



Enrollment Management & Student Success Report February 21, 2025

Agenda Item #1: Dashboard

Information

Action

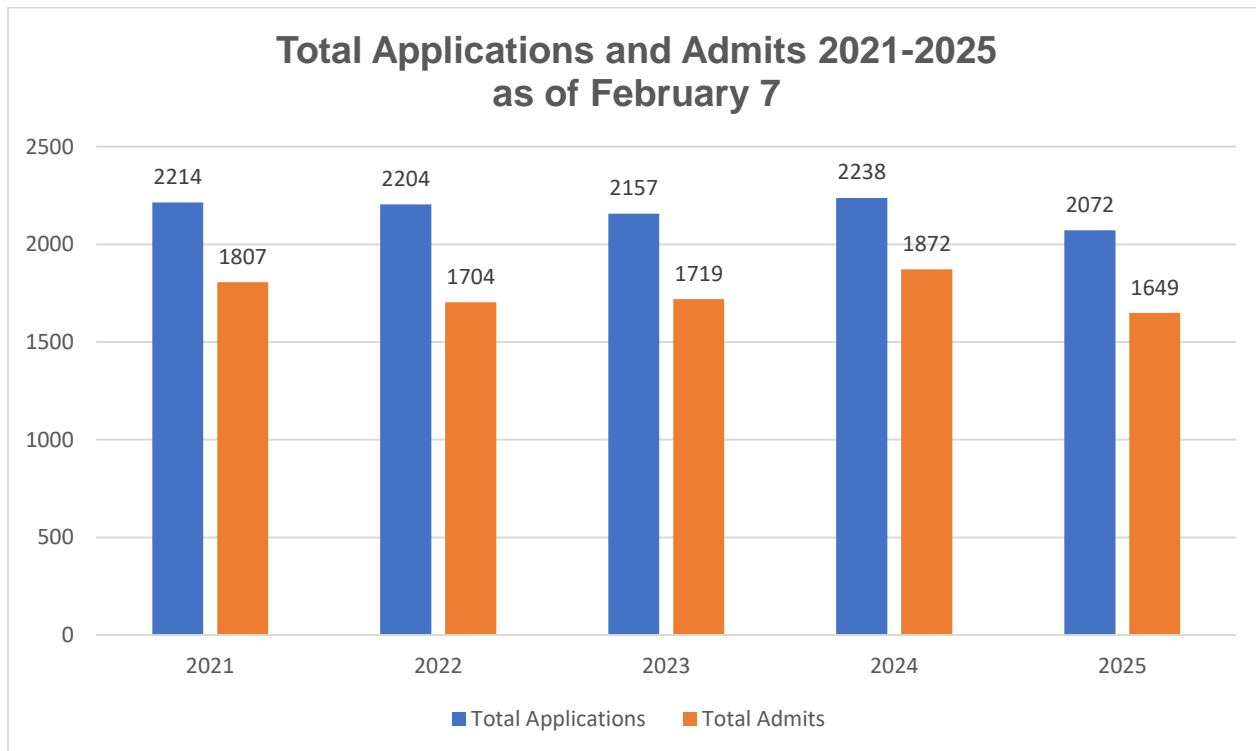
Discussion

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 Fall 2021 – Fall 2025 activities as of February 7.



Total First Time in Any College (FTIAC) Applications and Admits 2021-2025 as of February 7

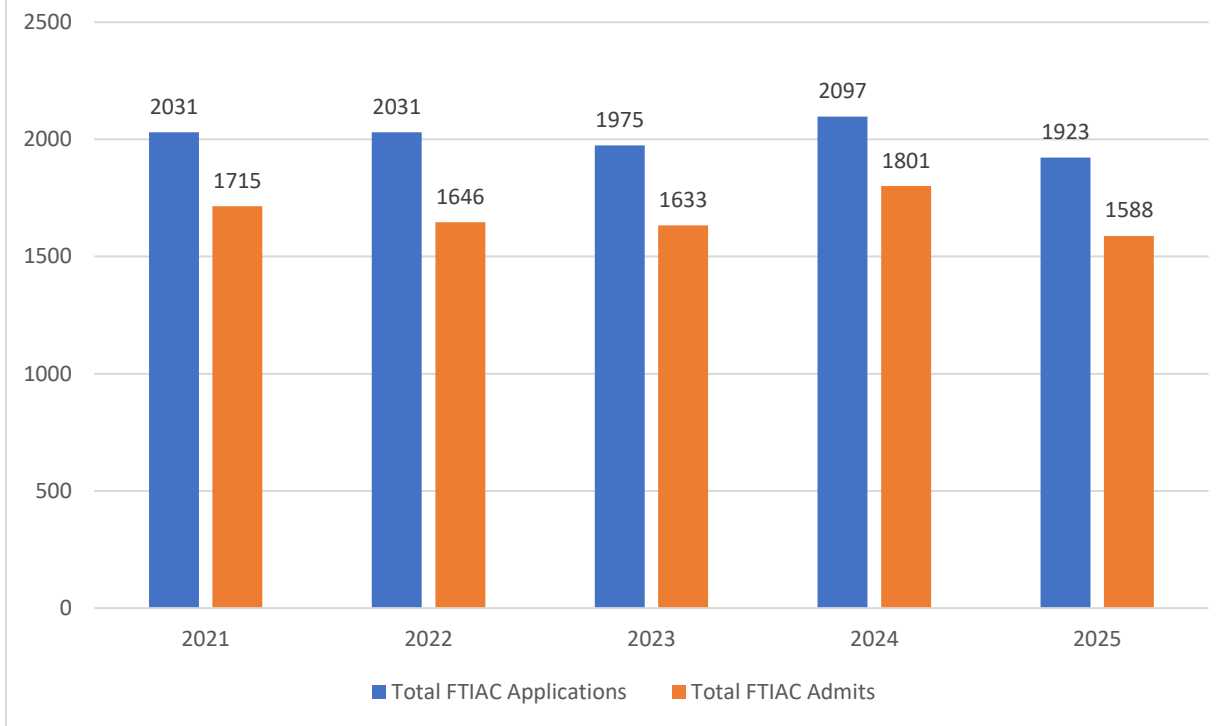


Table 1.A. First-to-Second Year Retention Rate

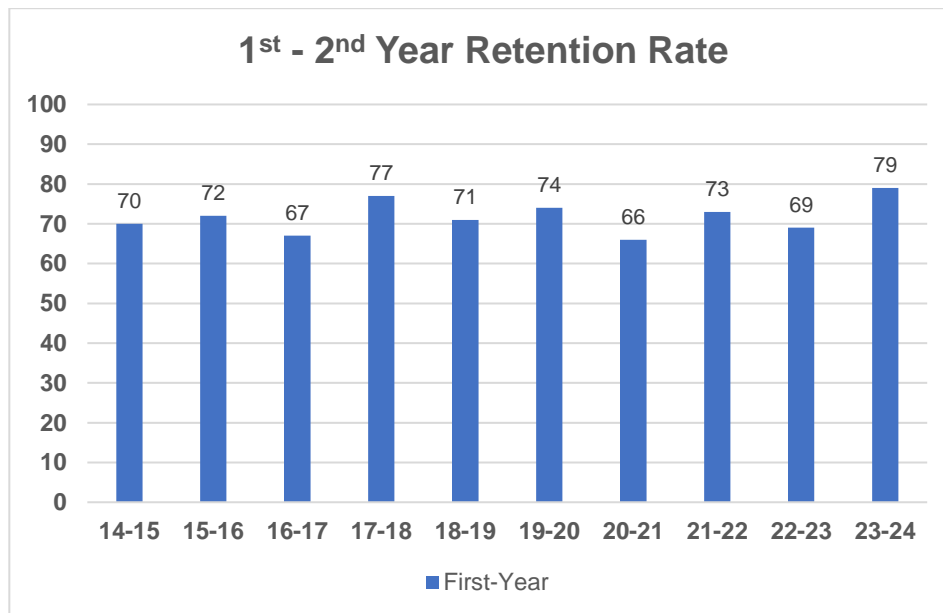


Table 1.B. Retention Rates by Demographic Characteristics

| | 17-18 | 18-19 | 19-20 | 20-21 | 21-22 | 22-23 | 23-24 |
|---|------------|------------|------------|------------|------------|------------|------------|
| 1st – 2nd Year All | 77% | 71% | 74% | 66% | 73% | 69% | 79% |
| Male | 76.0% | 68.2% | 70. 5% | 65.0% | 71.0% | 65.4% | 82.4% |
| Female | 77.8% | 73.1% | 77. 2% | 69.8% | 73.0% | 73.1% | 75.7% |
| First-Generation | 71.8% | 67.0% | 69. 3% | ** | ** | ** | 56.4% |
| Not First-Generation | 82.2% | 74.9% | 80. 7% | ** | ** | ** | 86.9% |
| Low-Income | 68.4% | 63.9% | 71. 9% | 57.5% | 64.1% | 63.7% | 75% |
| Not Low-Income | 87.4% | 79.5% | 77. 5% | 80.2% | 78.8% | 75.7% | 84.6 |
| Native American | 68% | 69% | 54. 6% | 80% | 100% | 57.1% | * |

Source: IPEDS, LSSU Institutional Research

*Census day is October 1.

Table 1.C. Housing Occupancy for Fall 2024

| Hall | Capacity | Student Occupants | Staff Occupants | Empty | % Occupied |
|-----------------|--------------|-------------------|-----------------|------------|------------|
| Brady | 181 | 120 | | 61 | 66.3% |
| Chippewa East | 11 | 7 | | 4 | 63.6% |
| Chippewa West | 10 | 5 | | 5 | 50% |
| Easterday East | 7 | 2 | | 5 | 28.6% |
| Easterday West | 7 | 4 | | 3 | 57.1% |
| Erie North | 10 | 3 | | 7 | 30% |
| Erie South | 10 | 6 | | 4 | 60% |
| Hillside North | 9 | 0 | | 9 | 0% |
| Hillside South | 9 | 0 | | 9 | 0% |
| Huron East | 11 | 5 | | 6 | 45.5% |
| Huron West | 11 | 4 | | 7 | 36.4% |
| Laker | 13 | 11 | | 2 | 84.6% |
| Moloney | 67 | 26 | 5 | 36 | 46.3% |
| Neveu | 39 | 21 | 2 | 16 | 59% |
| Ontario East | 10 | 0 | | 10 | 0% |
| Ontario West | 12 | 0 | | 12 | 0% |
| Osborn Large | 171 | 96 | | 79 | 56.1% |
| Osborn Small | 55 | 0 | | 55 | 0% |
| Student Village | 268 | 135 | 1 | 133 | 50.4% |
| Townhouse | 120 | 77 | 6 | 37 | 69.2% |
| TOTAL | 1,031 | 522 | 14 | 458 | 52% |

Source: University Housing Office

Suggested Action/Motion:
N/A

President's Recommendation:
N/A



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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:

The months of December, January, and February are increasingly sparse as it relates to sanctioned and unsanctioned recruitment fairs as well as access to high school visitation. Since the last Board meeting, we completed 16 high school visits with 2 high school-initiated cancellations for lack of sign-ups and had presence at 3 Recruitment Fairs. Also, we participated in:

- Michigan College Access Network Showcase
- Detroit College Onsite Day
- Traverse City Takeover – Superior Ice Showdown
- Boreal Robotics Competition (CA).

During this period Lake Superior State continues to operate our daily visitation program for individuals and groups. Since the last board meeting, we have hosted 77 prospective students, 145 guests, 16 group visits with 357 students and guests, as well as a two-day dedicated visit for our charter school partner American International Academy (15 students and 3 chaperones).

Also, we hosted two Admitted Student College based Academic Showcases:

- 12/06/2024 - College of Business, Engineering, Math & Computer Science - 12 students
- 01/17/2025 – College of Great Lakes Ecology and Education - 11 students

**Only 1 of these students has registered for orientation to date.*

- The College of Health and Emergency Responders was slated for 2/7/2025 but had to be rescheduled because of weather.
- The College of Arts and Sciences and Health and Emergency Responders will now both hold their College Showcases on 2/21/2025.

Across these months admissions activity focuses on preparation, cultivation, and processing. The admissions narrative to date for the Fall 2025 recruitment cycle has been that of volatility and lagging application activity. As of December 1, 2024 nine of the fifteen public institutions reported to the Michigan Association of State Universities (MASU) lagging application activity with particularly significant shortfalls across Northern Michigan. As of December, Lake Superior State was tracking at 9.9% behind 2024. While February 1 is also a required reporting date only 5 institutions have submitted data. LSSU is running 7.4% behind in total applications and 11.9% behind in total admits, while 9% behind in FTIAC applications and 13.4% behind in FTIAC admits. There is wide scale discussion about the potential impact the onset of free community college in Michigan is having on these processes.

We will host a Spring Open House on Saturday, April 12 and Registration for Fall 2025 orientation opened on January 6 and we currently have 49 students registered.

Also, we have begun having very productive conversations with Sault College in Sault Ste. Marie Ontario concerning combined recruiting efforts and how their international division can possibly make referrals to Lake Superior State as well as hosting a launch fair in March for the increasing number of students interested in a 2+2 transfer.

Suggested Action/Motion:

N/A

President's Recommendation:

N/A



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Agenda Item #3: Spring Enrollment

- Information
 Action
 Discussion

Purpose:

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

Background:

While Fall is the most prominent of the intake cycles, we do have three other opportunities for students to begin their academic journeys: Winter, Spring, and Summer terms. Given we offered no academic classes in Winter term it was cancelled as an enrollment opportunity. Spring is the most significant of these remaining terms and we hosted 25 new students for the Spring 2025 New Student Orientation session and onboarded 49 total new students (FTIAC, Transfer, and Readmit).

| Spring New Student Registration as of 2/7 | 2023 | 2024 | 2025 |
|---|-----------|-----------|-----------|
| FTIAC | 8 | 7 | 9 |
| Transfer | 26 | 36 | 25 |
| Readmit | 23 | 23 | 15 |
| Total New Students | 57 | 66 | 49 |

As we collectively work to maximize persistence there was an enrollment trend from Fall to Spring that is of critical note. A traditional pattern of students exiting the university results in the largest number of students exiting as freshmen and declining as academic standing increases. As the table below demonstrates we had more seniors not return to the university for spring 2025 than any other category of students. This is the second consecutive year where upper division students exceeded lower division students in not returning Fall to Spring terms. Total enrollment for Spring 2025 is at 1,362.

| | Freshmen | Sophomore | Junior | Senior | Total |
|---|----------|-----------|--------|--------|-------|
| Student Registered Fall/ Not Registered for Spring | 16 | 14 | 11 | 22 | 63 |

Suggested Action/Motion:
N/A

President's Recommendation:
N/A



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Agenda Item #4: Pre-College Profiles and Activities

Information

Action

Discussion

Purpose:

The purpose of this information is to provide an update on the progress associated with 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, Gear UP, Eastern Upper Peninsula Intermediate School District engagement and charter school relations.

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. In December we signed Island Lakes High School, in the Northern Lower Peninsula, to a contract bringing us to 12 partner High Schools.

Spring 2025 there are 144 students registered in one or more classes and an additional 46 students enrolled in a year- long course (190 students total). Spring Enrollments are distributed as follows:

| | |
|-------------------------------------|--|
| Brimley High School | 9 |
| *Charlton Heston Academy | 18 |
| *DeTour High School | 13 |
| Engadine Area Schools | 5 |
| Les Cheneaux Community (Cedarville) | 3 |
| Newberry | 3 |
| Pickford High School | 1 |
| Rudyard High School | 13 |
| Sault High School | 79 (plus 46 completing a year-long course) |

Distribution by Grade

| | |
|------------------|----|
| 9 th | 4 |
| 10 th | 15 |

| | |
|------------------|----|
| 11 th | 40 |
| 12 th | 80 |
| 13 th | 5 |

Early Middle College Total - 21 students

| | |
|--------------------------|---|
| Brimley High School | 6 |
| *Charlton Heston Academy | 5 |
| Engadine Area Schools | 1 |
| Pickford High School | 1 |
| Sault High School | 8 |

Distribution by Grade:

| | |
|------------------|---|
| 10 th | 4 |
| 11 th | 7 |
| 12 th | 5 |
| 13 th | 5 |

**LSSU Charter School*

GEAR UP

We are continuing to increase our access to local schools through our GEAR UP efforts. We have enrolled 7 new students at:

| | |
|---------------------|---|
| Malcom High School | 2 |
| Rudyard High School | 5 |

There have been a combined five workshops and one college visit since the last reporting period. We are offering the GEAR UP Career & College Clubs Curriculum at DeTour High School and at Malcom High School and have delivered Financial Literacy workshops in a new partnership with 4Front Credit Union.

Eastern Upper Peninsula Intermediate School District (EUPISD) Events

Our partnership with the EUPISD endeavors to ensure all district students spend quality time on the Lake State campus.

Events Hosted

- November 7 – Math Modeling Competition – 72 students
- November 23 – First Lego League Challenge – 29 students
- December 12 – EUP Regional Science and Engineering Fair – 222 students

Upcoming Events

- March 11 – EUP Fine Arts Day
- March 12 – Pi Day
- March 15 – History Day
- March 20-22 – FIRST Robotics

Charter School Visitation

Charter School visitation is increasingly spreading across the calendar. We hosted American International Academy (15 students and 3 chaperones) overnight January 23-24, 2025. Planning for the heavy visitation season (May - June) is well underway.

Suggested Action/Motion:

N/A

President's Recommendation:

N/A



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Agenda Item #5: Financial Aid Update

Information

Action

Discussion

Purpose:

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

Background:

The Free Application for Federal Student Aid (FAFSA) traditionally becomes available to students on October 1 of the recruitment cycle and institutions begin receiving Institutional Student Information Records (ISIRs) in November which enables us to create financial aid packages for students, which normally initiated in December for Lake Superior State.

In the 2023-2024 cycle the FAFSA was not available until December 31 and reliable ISIRs did not arrive to institutions until April which meant packaging occurred in May and June.

In the 2024-2025 cycle the FAFSA opened December 1 and we began receiving ISIRS later in December which enabled us to begin packaging in January 2025.

Given these circumstances there are no relevant year-over-year comparisons so what follows is merely a statement of where our processing stands as of February 7:

- 923 FAFSAs received
 - 532 Incoming Students
 - 391 Continuing Students
- 1049 individual communications to incoming Admitted students concerning FAFSA
- 29 individual communications regarding problematic FAFSA data entry

Financial Aid Appeals Committee

The Financial Aid Appeals Committee reviews appeals for students who have lost access to their federal financial aid for one of the following reasons:

- Their cumulative GPA falls below 2.0
- They have not earned 67% of the total credits attempted

- They have attempted more than 150% of the credits required for the degree

Students are required to not only document the circumstances that impeded their academic success, but also to work in collaboration with their academic advisors to develop a reasonable plan for academic recovery.

The Committee shepherded 16 students through the process during the beginning of the Spring term which resulted in the reinstatement of access to federal aid for everyone that applied.

Suggested Action/Motion:

N/A

President's Recommendation:

N/A



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Agenda Item #6: Personnel

Information

Action

Discussion

Purpose:

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

Background:

The Admissions Office was slated to have an Admissions Representative start in late September 2024. After accepting the job the candidate withdrew his acceptance and began a similar position at Ferris State University. Given the budget situation and the launch of the Fall 2025 recruitment season was underway we elected not to fill the position until January 2025.

Nicole Noblet, a Business Management LSSU alumni, from Escanaba Michigan has accepted the position and we are awaiting her background check finalization. She was slated to begin as an Admissions Representative on February 10.

Veronica White served as the Customer Relationship Manager Coordinator from January 2024 to January 2025. She elected not to continue her career at LSSU following maternity leave October – December 2024.

The CRM Coordinator is a very integral role in the Enrollment Services group as it requires an extensive training and an advanced skill set. The position also serves as the Designated School Official (DSO) for all incoming international students, which requires extensive SEVIS training. The position has been submitted to the Vacancy Management Committee for approval and as of yet it has not been posted for search.

Suggested Action/Motion:

N/A

President's Recommendation:

N/A



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Agenda Item #7: Housing & Food Base Rate – FY 2026

Information

Action

Discussion

Purpose:

The purpose is to establish the Housing & Food rates for fiscal year 2026.

Background:

Administrators at Lake Superior State University annually propose a base rate for Housing and Food (H&F) for the Board of Trustees to consider and approve. The H&F base rate refers to the standard price that students are charged for their accommodations and meals. This rate covers a year of occupancy in a double occupancy room (or split quadruple) in Brady Hall, a traditional residence hall, and a meal plan that covers regular meals throughout the academic year. It serves as a starting point for calculating the total cost of attendance for students, which can vary based on factors like room type and meal plan choices. Below are the recommended base rates for fiscal year 2026.

Proposed Housing Base Rate

For fiscal year 2026, the proposed Housing Base Rate is \$5,603.50. This proposal is unchanged year-over-year for a second consecutive year. The flat rate for Housing is a strategic decision with three purposes: First, it distinguishes LSSU from its peer institutions, which typically increase prices each year. In fiscal year 2025, for example, sister state universities in Michigan increase H&F rates between 3.2%-6.9%. Second, prices need to be competitive and reasonably priced, particularly given the age of the housing inventory. Third, it creates a meaningful talking point for being cost-conscious and provides a comparative price advantage over our primary competitor institutions, Ferris State (\$11,500 for fiscal year 2026), \$12,600 Northern Michigan (\$12,500 for fiscal year 2025), Central Michigan (\$12,200 for fiscal year 2026) and Saginaw Valley State (\$12,500 for fiscal year 2026).

Based on projections, the Housing revenue would be approximately \$4.148M, an increase of approximately \$300,000 over fiscal year 2025. Assumptions undergirding the projections and recommendation for the Housing price are:

- a. The base rate of \$5,603.50 applies for FTIAC students only, most of whom will be in Brady Hall.
- b. The fall opening count would be 507 students, of whom 115 will be FTIAC.
- c. Osborn Hall goes offline but would be available for groups. This should create savings for custodial labor and some utilities.

- d. More rooms will be available as singles in the Student Village with Osborn Hall going offline.
- e. Rates for a room in the Student Village are adjusted to match those of the Townhouses, based on kitchen amenities and space (The Village matched the Row Houses in the current fiscal year).
- f. Rates for Townhouses, Row Houses, and most apartments stay flat. There is a \$1,000 decrease for private apartments.
- g. Rentals by external parties would not likely be feasible given directing of students to Village, Apartments, and Townhouses.

Proposed Food Base Rate

At the writing of this report, Dr. Beazley is negotiating meal plan modifications to create a more favorable daily rate and array of options for upper class students to use for campus meal plans. Negotiations may result in an annual increase between 3.5%-5.5%. The lower end of 3.5% increase would result at a base price of \$6,060, or \$204.50 year-over-year. For purposes of planning and advertising a rate for fiscal year 2026, though, the proposed Food Base Rate is an increase of up to 5.5%, or up to \$322, at \$6,177.50.

In summary, for fiscal year 2026, The proposed Total Base Rate is \$11,781, which represents a net increase of 2.81% (\$322) year-over-year for Housing & Food costs. The proposed rate is comprised of a 0% change of the Housing Base Rate \$5,603.50 and an increase of up to 5.5% for the Food Base Rate of up to \$6,177.50.

Table 2.A below shows the costs for Housing & Food per semester looking in the Fall 2025 and Spring 2026 columns. The annual costs are represented in the Total H&F, in the rightmost column.

Table 2.A. Semester and annual Housing & Food Costs

| | Fall 2025 | Spring 2026 | Total H&F |
|----------------|-------------------|--------------------|----------------------|
| Housing | \$2,892.00 | \$2,711.50 | \$4,900.00 |
| Food | \$3,188.50 | \$2,989.00 | \$6,177.50 |
| Total | \$6,080.50 | \$5,700.50 | \$11,781.00 |

Table 2.B provides a history of the housing and food base rate increases over the last decade. Overall price increases for housing and food are up 28.05% in the last decade. The average annual increase over the same period of time is approximately 2.85%.

Table 2.B. Historical Housing & Food Rate Increases

| FY | %Δ | Total |
|-----------|-----------|--------------|
| 2025 | 5.12% | \$11,781 |
| 2024 | 4% | \$11,207 |
| 2023 | 2.75% | \$10,776 |
| 2022 | 2.004% | \$10,488 |
| 2021 | 2.004% | \$10,282 |
| 2020 | 3.004% | \$10,080 |
| 2019 | 3.01% | \$9,786 |
| 2018 | 1.604% | \$9,500 |
| 2017 | 1.631% | \$9,350 |
| 2016 | 3.384% | \$9,200 |

Suggested Action/Motion:

The President recommends that the Board approve the Housing & Food Base Rate at \$11,781 comprised of the Housing Base at \$5,603.50 (0% change) – and the Food Base rate at \$6,177.50 – up to a 5.5% year-over-year increase – for Fiscal Year 2026.

President’s Recommendation:

Approval of the presented motion.



Enrollment Management & Student Success Report February 21, 2025

Agenda Item #8: Student Affairs Update

Information

Action

Discussion

Purpose:

This item provides a general update of Student Affairs operations and programs.

Background:

The Division of Student Affairs works to create a greater sense of belonging and community among all students, faculty, and staff. Among top priorities for the Division are increasing retention from first-to-second year and promoting persistence to graduation, generating revenue through auxiliary units, boosting student engagement, and collaborating across campus to support students' needs.

Retention & Engagement

Laker Success continues its work with early alerts in collaboration with the Academic Success Team funded by the Title III Grant. During the Fall 2024 semester, Laker Success conducted 21 programs, with 725 attendees – 414 of whom (57.1%) were unique participants. Data indicate a 95% retention success rate for cohort members who worked with peer mentors or Laker Success Program administrators. Data also indicate an 81% persistence success rate for students who were identified by the early alert process, of which Laker Success received 122 in the Fall Semester. In the current academic year, 18 unique students contacted Laker Success for themselves to request academic, social, and/or financial support.

The highest attended event during the Fall 2024 was Exam Slam, a collaborative event in the Shouldice Library in partnership with the Academic Success Center the weekend before Finals. More than 300 student attended sessions hosted by Tutoring and Supplemental Instruction (SI), participated in study groups, enjoyed brain food, or relaxation stations.

Campus Life & Engagement

In pursuit of our goal to enhance student engagement through diverse programming initiatives, the Campus Life Department has continued to clarify and define the policies for Registered Student Organizations (RSOs) and develop even more open communication with RSO Advisors. Among programs from the Campus Life office in Fall 2024 were a Thanksgiving Dinner and a Holiday Tree Decorating Contest. The Thanksgiving Dinner gave a sense of community and care to students who

were either unable to travel home or did not have a place to celebrate the holiday. Sodexo prepared 25 meals with separate hot and cold items for easy reheating, which were distributed the evening before Thanksgiving. This initiative not only met students' physical needs but also fostered emotional well-being, offering comfort and connection during the holiday season. Twelve departments engaged in friendly competition, showcasing their creativity in the Holiday Tree Decorating Contest. Final judging occurred on December 8th, 2023, with three winning teams announced at the Tree Lighting event. Each victorious team received a small trophy for their office, fostering both festive spirit and spirited competition.

Already this semester, Campus Life hosted the 3rd Annual Winterpalooza. The event reached new heights by relocating to the Norris Center and opening participation to community members, local businesses, volunteer organizations, and religious groups. This strategic growth, inspired by record-breaking attendance at Winterpalooza, resulted in 68 reserved tables and 136 students in attendance, more than doubling our previous capacity. In partnership with Sodexo, we also provided Laker Chips as a meal swipe option, with Campus Life covering costs for students without meal plans, further enhancing the event's accessibility and appeal. Below are planned initiatives for Spring 2025:

1. **Campus Photography Contest:** The Campus Life Photography Contest will occur in February 2025. This social and interactive event will enable students to share their present and history of our campus through the lens of photography. Winning images will be added to the series of collages in the Cisler Student Center.
2. **Snowshoes & Snacks (A Winter Event):** Campus Life and CFRE will pair up for a second year for Snowshoes & Snacks.
3. **Cross Country Skiing at Northwoods Christian Camp:** This event promotes mental health by combating the effects of seasonal affective disorder, encourages physical wellness through an active outdoor experience, and fosters Laker Pride by offering a unique opportunity for students to connect and create lasting memories. Transportation will be provided, and while the university covers all costs, a \$2 reservation fee will secure each participant's spot and ensure accurate equipment planning.
4. **Snowman Burn,** one of LSSU's signature events, will occur on March 20, 2025. The event is open to the public.
5. **Anchors Aweigh** is the final bash before students hoist anchor and depart for the summer.

Housing & Residence Life

Wellness Services

On January 1, 2025, Dr. Beaulieu officially assumed the role of our new collaborating physician, taking over the responsibilities previously held by Dr. Tetzlaff. Dr. Beaulieu is currently the Chief Medical Officer at Helen Newberry Joy Hospital, Luce County Medical Examiner and Medical Director for the LMAS District Health Department. We are excited to have him join our team.

The HCC has formed partnership with the Department of Emergency Health and First Responders, specifically collaborating with the Nursing Department, to implement nursing student rotations within the HCC. This initiative aims to provide nursing students with hands-on clinical experience, allowing them to work alongside their instructors and healthcare professionals in a clinical setting. Through these

rotations, students will gain invaluable insights into patient care. This collaboration not only enhances the educational experience for nursing students but also strengthens the overall capacity of the HCC to deliver high-quality health services.

The HCC is working closely with the Athletic Trainers to improve the process of conducting physical examinations for our athletes. By streamlining scheduling and enhancing compliance with health regulations, we aim to create a more organized and efficient system. This effort will not only provide a smoother experience for the athletes but will also ensure their health and readiness.

At the beginning of January, we implemented a price adjustment for all external contracts related to pre-employment and CDL/DOT physicals. The new pricing will reflect an increase of \$10 to \$12 for each service. Additionally, we also adjusted the pricing for all self-pay services, which will see an increase of \$5 to \$10 per service.

Since July 1, 2024, the HCC has welcomed 331 new patients, including LSSU students, staff, and members of the general community, with 60 Coast Guard members and their families.

Challenges:

Our newly appointed provider (Abigail Parker) currently serves our patients two days a week, and her schedule is filling up rapidly. To better meet the needs of our patients, we are looking to add an additional day to her schedule in the near future. By moving toward a full-time position for her, we can not only enhance the quality of care we offer but also ensure consistent coverage during vacations and sick days. This strategic adjustment would greatly benefit both our provider and our patient population, fostering a more stable and responsive care environment.

Future HCC Initiatives: The HCC is hoping to pursue a merger with the counseling center, envisioning a comprehensive health services operation under one roof. This initiative aims to create a welcoming and supportive environment for our students, free from stigma. By integrating these essential services, we will enhance the efficiency of the scheduling process, making it simpler and more accessible for all students seeking care.

Suggested Action/Motion:

N/A

President's Recommendation:

N/A