

# WESTERN WASHINGTON UNIVERSITY ITEM SUBMITTED TO THE BOARD OF TRUSTEES

**TO:** Members of the Board of Trustees

**FROM:** President Sabah Randhawa on behalf of Melynda Huskey, VP for Enrollment and Student Services

**DATE:** August 23, 2019

**SUBJECT:** Admissions and Enrollment Report

**PURPOSE:** Discussion Item

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## I. Enrollment

### First Year Students

The Admissions team continues to manage last minute applications and late commitments, as we work to bring in the incoming class of new students for Fall 2019.

Despite a decline in the number of applications and several market challenges this year, our admissions team--with the help of many throughout the university--expects to mitigate losses to target enrollment numbers. We anticipate enrolling a class of approximately 3075, thanks to attentive management of the admissions funnel and some pre-emptive steps to increase yield. External factors which contributed to the decline in applications include an overall decline in the number of graduates from the state's high schools, as well as the launch of the Seattle Promise program—offering free community college options to graduates of Seattle public schools. Additionally, there was significant movement by the University of Washington to admit students from their waitlist, putting pressure on our ability to retain some students who had originally confirmed their intent to enroll at Western.

We continue to deploy activities and outreach to help *freeze* this summer melt phenomenon. In close partnership with University Residences, Financial Aid, New Student Services & Family Outreach, Academic Advising, Digital Media Center, and others, we continue to broadcast messages via email, web, text, and Facebook Live to prompt students to take care of important next steps. We are also engaging heavily through our social media channels.

as of July 31

	<b>Fall 2017</b>	<b>Fall 2018</b>	<b>Fall 2019</b>	<b>Change (n) Fall 2018-Fall 2019</b>	<b>Change (%) Fall 2018-Fall 2019</b>
<b>Applied</b>	11239	11114	10501	-613	-5.5%
<b>Confirmed (not Withdrawn)</b>	3278	3305	3294	-11	-0.3%
<b>Enrolled*</b>	3111	3145	TBD	TBD	TBD

Additional details about the cohort of confirmed students as of July 31:

	<b>Fall 2018</b>	<b>Fall 2019</b>	<b>Difference (n)</b>	<b>Difference (%)</b>
Running Start	1361	1386	25	1.8%
<i>RS as Perc. of Class</i>	<i>41.2%</i>	<i>42.1%</i>	<i>N/A</i>	<i>N/A</i>
Students of Color	961	1028	67	7.0%
<i>SOC as Perc. of Class</i>	<i>29.1%</i>	<i>31.2%</i>	<i>N/A</i>	<i>N/A</i>
First-Generation	968	984	16	1.7%
<i>FG as Perc. of Class</i>	<i>29.3%</i>	<i>29.9%</i>	<i>N/A</i>	<i>N/A</i>
Washington Residents	2808	2803	-5	-0.2%
<i>WA Res as Perc. of Class</i>	<i>85.0%</i>	<i>85.1%</i>	<i>N/A</i>	<i>N/A</i>
International	16	14	-2	-12.5%
<i>Int'l as Perc. of Class</i>	<i>0.5%</i>	<i>0.4%</i>	<i>N/A</i>	<i>N/A</i>

### Transfer Students

Transfer applications and confirmations are down for this fall, but we continue to take aggressive steps to admit late transfer applicants and pursue a variety of yield tactics. Overall, the community and technical college sector in the state continues to experience enrollment declines that are typical during periods of economic growth. That translates directly to our enrollment. We will engage with key stakeholders to identify opportunities to support prospective transfer students and our community college partners and to develop strategies to meet Western's enrollment goals for transfers.

as of July 31

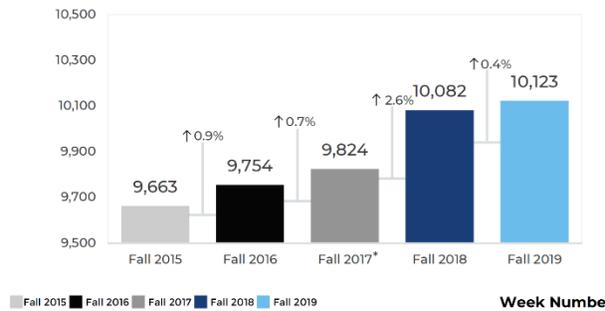
	Fall 2017	Fall 2018	Fall 2019	Change (n) Fall 2018 to Fall 2019	Change (%) Fall 2018 to Fall 2019
<b>Applied</b>	2484	2209	2068	-141	-6.4%
<b>Confirmed (not Withdrawn)</b>	1275	1199	1141	-58	-4.8%
<b>Enrolled*</b>	1039	1045	TBD	TBD	TBD

### Continuing Students and other Enrollments

Strategic efforts to enhance our retention of continuing students and recent banner years of new student enrollment have succeeded in growing that population of students for the coming year, as the graphs below suggest for our undergraduate student population.

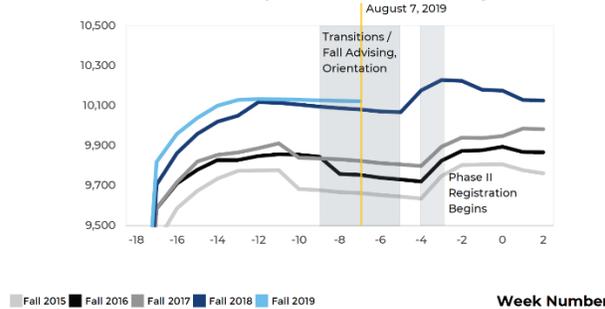
#### FALL WEEKLY ENROLLMENT 2019

##### State Funded Undergraduate Continuing Students



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##### State Funded Undergraduate Continuing Students



Of course, total enrollment includes not only new first-time freshman, transfers, and continuing students, but graduate students, postbaccalaureate students, and others. Last fall, Western's total enrollment was 16,121. Despite reductions in first-year and transfer applications and the potential impact of other schools going to their first-year wait lists, we are optimistic that we will enroll a student population of approximately 16,000 for the fall of 2019.

### **Recruitment for 2020**

We are continuing our work on the development of the new Constituent Relationship Management (CRM) software, Slate. It will enhance our ability to deliver timely and relevant content to students and other audiences (e.g. parents, school counselors). Our Communications Team is updating content in a wide range of mediums (e.g. web sites, publications, email correspondence), and our Admission Counselors are finalizing travel plans for the fall recruitment season. Western is already scheduled to be represented at numerous high school visits, college fairs, and community college programs in 9 states in the western region of the country (including at nearly every high school in the state).

Additionally, we are expanding outreach across a different number of online lead-generation services, enhancing our brand image and identity. As a result, our inquiry pool for fall 2020 is nearly 20% greater than the 2019 cohort on the same date.

## **II. Student Aid**

### **Washington College Grant Program**

Passage of the State of Washington Workforce Education Investment Act in April 2019 legislatively guaranteed state grant funding for all eligible students beginning with the 2020-21 school year. It increased the range of eligibility and changed the name of the Washington State Need Grant program to the Washington College Grant program. Effective 2020-21, the Washington College Grant program will expand to middle class families, increasing the eligibility threshold from 70% of state MFI (median family income) to 100% of state MFI. Grant eligibility is based on a sliding scale with awards prorated according to income level and family size.

Western disbursed \$18.1 million through the Washington College Grant program in 2018-19. Out of the 4,125 enrolled Washington College Grant-eligible students, there were 883 (21%) who could not be awarded, due to lack of state funding. Our Financial Aid department was very recently notified that Western's Washington College Grant allocation for the upcoming year is just over \$20 million, an increase of nearly \$2 million. We anticipate that there will still be unfunded students for 2019-20, but fewer of them because the Washington Student Achievement Council announced plans to serve an additional 6,000 unserved students statewide for the upcoming year. The full Washington College Grant award for 2019-20 is \$7,180, compared to \$6,771 in 2018-19.

All institutions that participate in the Washington College Grant program will receive benefit of expanded eligibility and increased funding. This will serve as a welcome relief for eligible students and for the institutions who serve them. However, Western will not gain a specific recruiting advantage over other Washington institutions from these programmatic changes, as the rising tide will float all boats: Western students will be funded in a manner proportionate to students attending other institutions across our state that participate in the Washington College Grant program.

### **Financial Literacy Program**

Plans are underway to expand financial literacy efforts on Western's campus. Financial literacy resources are currently provided through a number of areas, including Financial Aid, the Student Business Office, Career Services, and the Center for Economic and Financial Education. However, the need clearly exists to integrate and expand upon financial literacy resources to teach students how to make good financial decisions not only while they are students, but as graduates embarking upon their respective careers.

Financial Aid will reach out to students and to Western's campus to invite input and participation concerning the recommended content and delivery of financial literacy training. Joint financial literacy presentations for transfer and first year orientation sessions are being explored with the College of Business and Economics, as well as the potential for incorporating financial literacy education into FIG (Freshman Interest Group) clusters. In addition, online training options will be reviewed and programming implemented to target students who most need it and would prefer to explore on their own.

## **III. New Student Orientation**

### **Fall Advising and Orientation**

The New Student Services/Family Outreach is currently hosting the recently rebranded Fall Advising & Orientation Programs, and we are experiencing significant gains in the number of students and family members attending. By the end of our orientation sessions, we anticipate that approximately 130 more students and 500 more family members will participate in the programs compared to last year. We are optimistic about the increased level of engagement, undoubtedly spurred in some part by the renaming (formerly SummerStart). Space and human resources are being stretched to manage these larger programs, but the overall feedback is that the students and families are pleased with their experience.

### **Transitions Program**

We hosted 887 students and 350 of their family members in July, during our orientation programming for transfer and post-baccalaureate students. Those numbers are up slightly from last year.