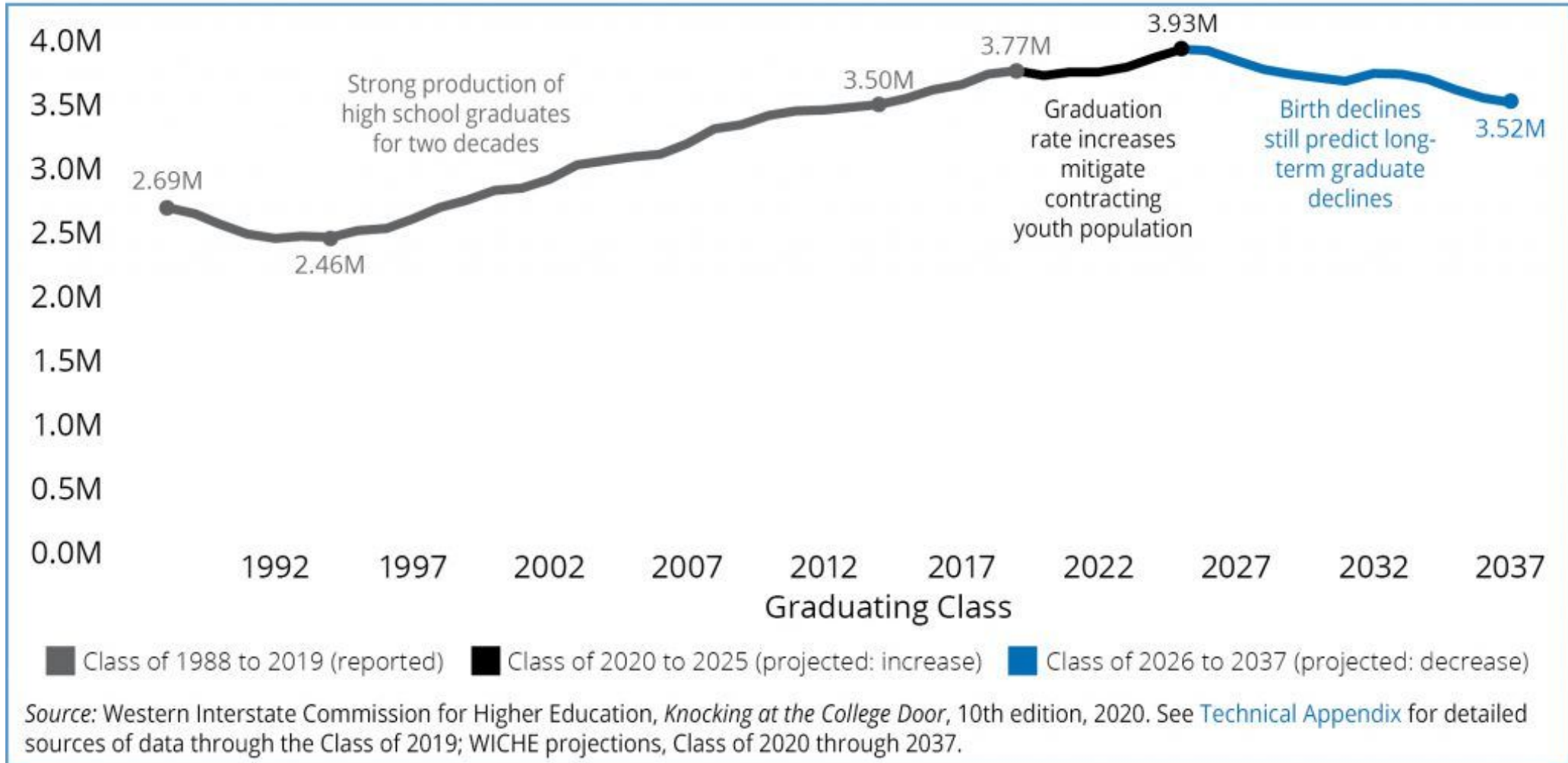


Events & Trends: Impacts & Implications for Enrollment

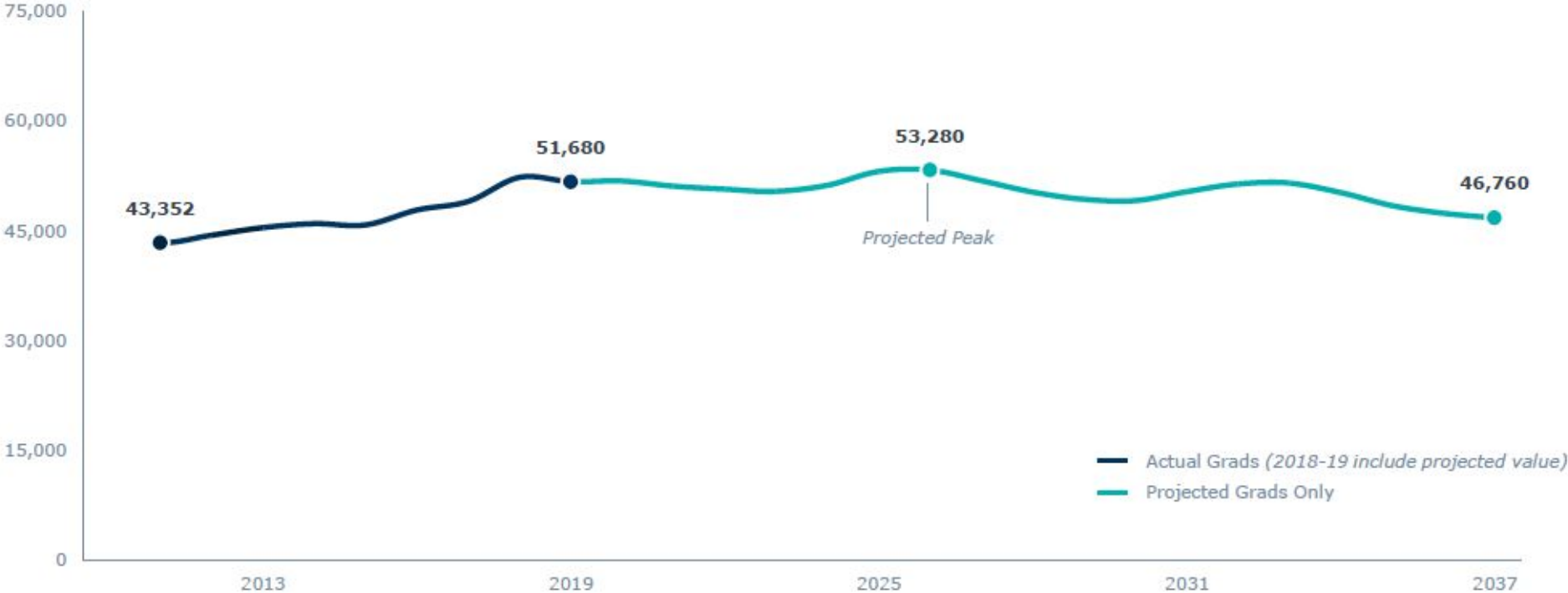
Dr. Kay Maurin, Chief Enrollment Management Officer
Anthony Ranatza, Director of Admissions



U.S. High School Graduates Projection



Louisiana High School Graduates Projection



High School Graduate Highlights

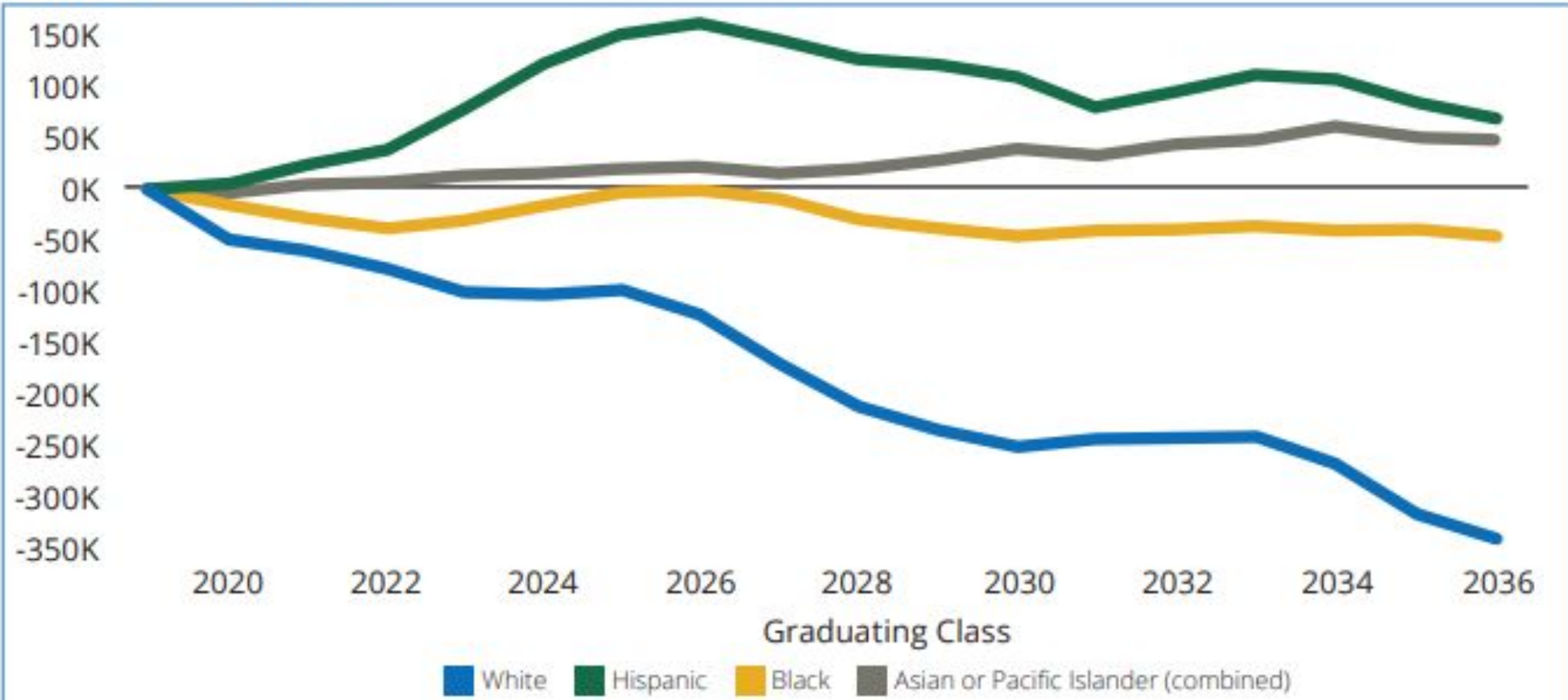
- 11%**
Projected change between 2018 and 2037
- 53.2k**
Projected peak of graduates in 2026
- 50.6k**
Average graduates projected between 2018 and 2037

Demographic Shifts

- 52%**
2019 projected share of **non-white** public graduates
- 60%**
2036 projected share of **non-white** public graduates



Figure 4a. Projected Change in Number Among U.S. Public High School Graduates Compared to 2019, by Race/Ethnicity

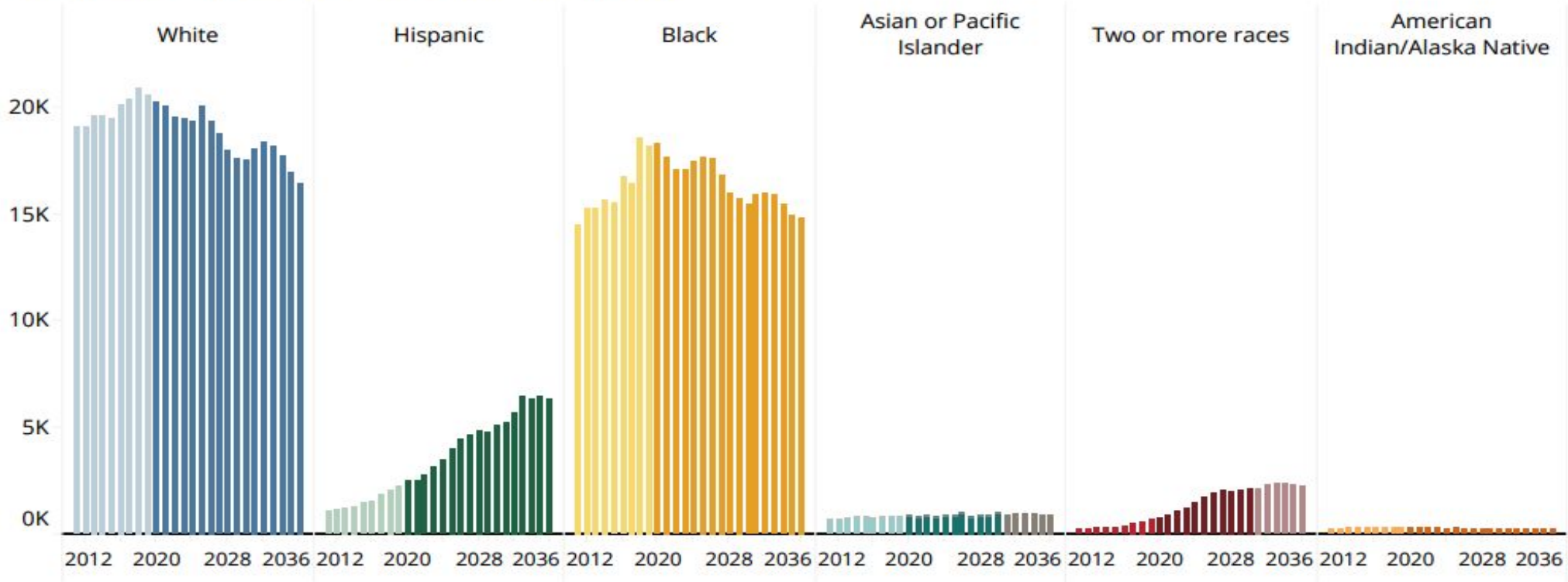


Source: Western Interstate Commission for Higher Education, *Knocking at the College Door*, 10th edition, 2020. WICHE projections and analysis.
Notes: Showing White non-Hispanic, Hispanic of any race, Black non-Hispanic and Asian/Pacific Islander (combined) non-Hispanic. Figure 5a shows additional race categories.



Louisiana Graduates Projection

Public High School Graduates by Race/Ethnicity



First Fully Projected Year, Class of 2020
 Click on a population below to highlight trends in the chart above

- White
- Hispanic
- Black
- Asian & NH/OPI
- Asian
- NH/OPI
- AI/AN
- Two or More Races
- Two or More Races Imputed

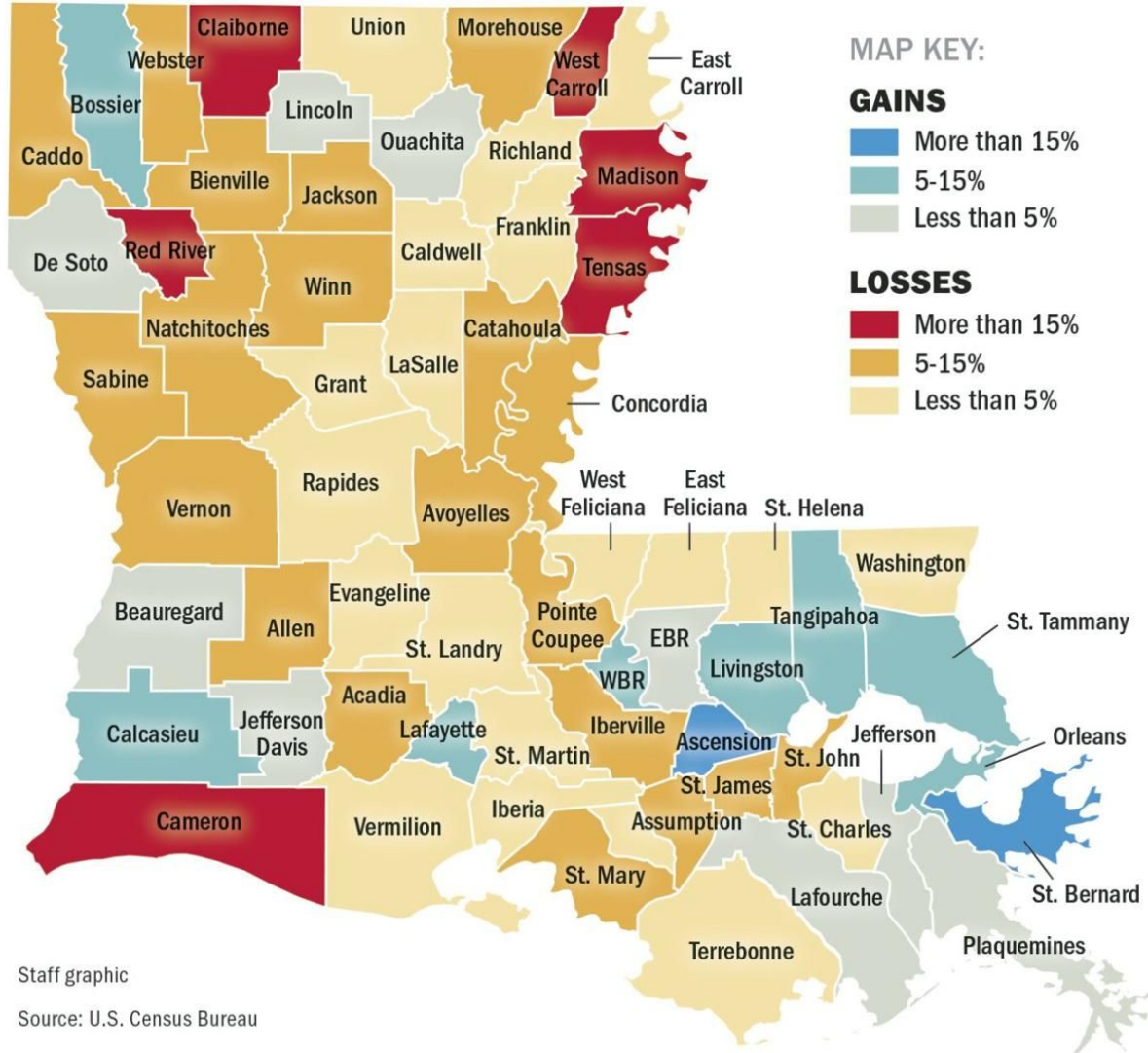
! Two or more race values for SY 2030-31 to 2035-36 are estimates and not a fully projected value. For Asian or Pacific Islander: In the years the detail is available, the number that are Asian or Native Hawaiian/Other Pacific Islander (NH/OPI) are charted separately as stacked bars. Beginning with Class of 2031, the combined total of Asian or NH/OPI is charted. Use the button below to view additional charts for projected public high school graduates by race and ethnicity.



Louisiana Population Trends

South growing, north shrinking, according to 2020 Census data

Nearly all of the parishes that grew in the last decade – and all of the ones that grew rapidly – are in the southern half of the state. Map shows percent change in population per parish:



94% of Southeastern students live within 100 miles from campus



Staff graphic
Source: U.S. Census Bureau

Louisiana ACT Data - 2014

Enrollment Management Database by [ACT, inc.](#)

Student Background | College Preferences (Status) | College Preferences (Pathways) | Score Sending | Enrollment | Retention/Transfer (Status)

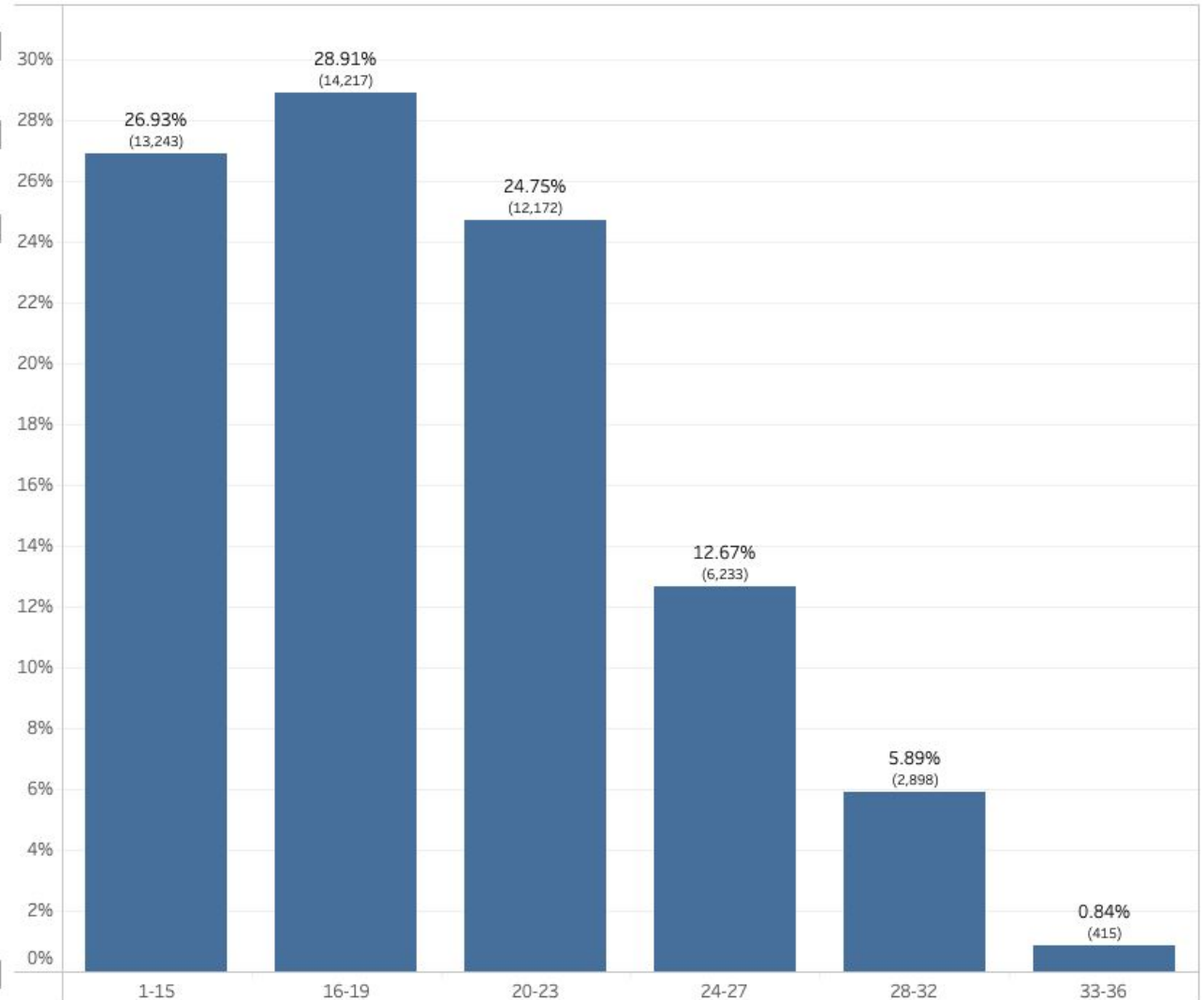
ACT-tested Student Population

High School Grad Class

Geography
Louisiana

HS Grad Year
2014

Subgroup
No Subgroup



State Average ACT
Composite Scores:

2010: **20.1**

2014: **19.2**

State Mandated ACT
Testing in HS Began 2013

Student Characteristic
ACT Composite Score R...



Louisiana ACT Data 2020

Enrollment Management Database by [ACT, inc.](#)



Student Background College Preferences (Status) College Preferences (Pathways) Score Sending Enrollment Retention/Transfer (Status)

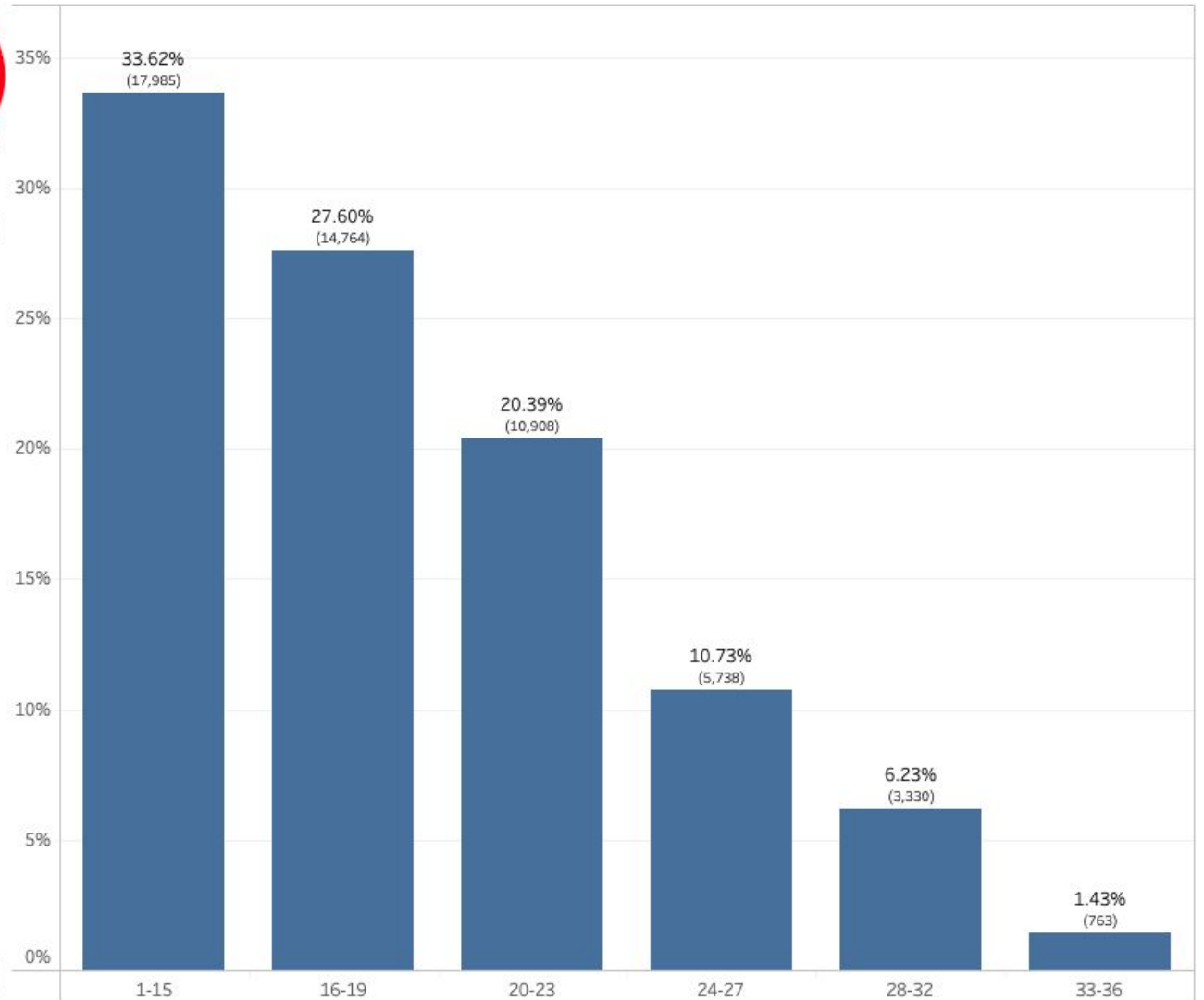
ACT-tested Student Population

High School Grad Class

Geography
Louisiana

HS Grad Year
2020

Subgroup
No Subgroup



State Average ACT Composite Scores:

2020: **18.7**

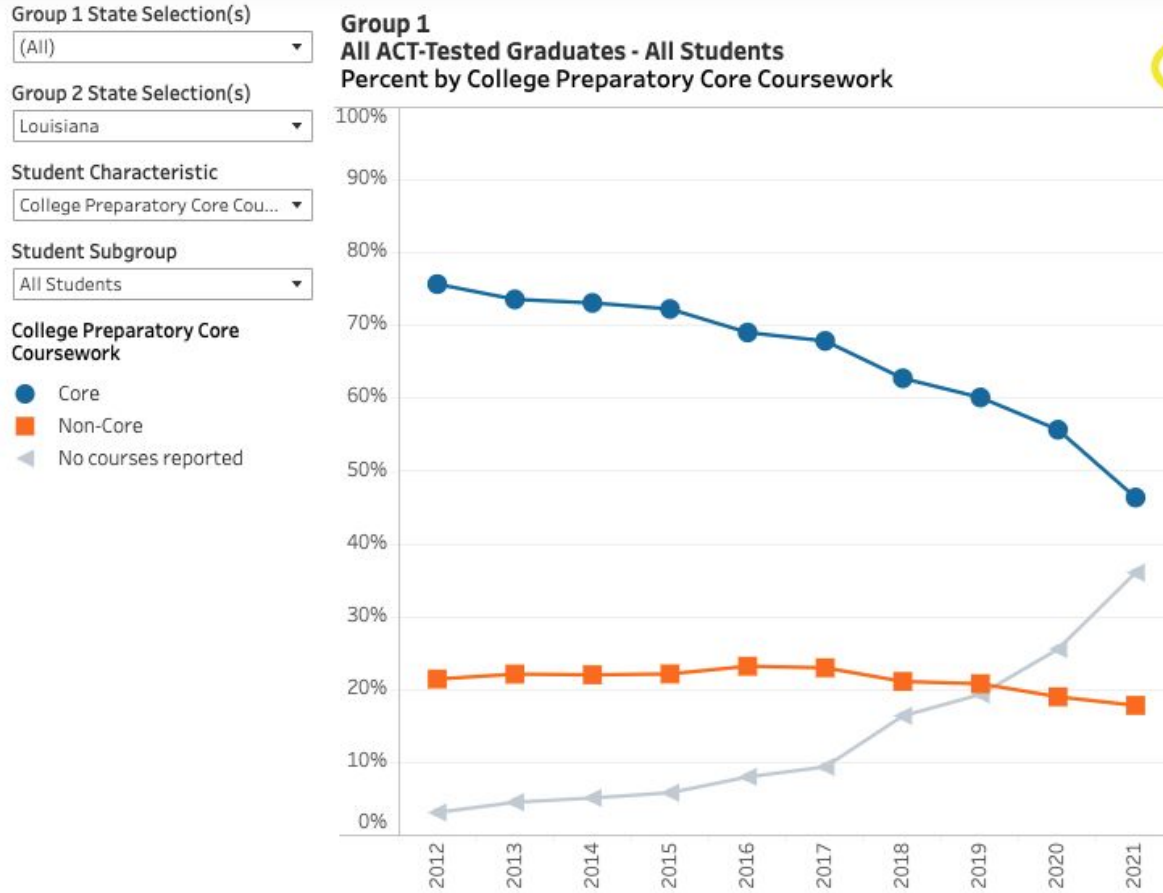
2021: **18.4**

- LA Dept. of Education



College Preparatory Coursework

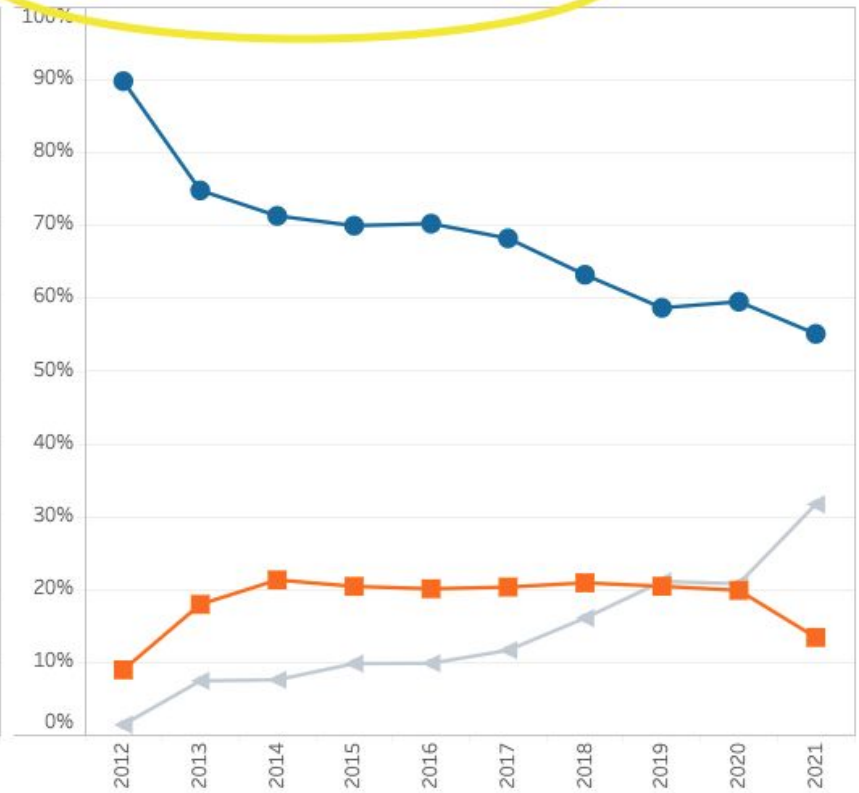
All USA Students



WICHE-Estimated Overall Percent Tested

All LOUISIANA Students

Group 2
Louisiana ACT-Tested Graduates - All Students
Percent by College Preparatory Core Coursework



WICHE-Estimated Overall Percent Tested

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Louisiana	100	100	100	100	100	100	100	100	100	98



ACT Benchmarks

Group 1 State Selection(s)
 (All) ▾

Group 2 State Selection(s)
 Louisiana ▾

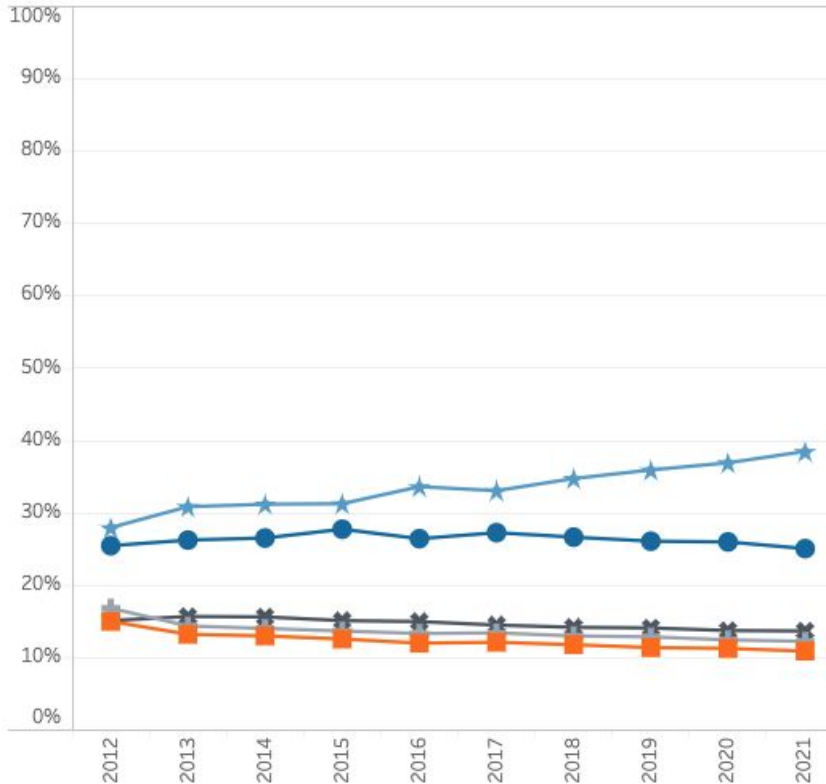
Student Characteristic
 Number of Benchmarks Met ▾

Student Subgroup
 All Students ▾

Number of Benchmarks Met

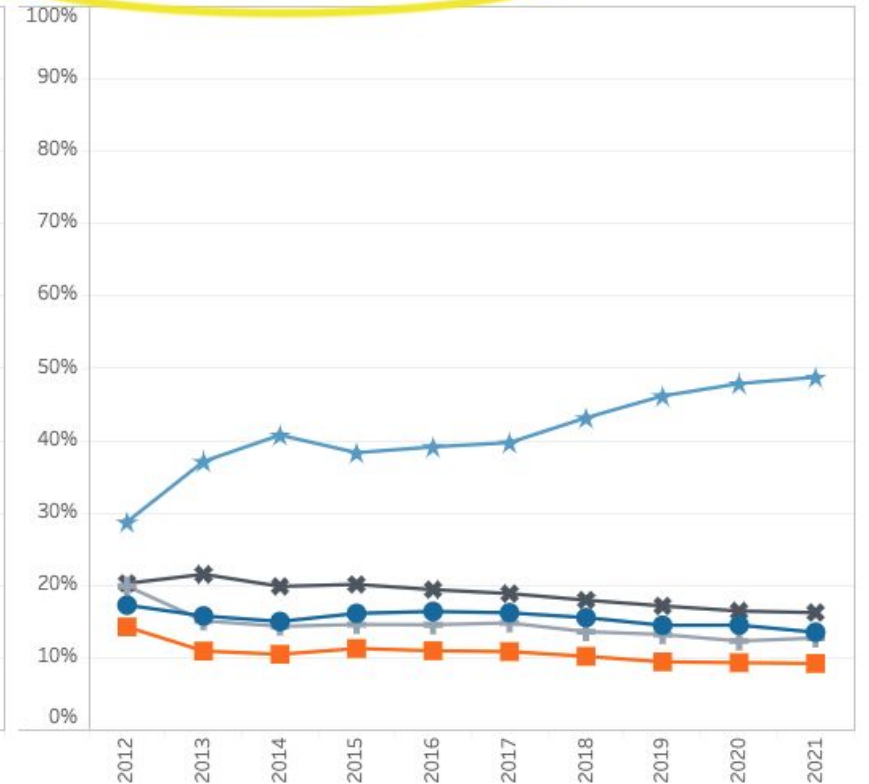
- 4
- 3
- + 2
- * 1
- ★ 0

Group 1
 All ACT-Tested Graduates - All Students
 Percent by Number of Benchmarks Met



WICHE-Estimated Overall Percent Tested

Group 2
 Louisiana ACT-Tested Graduates - All Students
 Percent by Number of Benchmarks Met



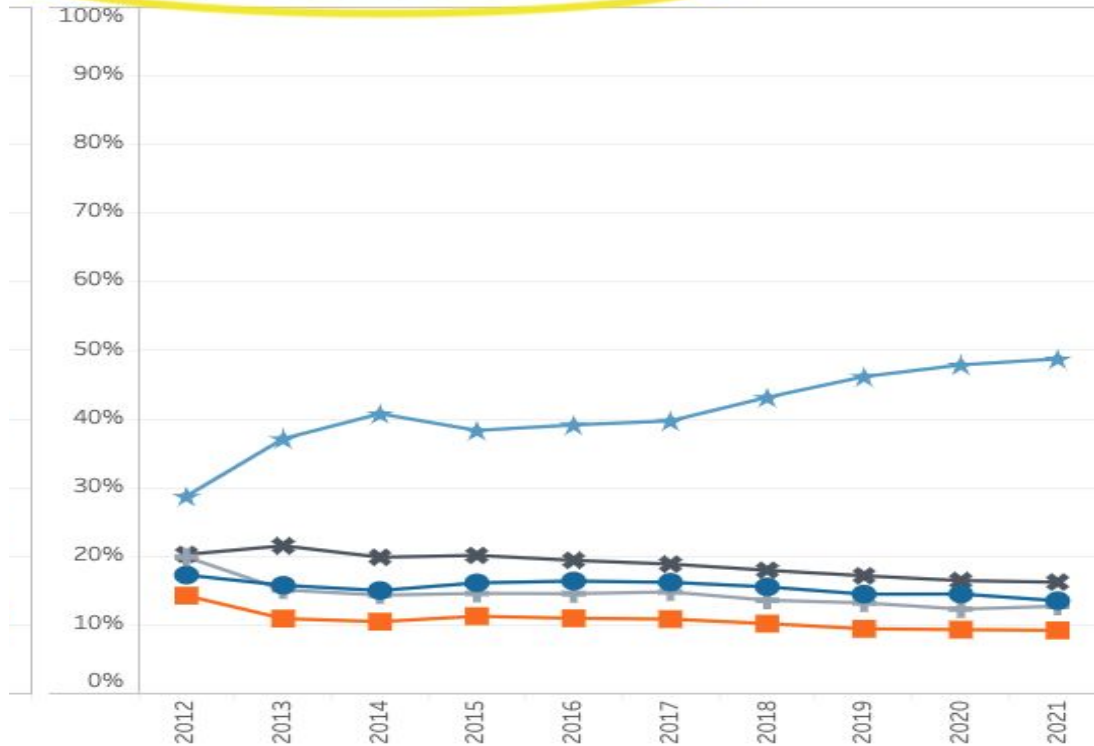
WICHE-Estimated Overall Percent Tested

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Louisiana	100	100	100	100	100	100	100	100	100	98



Louisiana Students: ACT Benchmarks

Group 2
Louisiana ACT-Tested Graduates - All Students
Percent by Number of Benchmarks Met



ACT Benchmarks:

English	18
English Composition 101	
Mathematics	22
College Algebra	
Reading	22
History, PSYC, SOC, Political Sciences	
Science	23
Biology	
STEM	26

***Almost 50% do not meet any benchmarks**



LOUISIANA PROSPERS:

Driving Our Talent Imperative

Board of Regents

GAP

45,000

40,000 Annual
Credentials
Produced in
2018

Double the Numbers

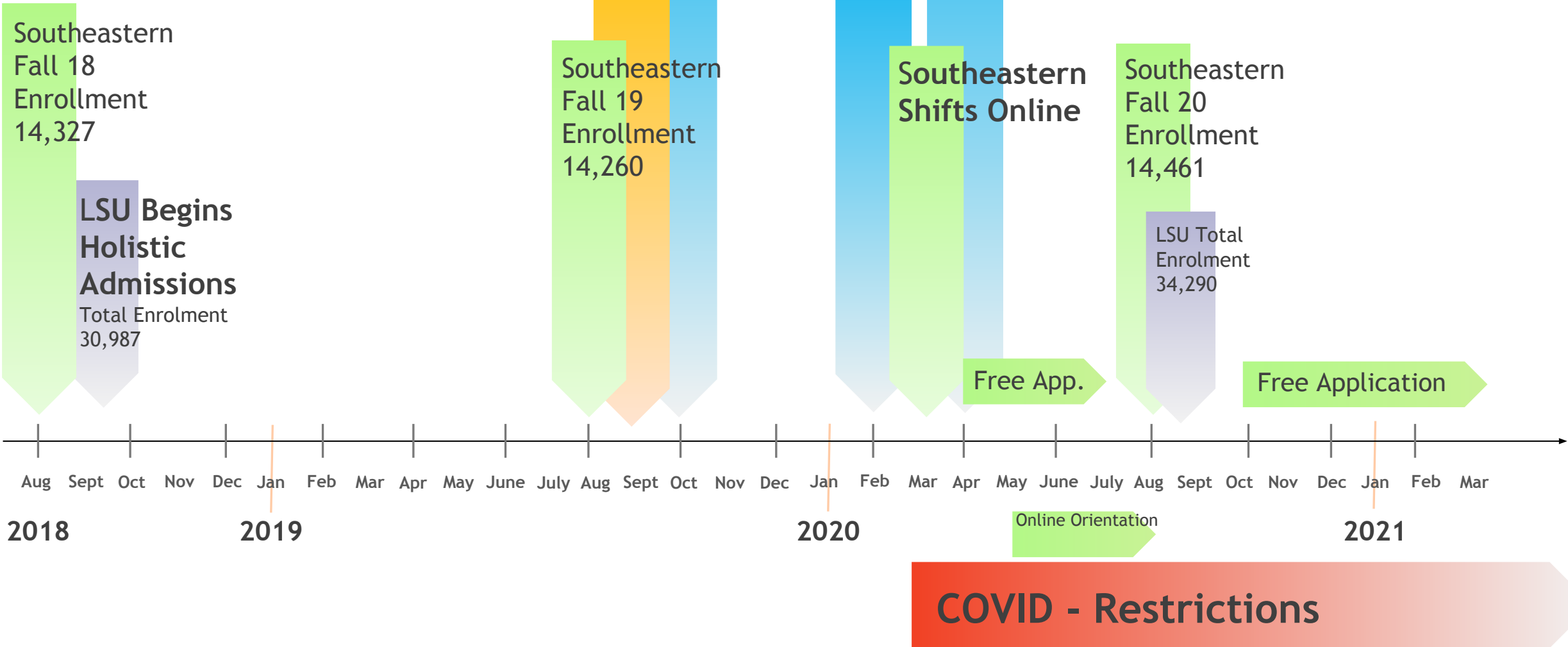
GOAL:

85,000

Annual Credentials
Produced in 2030



BOARD of REGENTS
STATE OF LOUISIANA



BOR Emergency Admission Policy - Ends Summer 21



BOR Amends Admission & Placement Policy

Southeastern Announces Test-Flexible Admissions

BOR Launches Fast Forward

Southeastern Launches Fast Track Admission

BOR Amends Placement Policy: Ends Remedial Courses

Southeastern Fall 21 Enrollment 13,484

LSU Total Enrollment 35,914

Free Application

Visit & Apply Free Promo

**N
O
W**



2021

2022

Hybrid Orientation

Hybrid Orientation

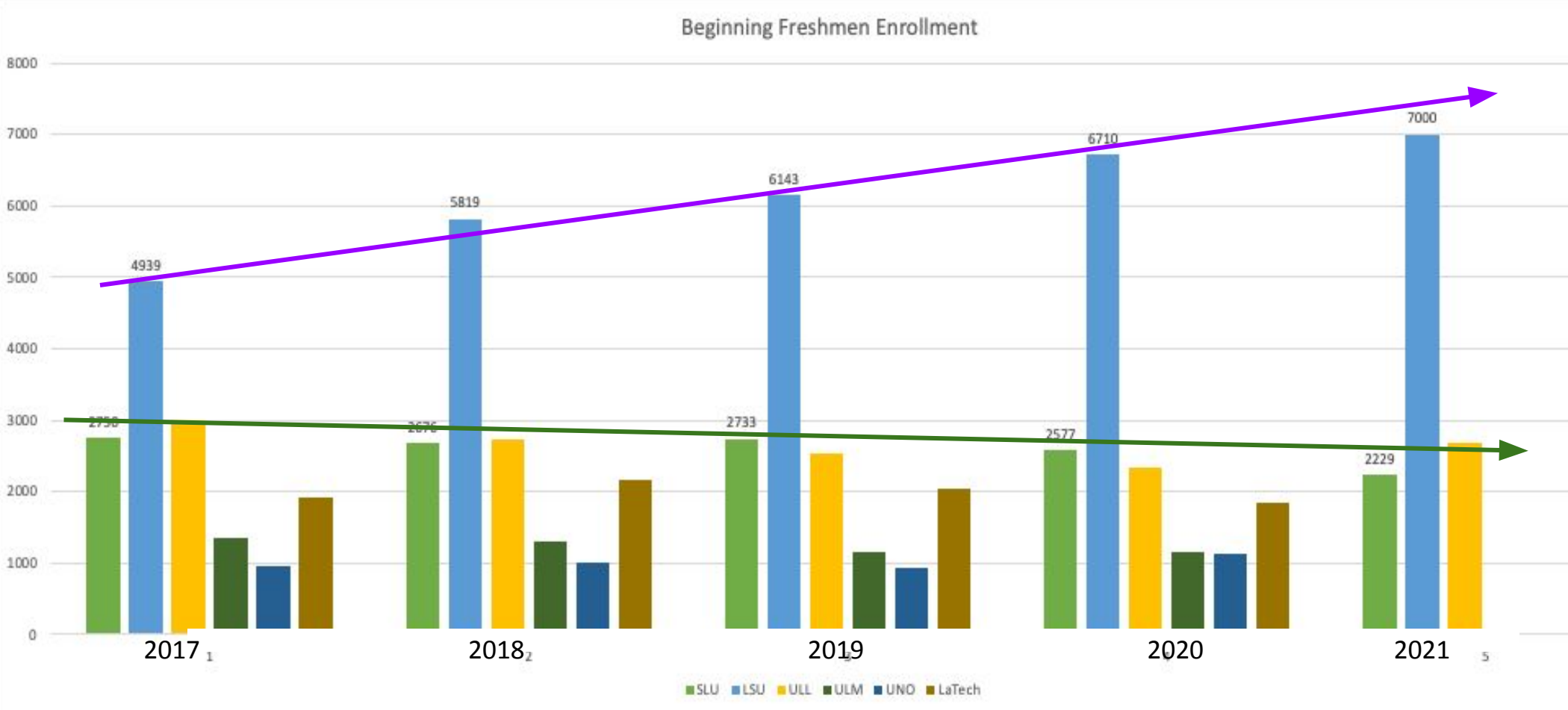


COVID - Restrictions

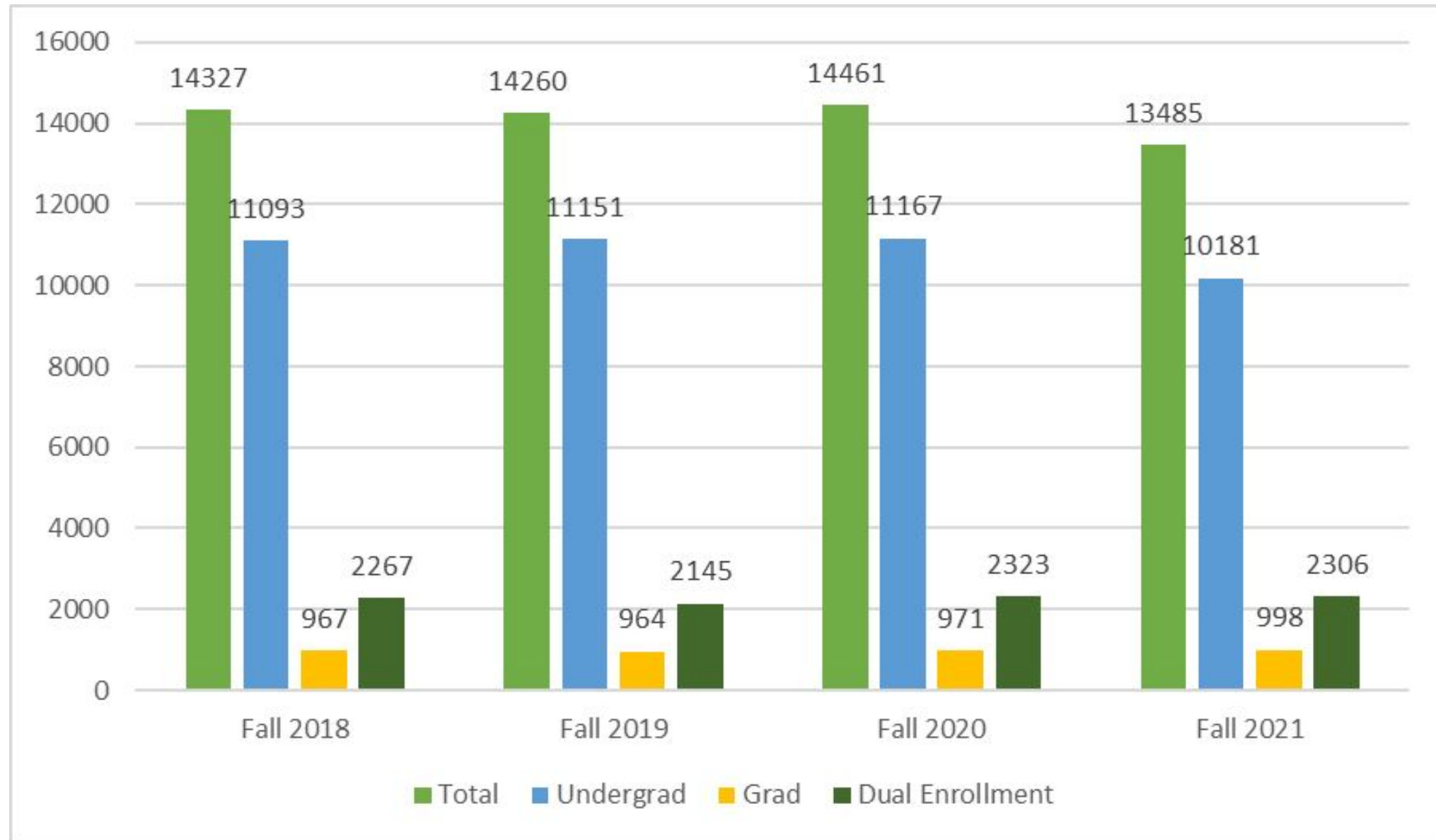
Southeastern Enrollment Impact



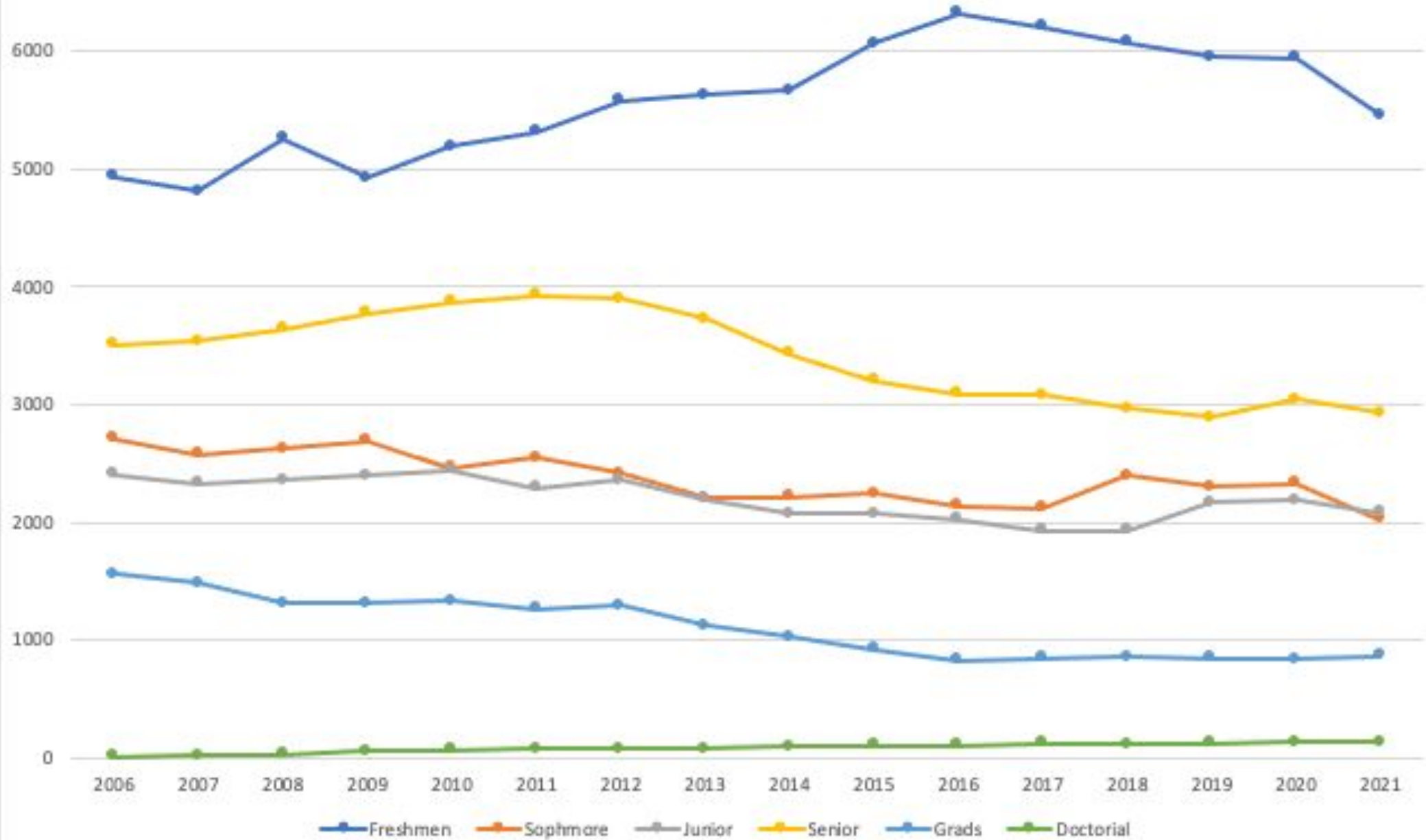
New Freshmen Enrollment: 17-21



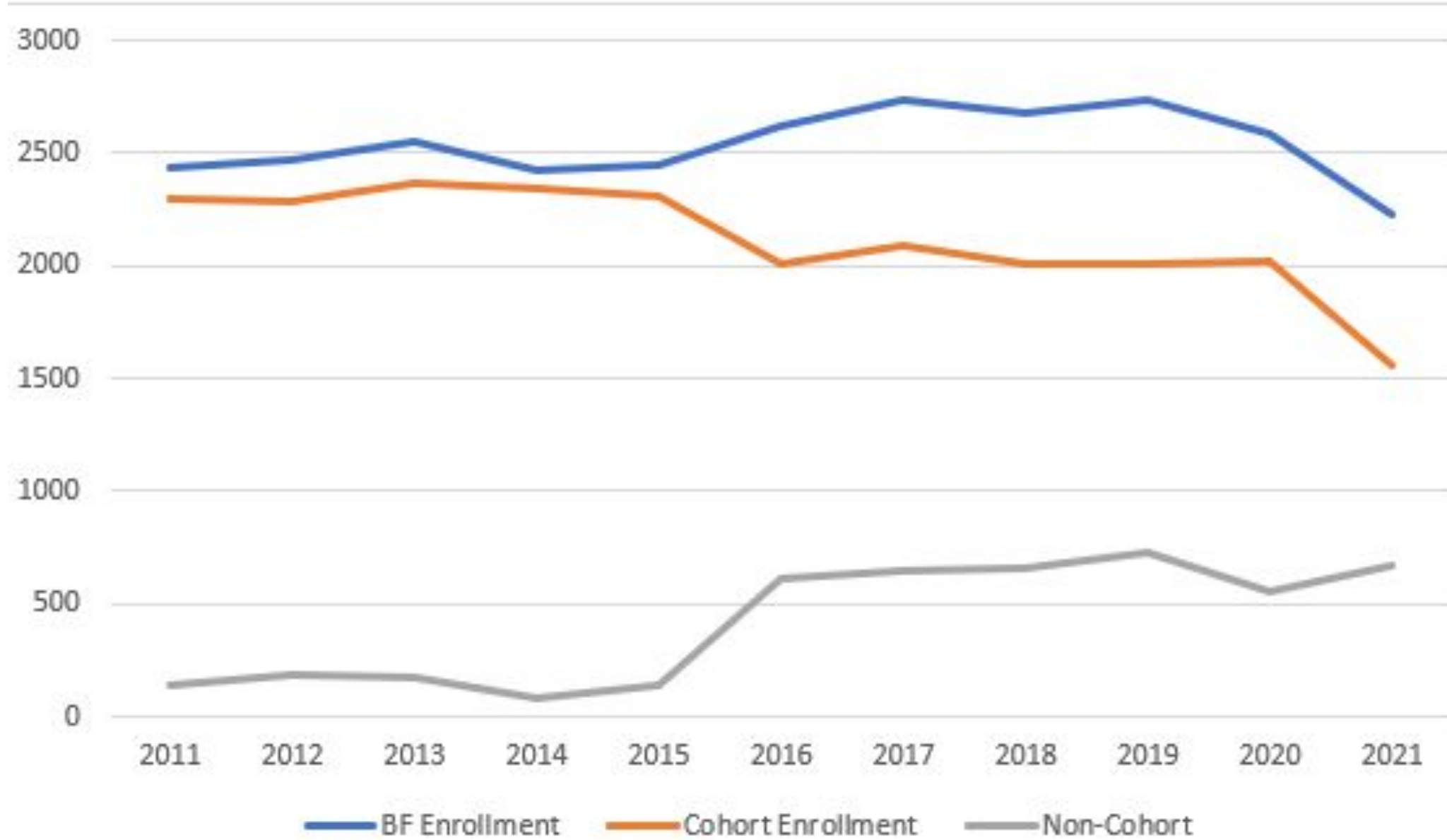
Southeastern Enrollment: Fall 2018-21



Fall Enrollment by Classification

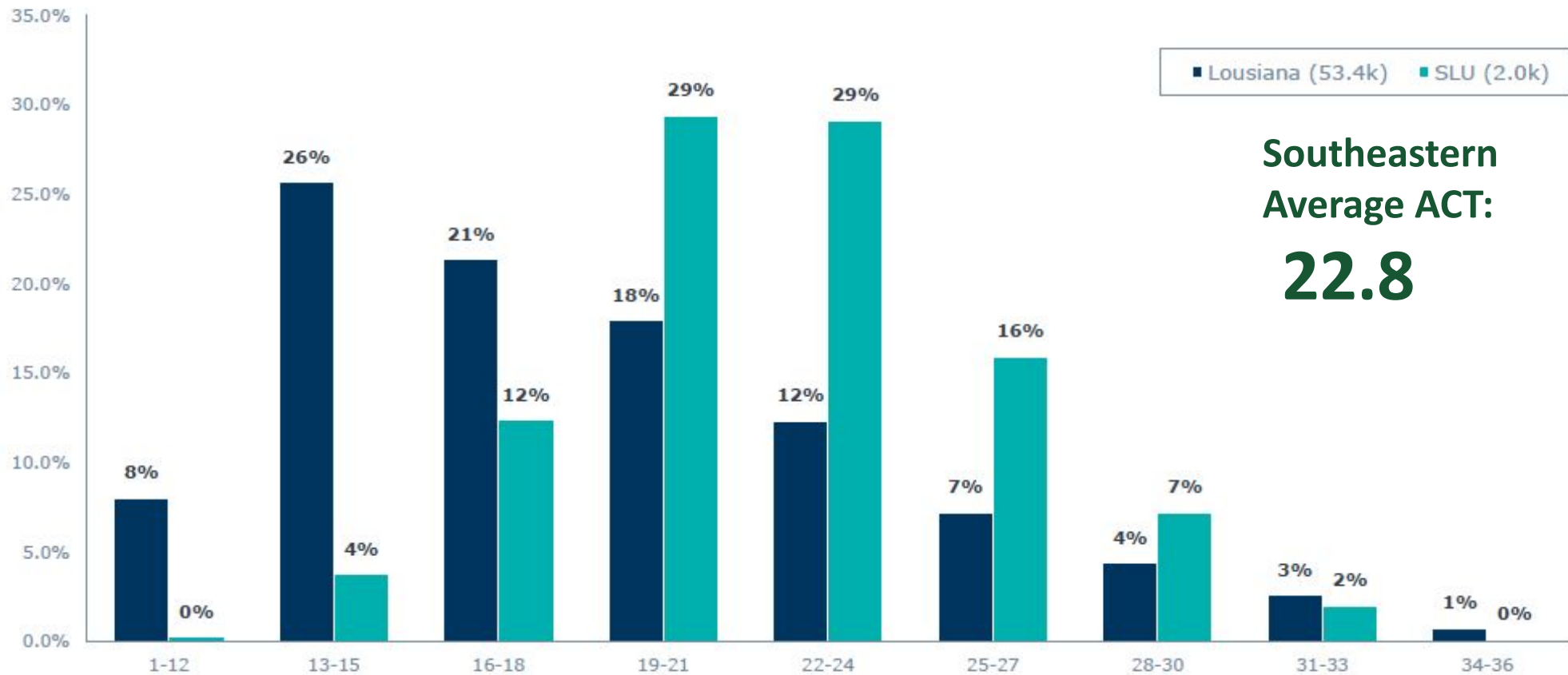


Beginning Freshmen Enrollment



ACT Testing: SLU & All Louisiana Testers

Score Range	SLU (%)	Louisiana (%)	SLU (#)	Louisiana (#)
1 to 18	16%	55%	327	29,405
19 to 36	84%	45%	1,678	24,083

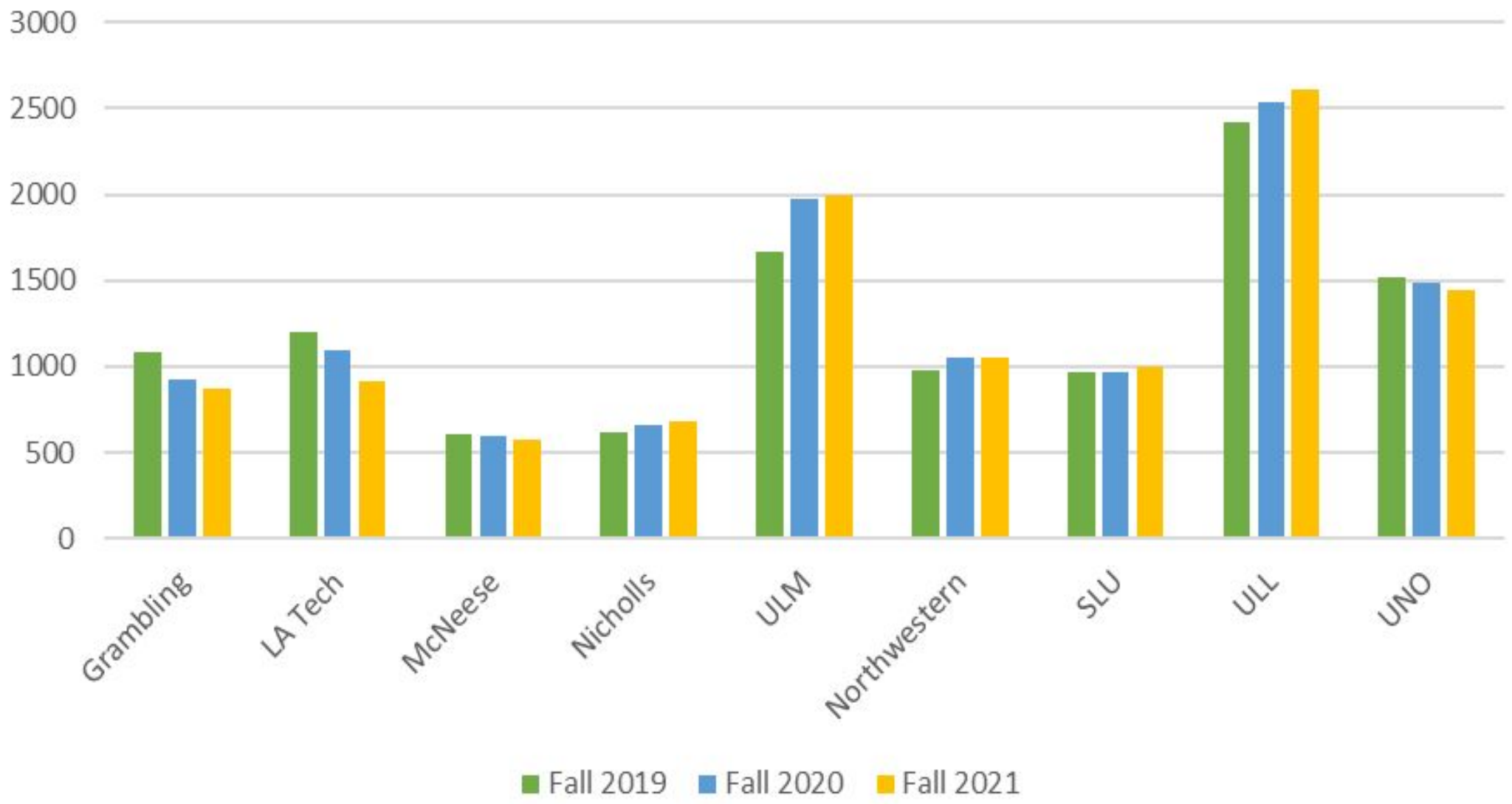


**Southeastern
Average ACT:
22.8**



Data Comparison for Entering Freshmen in Fall 2020

Graduate Enrollment: Fall 19-21



Recruitment Initiatives

	Implemented	Strategic Plan
ACT Name Buys & Encoura Consulting	Fall 2018	1.1
Communication Plan and Drip Campaign through SLATE	Fall 2020	1.1, 4.4
Enhanced application capabilities through SLATE	Summer 2022	1.1
Digital Marketing	2020-2021	1.1, 4.3
Transfer Equivalencies Software	Spring 2019	1.1
Full Measure Partnership: Texting & Digital Decisions	Fall 2019	1.1, 4.3
Processing More Efficiently - Faster Decisions	Fall 2019	1.1
8 Recruiters & Territory Management	Fall 2017	1.1
Lion Pride Preview - Academic Connection Added	Fall 2018	1.1
Scholars Showcase	Ongoing 25+ Years	1.1
Counselor Workshop & Luncheons	Ongoing 20+ Years	1.1, 1.4
Military and Veterans Success Office/Recruiting	Fall 2020	1.1, 1.3



A New Paradigm

Challenging Market Conditions Require a Shift in Mindset

Existing Paradigm

"Here's our **budget**. What kind of enrollment results can we get?"

New Paradigm

"Here are our enrollment **goals**. What will it take to accomplish them?"

"How much are we **spending** on recruitment marketing?"

"How much **revenue** is our recruitment-marketing spend generating?"

"How **efficient** is our recruitment-marketing spend?"

"How **productive** is our recruitment-marketing spend?"



Southeastern Retention Impact





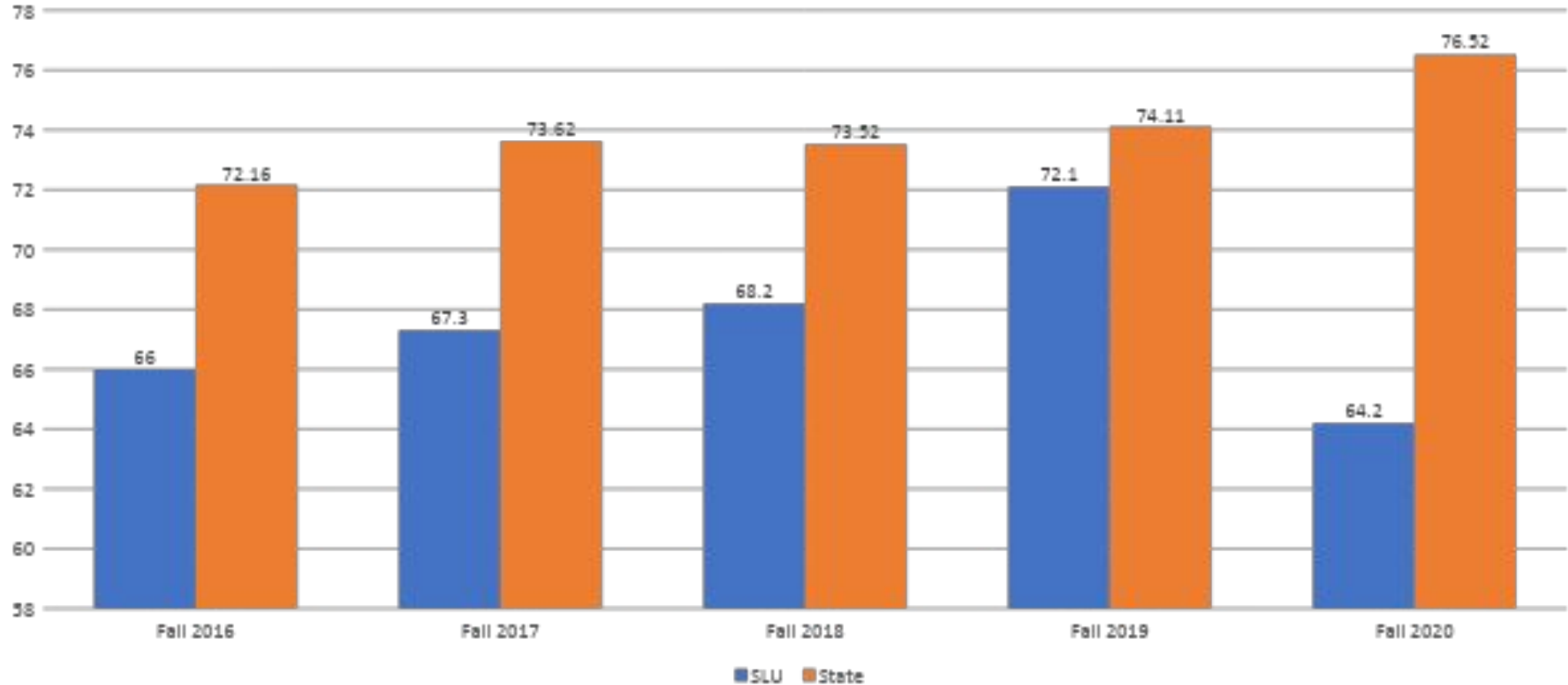
1st Year Retention Rates



Source: Southeastern IR

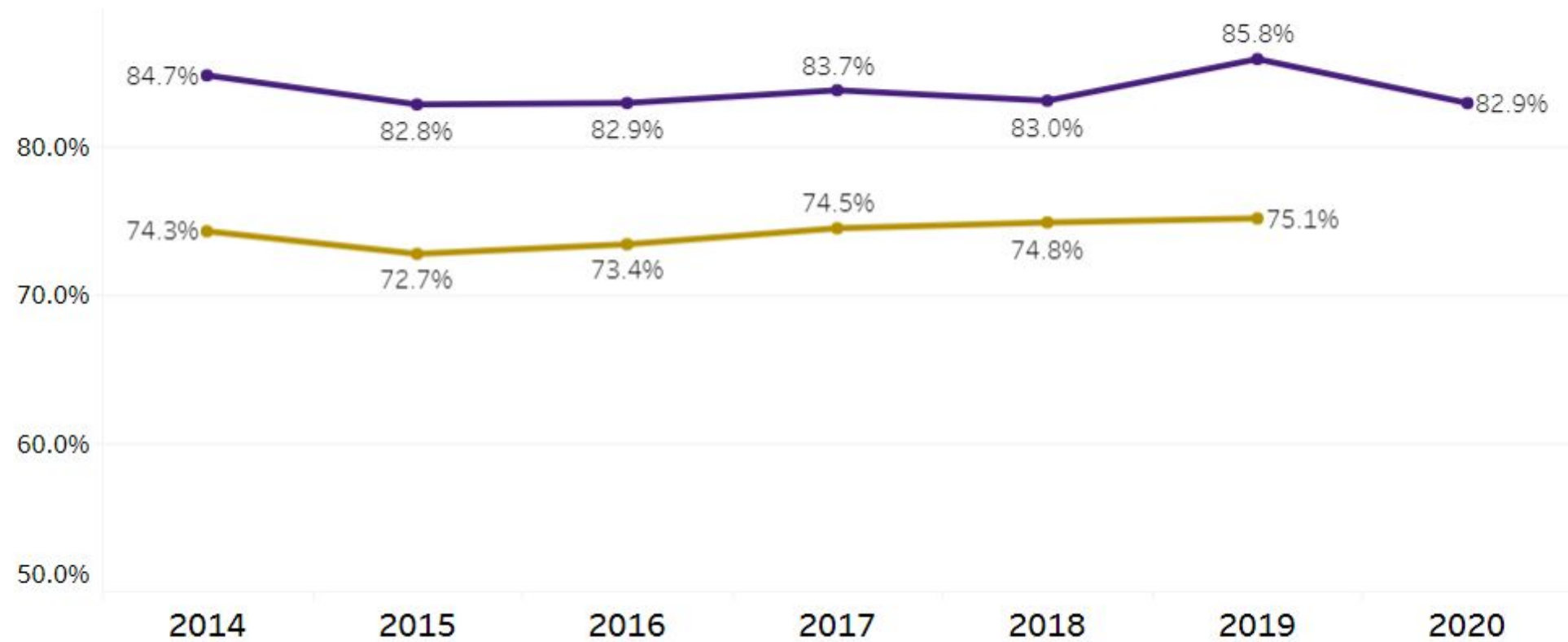
*2019: Grading Accommodations Impact

SLU Retention Compared To All Other State Public



Retention Comparison: Louisiana Board of Regents Statewide Student Profile System: Freshmen Student Retention/Transfer Report 2016-2021 Comparison of 4-Year Public Institutions

LSU Retention Trends



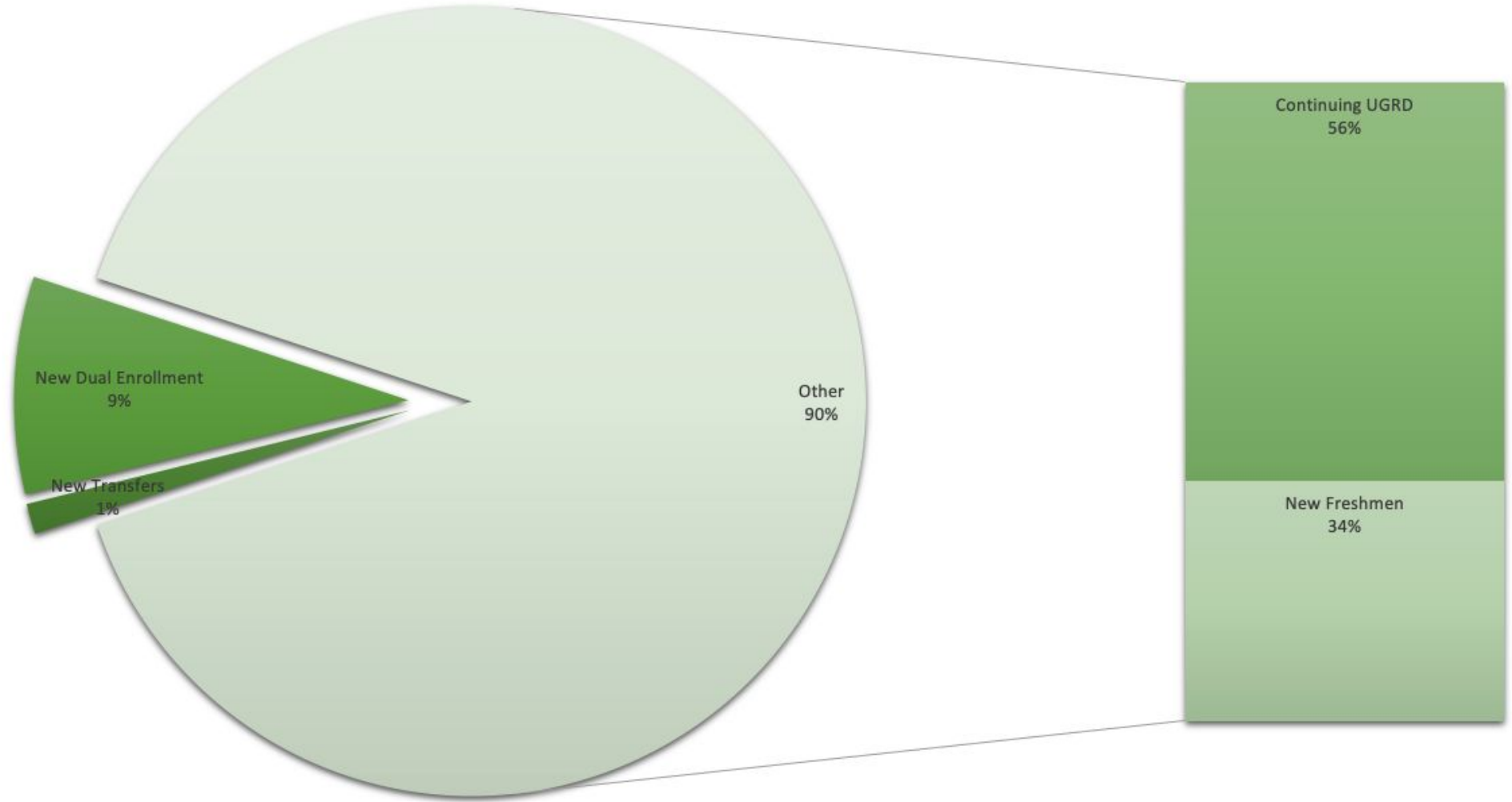
Color Legend for Fall Freshmen Retention Rate

■ 2nd Yr Retention

■ 3rd Yr Retention



Fall 20 to Fall 21 Enrollment Loss



■ New Transfers ■ New Dual Enrollment ■ Continuing UGRD ■ New Freshmen



Non-Returners from Fall 21 to Spring 22

Total Eligible to Enroll

Non-Returners: 1,074

Good Standing: 774

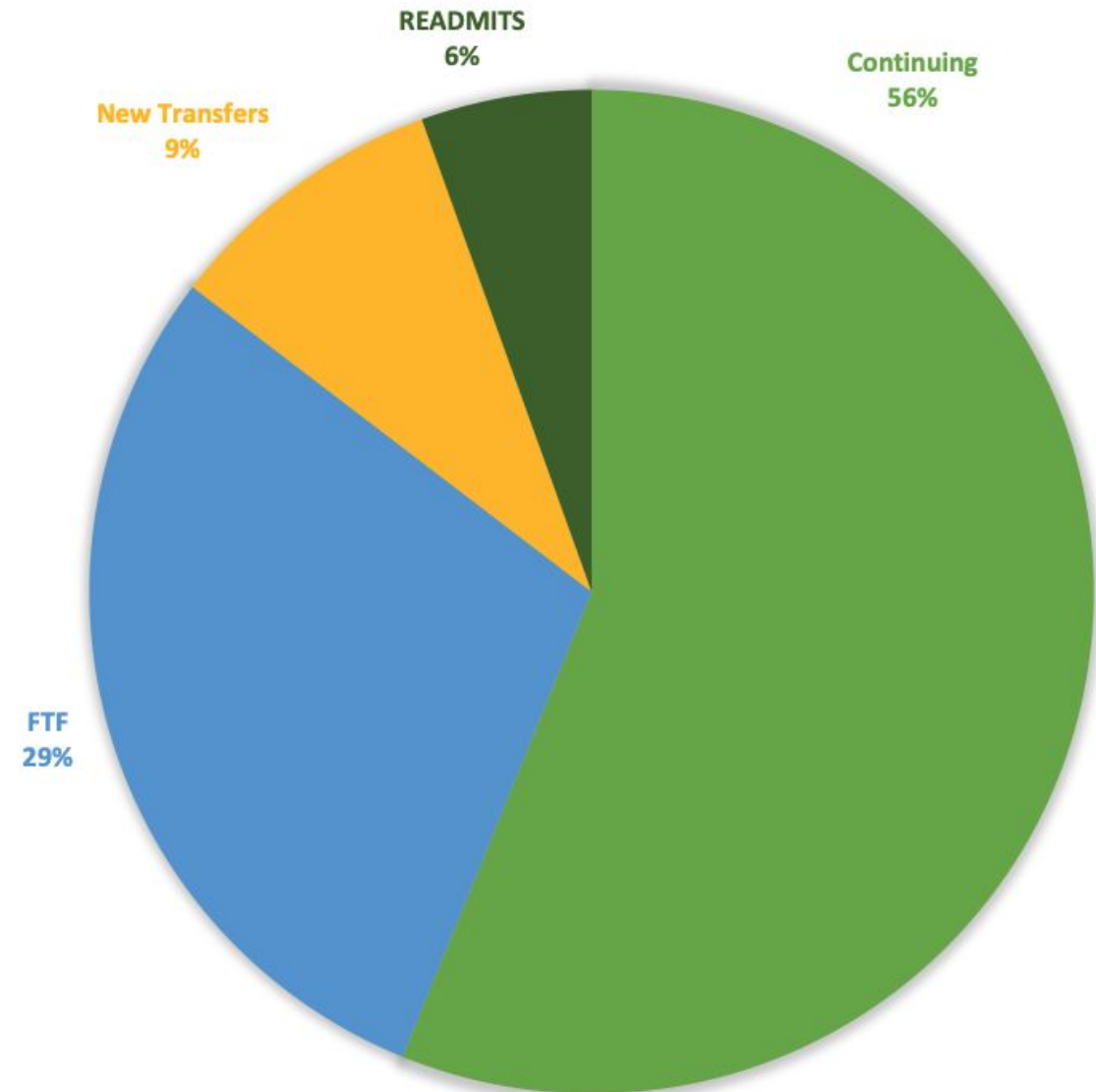
Probation: 300

Transferred Out: 148

Top 4 Reported Reasons for Not Returning:

1. Personal/Family Reasons
2. Disinterested or Dissatisfied
3. Financial Instability
4. Not a Good Fit or Change in Program Delivery

-Encoura and Straighterline, Spring 2022



Retention Support

Freshmen

- Southeastern 101/102
 - 18 Advisors and SE 101/102 Instructors for freshman class
- (1:124 based on 2229 freshmen in Fall 21)
- Tutoring Center - Tinsley Learning Lab
 - Residential Living/Learning Communities
 - LINK Reporting
 - DSA Programming Initiatives
 - Career Services
 - University Counseling Center
 - Engagement Activities & Services
 - College Beyond
 - Military & Veteran Support
 - Corequisite Courses in Math and English



Retention Support

Sophomores, Juniors, and Seniors

- Undergraduate Coordinators
- Academic Advising methods vary by department
- Academic plans to complete degrees in 4 years
- Academic and Career Coaches (ACE)
- Transfer Advising
- Tutoring Center - Tinsley Learning Lab
- Residential Living/Learning Communities
- LINK Reporting
- DSA Programming Initiatives
 - Career Services
 - University Counseling Center
 - Engagement Activities & Services
- Athletic Support Initiatives
- College Beyond
- Military & Veteran Support





SELU offers much more than you see on the surface, but you have to ask questions and look for it! They advertise some opportunities, but many go unnoticed and I utilized by students. Be proactive and this school will offer you everything you need to succeed.

Senior · 3 months ago · [Overall Experience](#)

[Report](#)



Student comment: niche.com

What If We Thought About Retention More Like Recruitment?

Student Success Efforts Would Be Far More Robust (and Likely Far More Effective)

Increasing Sophistication of Enrollment Strategy Over the Last Twenty Years



Recruitment

+

Retention

=

Enrollment



Events & Trends: Impacts & Implications for Enrollment

Dr. Kay Maurin, Chief Enrollment Management Officer
Anthony Ranatza, Director of Admissions

