- Detour Arts and Technology Academy
- Cedarville High School
- Sault Area Schools
- Tahquamenon Area Schools

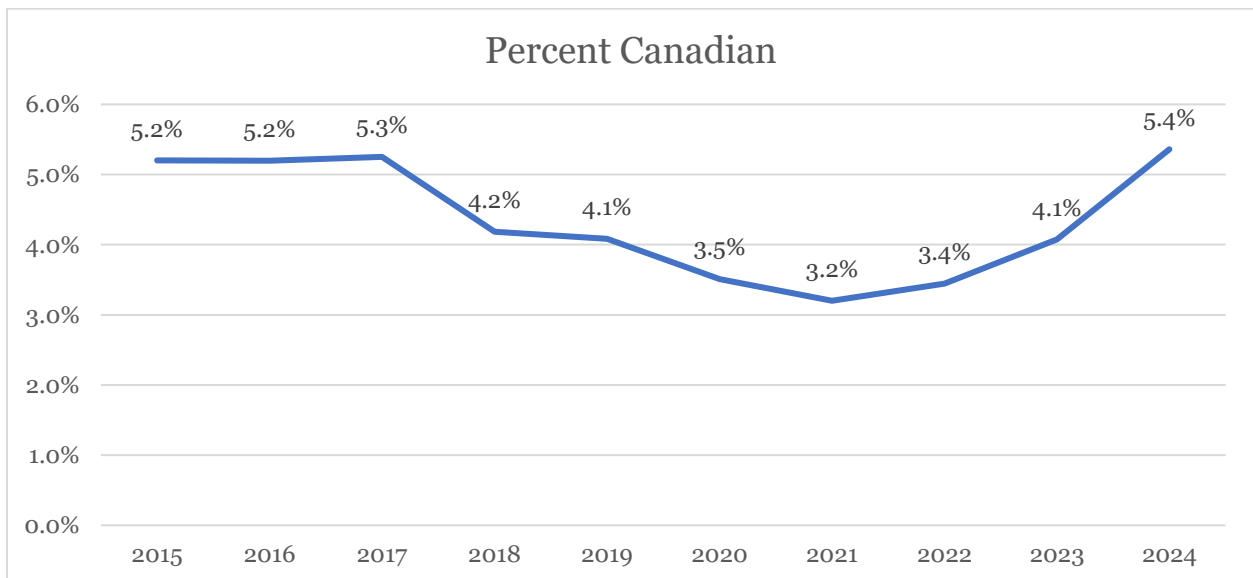
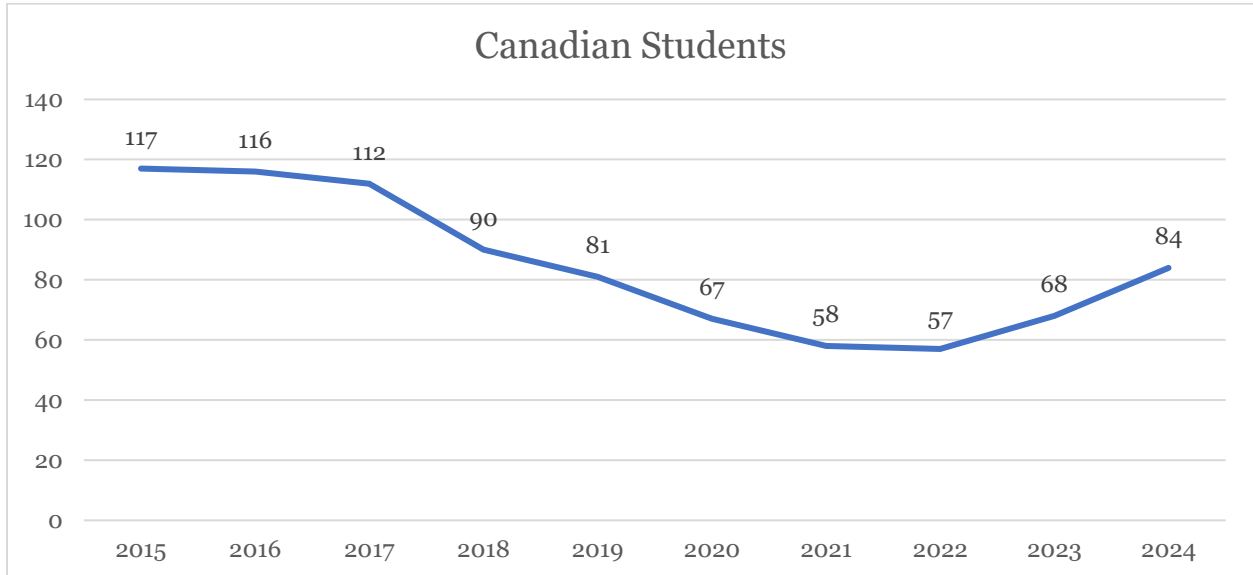
These gains are occurring when the college going rate for EUP students is on a steady decline dropping from 60.5% in 2015 to 44.6% in 2023.



Moreover, the percentage of graduating students enrolling at LSSU is now increasing.



The other bright spot in our Fall 2024 data was the enrollment of 33 Canadian Students, which brings the total number of Canadians to 84, surpassing a level not seen since 2018 and increasing our percentage of total Canadian enrollment to 5.4% of the degree seeking population, a decade high level.



Suggested Action/Motion:

N/A

President's Recommendation:

N/A



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Agenda Item #3: Recruiting Enhancements

Information

Action

Discussion

Purpose:

The purpose of this information is to provide an update on the progress in the area of recruiting enhancements for the Fall 2025 campaign.

Background:

In an endeavor to increase our yield we have embarked on several recruiting enhancements to not only increase campus visitation but also expand our reach and visibility. Initially, we renegotiated our name purchase contract to include an analysis of 2021-2023 applied, admitted and enrolled data. From that analysis a model was developed to identify prospective students with a higher propensity to enroll at LSSU for purchase. The enhanced name buy will benefit from more intensive engagements such as:

- Established School based welcome letters from School chairs that are being mailed monthly.
- Established Admitted Student College based showcases in partnership with Academics & Athletics.

December 6 – College of Business, Engineering, Computer Science & Math

January 17 – College of the Great Lakes Ecology and Education

February 7 – College of Health and Emergency Responders

February 21 – College of Arts and Sciences

- Established Faculty “recruiters” to enhance Enrollment Management’s activities beyond fairs and school visits.
- Direct Admission letters were sent to all EUPISD seniors prior to college application month (October 1).
- Continuing to add hosted EUPISD events:

September 20 – Constitution Day – EUP 10th grade – 170

October 14 – EUP Teacher’s Conference – all EUP teachers (~500 attended)

October 24 – Manufacturing Day – All EUP 9th grade – 300

***November 7** – Math Modeling Competition EUP High Schoolers – 65

***November 23** – FIRST Lego League Challenge

***December 12** – EUP Regional Science and Engineering Fair – 150

- Outreach to Northern Lower Peninsula ISD's to explore and establish new pre-college partnerships. Introductory conversations and meetings have taken place with:

Pellston High School
American International Academy
Bay City Academy
Cheboygan Area High Schools
LaSalle High School
Inland Lakes High School
Mackinaw City High School
North Central Academy

- Initiated conversations with leadership at Sault College to explore more mutually beneficial collaborations.
- More aggressive outreach to promote on campus visitation experiences.

Suggested Action/Motion:

N/A

President's Recommendation:

N/A



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Agenda Item #4: Pre-College Activities

Information

Action

Discussion

Purpose:

The purpose of this information is to provide an update on the progress in the area of Pre-College Activities.

Background:

Pre-college (concurrent/dual/ early middle college) activities are foundational in cultivating future enrollments. This set of endeavors include high school enrollments, academic camps, Gear UP, and charter school visitations.

Concurrent/Dual/ Early Middle College

Collaboration with local area high schools contributes and enhances our relational activities as well as bolstering our reputation in service to the community and region. Fall 2024 there were 213 students registered in one or more classes. They are distributed as follows:

Brimley High School	11
*Charlton Heston Academy	28
*DeTour High School	11
Engadine Area Schools	7
Les Cheneaux Community (Cedarville)	9
Pickford High School	4
Rudyard High School	17
Sault High School	126

Distribution by Grade

9 th	15
10 th	44
11 th	118
12 th	31
13 th	5

Early Middle College Total - 20 students

Brimley High School	5
*Charlton Heston Academy	4
Engadine Area Schools	1
Pickford High School	2
Sault High School	8

Distribution by Grade:

10 th	1
11 th	8
12 th	6
13 th	5

**LSSU Charter School*

The Fall Pre-College Invitational, open to all prospective pre-college students and parents, is scheduled for December 4 and we currently have 39 people registered.

Summer Camps

We offered six academic summer camps impacting 128 local students.

- *July 8-12** – Criminal Justice, Fire Science, and EMS 9 - campers
- July 15-17**-Engineering and Robotics Camp - 7 campers
- July 12** - DoD STEM Camp w/ Bay Mills – 30 campers
- July 23-25** – Go For Launch Camp – 42 students
- July 29-31** – Advanced Technology Academy Charter Camp - 32 campers
- August 5-9** – Aquatic Ecology and Fisheries Camp-8 campers

**New offering*

Charter School Visitation

We have traditionally hosted two charter school visits in the Fall semester. This year we increased visitation by adding two visits and serving a total of 89 students:

- October 3-5**– Icademy Global - 26 students, 5 chaperones
- October 21-22** – Bay City Academy – 10th grade 30 students, 4 chaperones
- October 29-30** – Charleton Heston Academy – 20 students 1 chaperone
- October 29** – North Central Academy – 13 students 11th/12th grade

GEAR UP

We are increasing our access to local schools through our GEAR UP efforts. We have enrolled 16 new students at:

Malcom High School	12
Rudyard High School	2
DeTour High School	2

There have been a combined six workshops and one college visit. We are offering the GEAR UP Career & College Clubs Curriculum at DeTour High School with plans to deliver at Malcom High School and we have an exploratory interest meeting with North Central Academy.

Suggested Action/Motion:

N/A

President's Recommendation:

N/A



Enrollment Management Report

November 22, 2024

Agenda Item #5: Financial Aid Update

Information

Action

Discussion

Purpose:

The purpose of this information is to provide an update on the progress in the area of Financial Aid.

Background:

Free Application for Federal Student Aid (FAFSA)

The US Department of Education announced in late August that the 2025-26 Free Application Federal Student Aid (FAFSA) will be available to limited groups of students in a series of beta tests that started October 1, before becoming available to all students and contributors on or before December 1. While this represents an improvement over last year's release it is still two months later than the tool has been historically released. To date all reports have been positive with the output (Institutional Student Information Records - ISIRs) being delivered to schools identified in the beta group in the traditional 3-5 days of completion rather than weeks.

No major changes were made to the FAFSA for this upcoming year. During the first round of testing, the US Department of Education "did not uncover any critical bugs". Currently, there is not a timeline announced for when institutions will receive ISIRs (data from FAFSA used for awarding purposes) after December 1. Our goal will be to begin processing as soon as the data begins to arrive and the updates in Banner are complete.

As of August 2, 2024, 49% of the high school class of 2024 submitted the FAFSA – a 9.9% decrease from the same time last year, according to the National College Attainment FAFSA Tracker.

Tuition Free Sourcing

There are always narratives associated with the cost of college and the desire to minimize tuition costs for the most economically challenged students. Thirty-eight percent of our student body is Pell-eligible and 52% are identified as low income. Per policy Lake Superior State University allows students to be aided for direct and indirect costs up to, but not exceeding, the Cost of Attendance (COA). The most common narrative focuses on the cost of tuition (direct cost). Students attending tuition free are sourced from State, LSSU, Foundation, and Institutional grants and scholarships.

Tuition Free Source	Students	Percent Degree Seeking
State Aid		
Michigan Indian Tuition Waiver	92	6.8%
Tuition Incentive Program Phase I	143	10.5%
Total State	235	15.3%
LSSU Foundation Aid		
Phil Hart Memorial Scholarship	11	
Kurt Mary Brammer	2	
Fletcher Scholarship	6	
Les Cheneaux Community Schools	3	
Total Foundation	22	1.4%
Institutional Aid		
Laker Edge	3	
 Total Tuition Free – 1 Source	 260	 19.2%

Students who qualify for full Pell Grant eligibility and the Michigan Achievement Scholarship receive \$12,950 per year and current tuition is \$13,968 so that combination of federal and state aid does not cover (-\$1,118) our full tuition costs.

Currently, there are 84 (6.2% of degree seeking) students receiving the full Pell Grant and the Michigan Achievement Scholarships.

Suggested Action/Motion:

N/A

President’s Recommendation:

N/A