

Undergraduate Recruitment and Admissions: Mid-Year Update

Overview

- Recap: Summer 2018
- Recap: Fall 2018
- Progress: Summer 2019
- Progress: Fall 2019
- How are we Trending?
- Questions

Recap: Summer 2018

Undergraduate	Summer 2015 Final	Summer 2016 Final	Summer 2017 Final	Summer 2018 Final	Difference from 2017	Difference from 2015
New	343	354	416	405	-11	62

Contributing Factors:

- Summer Bridge Program
 - 40 students (2016)
 - 76 students (2017)
 - 100 students (2018)
- Early Start Program
 - 7 students (2018)
- Decreases in Transfer and Transient Enrollment

Recap: Summer 2018

Summer									
Admit Type	2010	2011	2012	2013	2014	2015	2016	2017	2018
Traditional	52	31	23	15	17	10	52	94	126
Adult New	45	49	31	26	22	18	15	10	8
Adult Transfer	263	289	263	270	189	178	175	214	194
Post Bach	0	17	15	9	11	12	6	10	12
Transient	172	196	174	161	109	125	106	88	65
Total UG New	532	582	506	481	348	343	354	416	405
% Change	-	9.4%	-13.1%	-4.9%	-27.7%	-1.4%	3.2%	17.5%	-2.6%
Degree Seeking	360	369	317	311	228	206	242	318	328

Recap: Fall 2018

Undergraduate	Fall 2015 Final	Fall 2016 Final	Fall 2017 Final	Fall 2018 Final	Difference from 2017	Difference from 2015
New	1,389	1,296	1,389	1,288	-99	-99

Contributing Factors:

- Transfer Enrollment Decrease
- Adult/Nontraditional Enrollment Decrease

Student Type	Fall 2015	Fall 2016	Fall 2017	Fall 2018	% Decrease
Transfer	772	737	802	724	10.7%

Student Type	Fall 2015	Fall 2016	Fall 2017	Fall 2018	% Decrease
Nontraditional	48	37	50	30	66.7%

New Fall 2018*

Historical Comparison Transfer Enrollment

2015	2016	2017	2018
GA Perimeter-114	GA Perimeter-85	GA State- 68	GA State- 99
GA State-37	Atlanta Metro-39	Gordon-55	Gordon-39
Atlanta Technical-34	GA State-38	Atlanta Metro-53	GA Military-33
Atlanta Metro-28	Gordon-38	GA Military-31	Atlanta Metro-28
GA Military-27	GA Military-33	Kennesaw State-31	West GA-28
GA Piedmont-27	Atlanta Technical-29	GA Perimeter-28	Kennesaw State-24
Kennesaw State-24	Southern Cresent-27	GA Piedmont-25	Middle GA-21
Gordon-20	Kennesaw State-23	Atlanta Technical-23	Savannah State-21
GA Gwinnett-18	GA Gwinnett-22	Savannah State-23	Albany State-20
Southern Cresent-18	Savannah State-21	West GA-23	Atlanta Technical-17
			Southern Cresent-17
			GA Piedmont - 15

**Presented to Administrative Council on 11/6/18*



Opportunities and Strategies

- *Continue with Strategic Enrollment Management Plan Strategies (Launched 2017)*
- Achieve Atlanta Scholarship
- Limited Admissions Program Expansion
- Expand Partnerships with Corporations and Organizations
- Create Technical College Feeders
- Increased Communication to Inquiries

Progress: Summer 2019

	Summer 2017 <small>(As of 3/1/17)</small>	Summer 2018 <small>(As of 3/1/18)</small>	Summer 2019 <small>(As of 3/1/19)</small>	Difference from Summer 2018	Difference from Summer 2017
Applications	584	518	555	37	-29
Admitted	224	157	175	18	-49

Contributing Factors:

- Transient Applications (+25 applications)
- Freshmen Admission up slightly (+12 applications)

Progress: Fall 2019

	Fall 2017 (As of 3/1/17)	Fall 2018 (As of 3/1/18)	Fall 2019 (As of 3/1/19)	Difference from Summer 2018	Difference from Summer 2017
Applications	1,398	1,249	1,452	203	63
Admitted	429	331	386	55	-43

Contributing Factors:

- Freshmen Application up 16% (+162)
- *Atlanta Public School Applications Up 184% (+140)*
- Transfer Applications up 21% (+39)

How are we trending?

Fall Undergraduate	Applications 2016 (3/1/16)	2016 Final Enrollment	Applications 2017 (3/1/17)	2017 Final Enrollment	Applications 2018 (3/1/18)	2018 Final Enrollment	Applications 2019 (3/1/19)	2019 Enrollment Goals
New	1,299	1,296	1,398	1,389	1,249	1,288	1,452	1,410

How are we trending?



Questions?