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

Source: WICHE Knocking at the College Door 10th Edition Projections and Analysis.
Figure 4a. Projected Change in Number Among U.S. Public High School Graduates Compared to 2019, by Race/Ethnicity

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:

MAP KEY:

GAINS
- More than 15%
- 5-15%
- Less than 5%

LOSSES
- More than 15%
- 5-15%
- Less than 5%

94% of Southeastern students live within 100 miles from campus
State Average ACT Composite Scores:

2010: **20.1**

2014: **19.2**

State Mandated ACT Testing in HS Began 2013
Louisiana ACT Data 2020

State Average ACT Composite Scores:

2020: **18.7**

2021: **18.4**

- LA Dept. of Education
College Preparatory Coursework

Group 1 State Selection(s)
(All)

Group 2 State Selection(s)
Louisiana

Student Characteristic
College Preparatory Core Coursework

Student Subgroup
All Students

College Preparatory Core Coursework
Core
Non-Core
No courses reported

WICHE-Estimated Overall Percent Tested

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

WICHE-Estimated Overall Percent Tested

Louisiana
2012: 100
2013: 100
2014: 100
2015: 100
2016: 100
2017: 100
2018: 100
2019: 100
2020: 100
2021: 96

WICHE-Estimated Overall Percent Tested
Louisiana Students: ACT Benchmarks

**ACT Benchmarks:**

- **English**
  - English Composition 101
  - 18

- **Mathematics**
  - College Algebra
  - 22

- **Reading**
  - History, PSYC, SOC, Political Sciences
  - 22

- **Science**
  - Biology
  - 23

- **STEM**
  - 26

*Almost 50% do not meet any benchmarks*
LOUISIANA PROSPERS:
Driving Our Talent Imperative

Board of Regents

Double the Numbers

GOAL:
85,000 Annual Credentials Produced in 2030

GAP
45,000

40,000 Annual Credentials Produced in 2018
BOR Amends Admission & Placement Policy
Southeastern Announces Test-Flexible Admissions
Free Application

2021

COVID - Restrictions

IDA

BOR Launches Fast Forward
Southeastern Launches Fast Track Admission
LSU Total Enrollment 35,914
Visit & Apply Free Promo

2022

BOR Amends Placement Policy: Ends Remedial Courses

Hybrid Orientation
Southeastern Enrollment Impact
New Freshmen Enrollment: 17-21

Beginning Freshmen Enrollment

- 2017: 4,939
- 2018: 5,819
- 2019: 6,143
- 2020: 6,740
- 2021: 7,000

Graph showing enrollment trends from 2017 to 2021.
Beginning Freshmen Enrollment

![Graph showing the enrollment trends for BF, Cohort, and Non-Cohort students from 2011 to 2021. The graph indicates a decline in BF Enrollment and Cohort Enrollment, while Non-Cohort Enrollment shows a noticeable increase over the years.]
Southeastern Average ACT: 22.8

ACT Testing: SLU & All Louisiana Testers

<table>
<thead>
<tr>
<th>Score Range</th>
<th>SLU (%)</th>
<th>Louisiana (%)</th>
<th>SLU (#)</th>
<th>Louisiana (#)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 to 18</td>
<td>16%</td>
<td>55%</td>
<td>327</td>
<td>29,405</td>
</tr>
<tr>
<td>19 to 36</td>
<td>84%</td>
<td>45%</td>
<td>1,678</td>
<td>24,083</td>
</tr>
</tbody>
</table>

Data Comparison for Entering Freshmen in Fall 2020
Graduate Enrollment: Fall 19-21

- Grambling
- LA Tech
- McNeese
- Nicholls
- ULM
- Northwestern
- SLU
- ULL
- UNO

Legend:
- Green: Fall 2019
- Blue: Fall 2020
- Yellow: Fall 2021
# Recruitment Initiatives

<table>
<thead>
<tr>
<th>Initiative</th>
<th>Implemented</th>
<th>Strategic Plan</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACT Name Buys &amp; Encoura Consulting</td>
<td>Fall 2018</td>
<td>1.1</td>
</tr>
<tr>
<td>Communication Plan and Drip Campaign through SLATE</td>
<td>Fall 2020</td>
<td>1.1, 4.4</td>
</tr>
<tr>
<td>Enhanced application capabilities through SLATE</td>
<td>Summer 2022</td>
<td>1.1</td>
</tr>
<tr>
<td>Digital Marketing</td>
<td>2020-2021</td>
<td>1.1, 4.3</td>
</tr>
<tr>
<td>Transfer Equivalencies Software</td>
<td>Spring 2019</td>
<td>1.1</td>
</tr>
<tr>
<td>Full Measure Partnership: Texting &amp; Digital Decisions</td>
<td>Fall 2019</td>
<td>1.1, 4.3</td>
</tr>
<tr>
<td>Processing More Efficiently - Faster Decisions</td>
<td>Fall 2019</td>
<td>1.1</td>
</tr>
<tr>
<td>8 Recruiters &amp; Territory Management</td>
<td>Fall 2017</td>
<td>1.1</td>
</tr>
<tr>
<td>Lion Pride Preview - Academic Connection Added</td>
<td>Fall 2018</td>
<td>1.1</td>
</tr>
<tr>
<td>Scholars Showcase</td>
<td>Ongoing 25+ Years</td>
<td>1.1</td>
</tr>
<tr>
<td>Counselor Workshop &amp; Luncheons</td>
<td>Ongoing 20+ Years</td>
<td>1.1, 1.4</td>
</tr>
<tr>
<td>Military and Veterans Success Office/Recruiting</td>
<td>Fall 2020</td>
<td>1.1, 1.3</td>
</tr>
</tbody>
</table>
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?”
- “How much are we **spending** on recruitment marketing?”
- “How **efficient** is our recruitment-marketing spend?”

**New Paradigm**

- “Here are our enrollment **goals**. What will it take to accomplish them?”
- “How much **revenue** is our recruitment-marketing spend generating?”
- “How **productive** is our recruitment-marketing spend?”
Southeastern Retention Impact
1st Year Retention Rates

- 2016: 65.9%
- 2017: 67.3%
- 2018: 68.0%
- 2019: 72.0%
- 2020: 64.2%

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
Fall 20 to Fall 21 Enrollment Loss

- Continuing UGRD: 56%
- New Freshmen: 34%
- New Dual Enrollment: 0.9%
- New Transfers: 2%
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
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

<table>
<thead>
<tr>
<th>Passive Information</th>
<th>Proactive Outreach</th>
<th>Personalized Interactions</th>
<th>Managed Enterprise</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>RECRUITMENT</strong></td>
<td>Viewbooks and campus tours</td>
<td>Mass marketing and brand building</td>
<td>Strategic Enrollment Management</td>
</tr>
<tr>
<td>RETENTION</td>
<td>Passive student support services</td>
<td>Proactive advising and holistic support</td>
<td></td>
</tr>
</tbody>
</table>

What does this look like?

Most schools are here
Recruitment + Retention = Enrollment
Events & Trends: Impacts & Implications for Enrollment

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