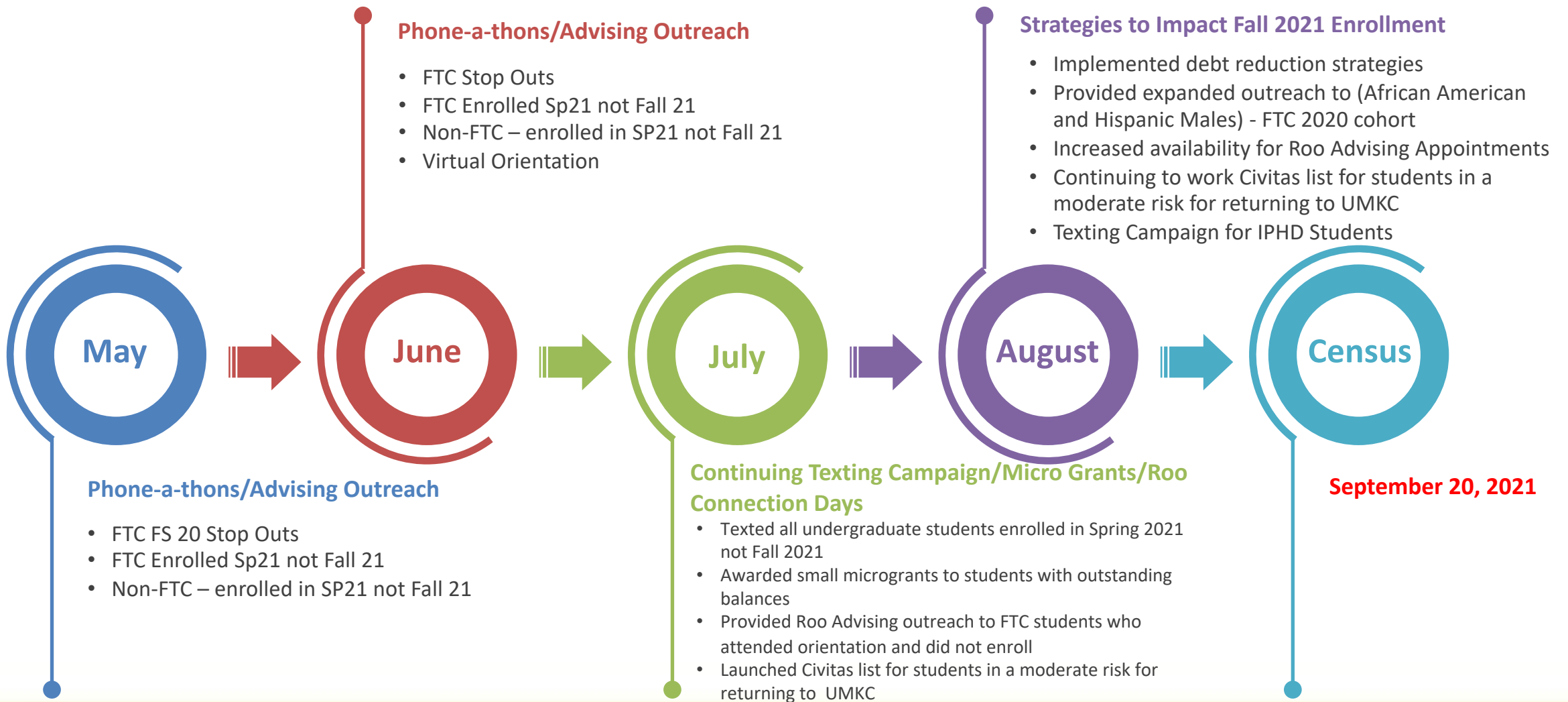




# SEM Council

Wednesday, September  
8, 2021

# Fall 2021 Enrollment Campaigns & Strategies



# Fall 2021 Enrollment Overview

End of Day Tuesday, August 24

	Fall 2021		Fall 2020		Headcount % Change	SCH % Change
	Headcount	SCH	Headcount	SCH		
HSCP	43	201	54	219	-20.37%	-8%
Continuing	7,911	98,207	8,317	104,451	-4.88%	-6%
FTC	1,157	17,244	1,074	16,135	7.73%	7%
Grad	1,239	10,228	981	7,836	26.30%	31%
Professional	443	8,601	473	9,165	-6.34%	-6%
Readmits	301	2,874	288	2,655	4.51%	8%
Transfer	1,014	12,797	1,060	13,276	-4.34%	-4%
UMX	4	27	13	52	-69.23%	-48%
Visiting	181	895	198	935	-8.59%	-4%
<b>Total</b>	<b>12,293</b>	<b>151,074</b>	<b>12,458</b>	<b>154,724</b>	<b>-1.32%</b>	<b>-2%</b>

# Fall 2021 Enrollment Overview – Continuing Students

End of Day Tuesday, August 24

Continuing Breakdown	Fall 2021		Fall 2020		Headcount % Change	SCH % Change
	Headcount	SCH	Headcount	SCH		
DENT	320	5,499	322	6,130	-0.62%	-10%
GRAD	2,167	14,431	2,220	14,453	-2.39%	0%
LAW	292	3,976	260	3,623	12.31%	10%
MEDS	385	9,549	360	9,009	6.94%	6%
PHAR	322	6,934	344	7,335	-6.40%	-5%
UGRD	4,425	57,819	4,811	63,902	-8.02%	-10%
<b>Total</b>	<b>7,911</b>	<b>98,208</b>	<b>8,317</b>	<b>104,451</b>	<b>-4.88%</b>	<b>-6%</b>

# Fall 2021 Enrollment Overview – International Students

End of Day Tuesday, August 24

Non Res International	Fall 2021		Fall 2020		Headcount % Change	SCH % Change
	Headcount	SCH	Headcount	SCH		
CON	699	6,455	717	6,751	-2.51%	-4%
FTC	17	241	17	229	0%	5.24%
NGE	461	4,057	76	666	506.58%	509.16%
PRF	5	90	5	91	0%	-1.10%
REA	2	16	1	16	100.00%	0.00%
TRE	35	441	25	317	40.00%	39.12%
VIS	26	253	10	59	160.00%	328.81%
<b>Total</b>	<b>1,245</b>	<b>11,553</b>	<b>851</b>	<b>8,129</b>	<b>46.30%</b>	<b>42.12%</b>

# First Day of Classes: Fall 2021 Enrollment Overview

UMKC Enrollment Point-in-time Comparison Fall 2021 & Fall 2020 Fall Term - 4 Weeks to Census Dual High School Excluded												
Enrollment & SCH	ENROLLMENT (Primary Unit of Enrollment)					STUDENT CREDIT HOURS (SCH by Unit Offering)						
	FS2021	FS2020	# Change	% Change	FS20 Census Total	FS21 % to FS20 Census	FS2021	FS2020	# Change	% Change	FS20 Census Total	FS21 % to FS20 Census
Bloch School of Management	1830	2023	-193	-9.5%	2015	90.8%	16340	17525	-1185	-6.8%	17221	94.9%
College of Arts & Sciences	2374	2538	-164	-6.5%	2599	91.3%	34833	38401	-3568	-9.3%	38256	91.1%
Conservatory	594	601	-7	-1.2%	614	96.7%	6120	6132	-12	-0.2%	6316	96.9%
Honors College*	484	469	15	3.2%	458	105.7%	10	33	-23	-69.7%	30	33.3%
School of Biol and Chem Sci	983	960	23	2.4%	970	101.3%	12835	13816	-981	-7.1%	13544	94.8%
School of Computing & Engineer	1686	1338	348	26.0%	1362	123.8%	14573	11301	3272	29.0%	11509	126.6%
School of Dentistry	527	527	0	0.0%	530	99.4%	7727.5	7955.5	-228	-2.9%	7978.5	96.9%
School of Education	566	605	-39	-6.4%	618	91.6%	5022	5321	-299	-5.6%	5369	93.5%
School of Graduate Studies	270	311	-41	-13.2%	373	72.4%	33	44	-11	-25.0%	46	71.7%
School of Law	422	417	5	1.2%	419	100.7%	5651	5792	-141	-2.4%	5771	97.9%
School of Medicine	842	805	37	4.6%	811	103.8%	16468.5	15586.5	882	5.7%	15978.5	103.1%
School of Nursing & Health St	1291	1423	-132	-9.3%	1425	90.6%	10665	11591	-926	-8.0%	11538	92.4%
School of Pharmacy	504	571	-67	-11.7%	569	88.6%	9610.5	10762.5	-1152	-10.7%	10752.5	89.4%
University College	189	145	44	30.3%	143	132.2%	174	160	14	8.8%	152	114.5%
Vice Chan for Acad Affairs							9288	8685	603	6.9%	8598	108.0%
MISSING		2	-2									
<b>TOTAL</b>	<b>12078</b>	<b>12266</b>	<b>-188</b>	<b>-1.5%</b>	<b>12448</b>	<b>97.0%</b>	<b>149150.5</b>	<b>151105.5</b>	<b>-1955</b>	<b>-2.5%</b>	<b>153059.5</b>	<b>97.6%</b>

\*Honors College headcount is included with the AU granting the Primary degree.

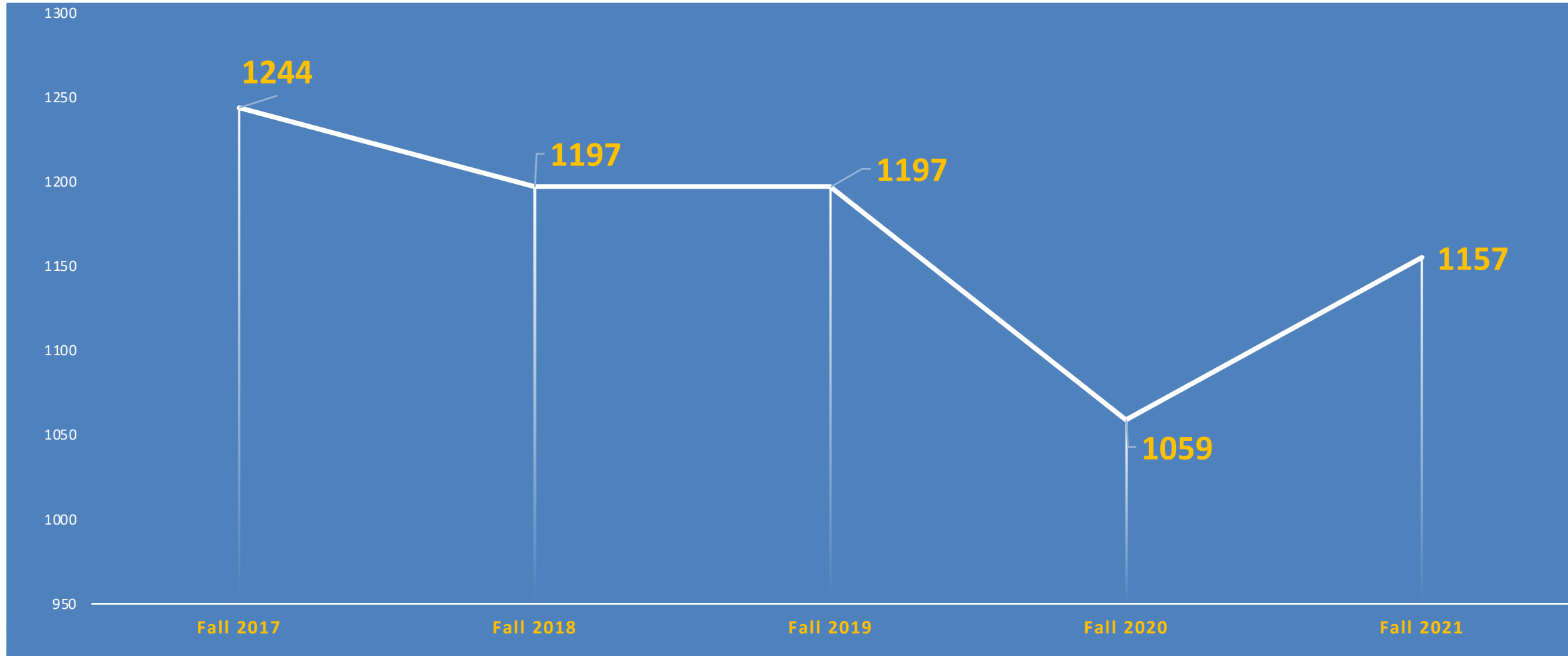
# Fall 2021 Enrollment Overview

## Start of Classes

UMKC Enrollment Point-in-time Comparison				
Fall 2021 & Fall 2020				
Fall Term - 4 Weeks to Census				
Dual High School Excluded				
Ethnicity, Admit Type	F52021	F52020	# Change	% Change
<b>Grand Total</b>	12078	12266	-188	-1.5%
<b>Black/African American</b>	1220	1284	-64	-5.0%
Continuing	772	799	-27	-3.4%
First Time College	153	166	-13	-7.8%
Graduate (Non-Professional)	91	105	-14	-13.3%
Graduate (Professional)	18	23	-5	-21.7%
Readmits	65	44	21	47.7%
Transfer	111	132	-21	-15.9%
UM Cross Campus Enrollment	2		2	
Visiting	8	15	-7	-46.7%
<b>Hispanic/Latino</b>	1106	1015	91	9.0%
Continuing	644	661	-17	-2.6%
First Time College	194	108	86	79.6%
Graduate (Non-Professional)	46	61	-15	-24.6%
Graduate (Professional)	27	24	3	12.5%
Readmits	39	24	15	62.5%
Transfer	151	121	28	22.8%
UM Cross Campus Enrollment		1	-1	-100.0%
Visiting	5	13	-8	-61.5%

# First Time College Five-Year Enrollment Trends

End of Day Tuesday for Fall 2021





# Exit Survey Results from Fall 2020 and Spring 2021

Primary Leave Reason <b>FS2020 Withdrawal</b> Undergraduates with Exit Survey Data and Complete Withdrawal	Total	Percent
Work/Studies Conflict	6	4%
Family Responsibilities	13	9%
Personal Issues	23	16%
Medical/Physical/Mental Health Problems/Illness	21	15%
Financial Issues	8	6%
Academic Dissatisfaction	5	3%
Academic Difficulties	8	6%
Moved/Moving out of Area	1	1%
Transferring to Another Institution	3	2%
Difficulties Navigating UMKC's Systems/Processes	1	1%
Unsure of Major/Career Path	5	3%
New Job	1	1%
COVID-19	40	28%
Other	8	6%
<b>Grand Total</b>	<b>143</b>	

Primary Leave Reason <b>SP2021 Withdrawal</b> Undergraduates with Exit Survey Data and Complete Withdrawal	Total	Percent
Work/Studies Conflict	8	7%
Family Responsibilities	5	4%
Personal Issues	22	19%
Medical/Physical/Mental Health Problems/Illness	23	20%
Financial Issues	6	5%
Academic Dissatisfaction	4	4%
Academic Difficulties	9	8%
Moved/Moving out of Area	1	1%
Transferring to Another Institution	3	3%
Unsure of Major/Career Path	5	4%
New Job	3	3%
Military Service	1	1%
COVID-19	21	18%
Other	3	3%
<b>Grand Total</b>	<b>114</b>	

# Qualitative Reasons for Students Not Returning

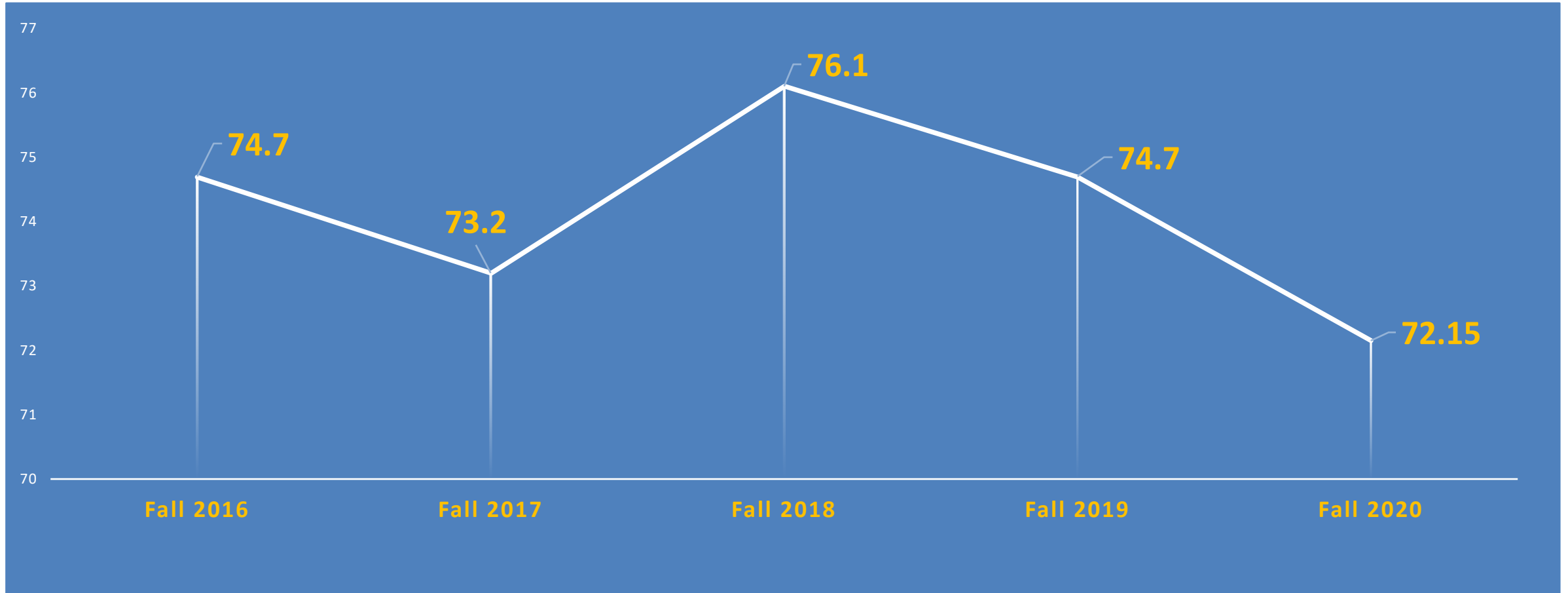
## Sources

- Phone-a-thons
- Texting
- Debt Pay Down Calls

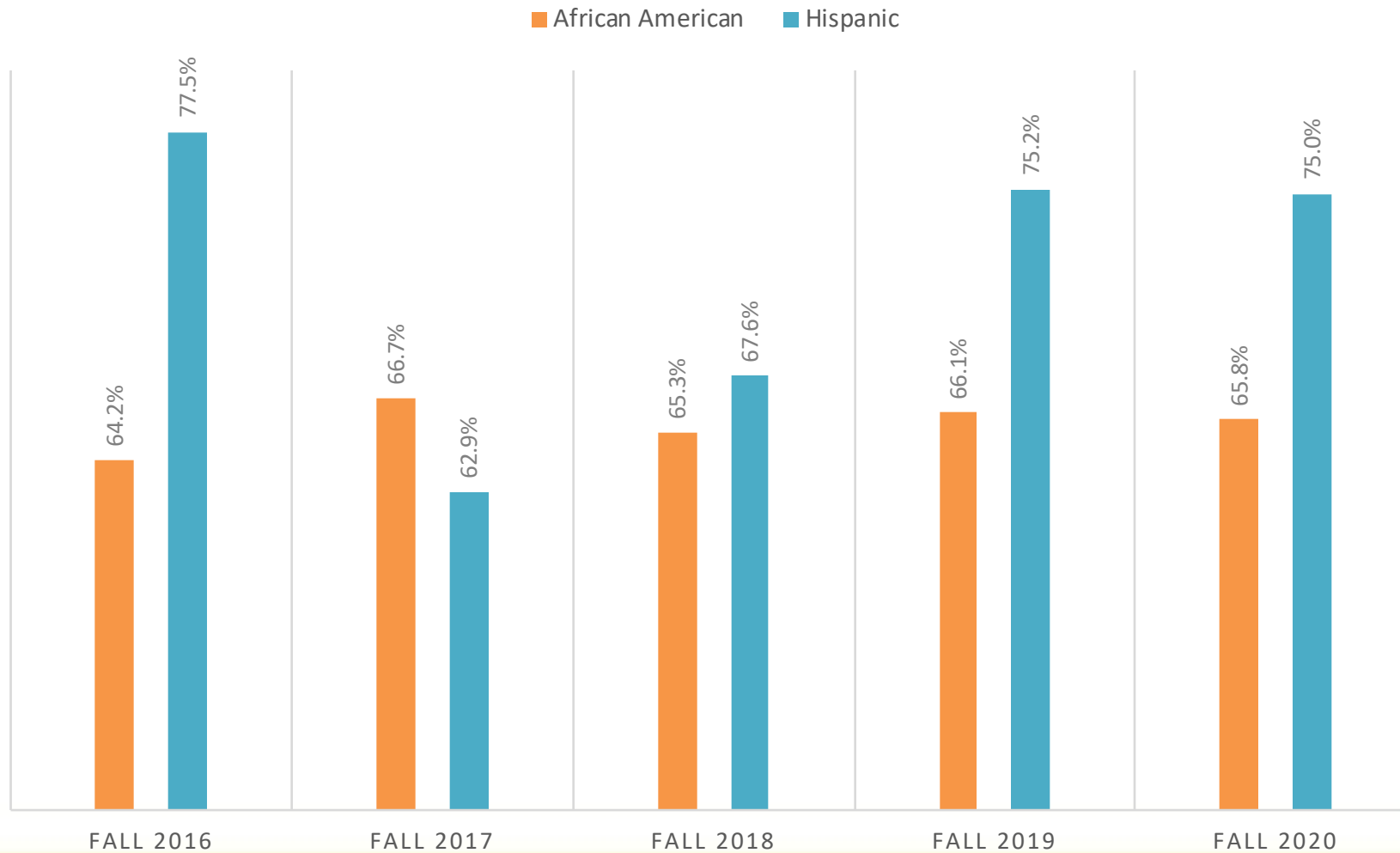
## Top Reasons

- Financial hardships and cost of college
- Family obligations/personal circumstances/Mental Health
- Transferring to another institution
- Students cited needing break/stress
- Students working full-time
- Uncertainty with having classes online in the future due to Covid

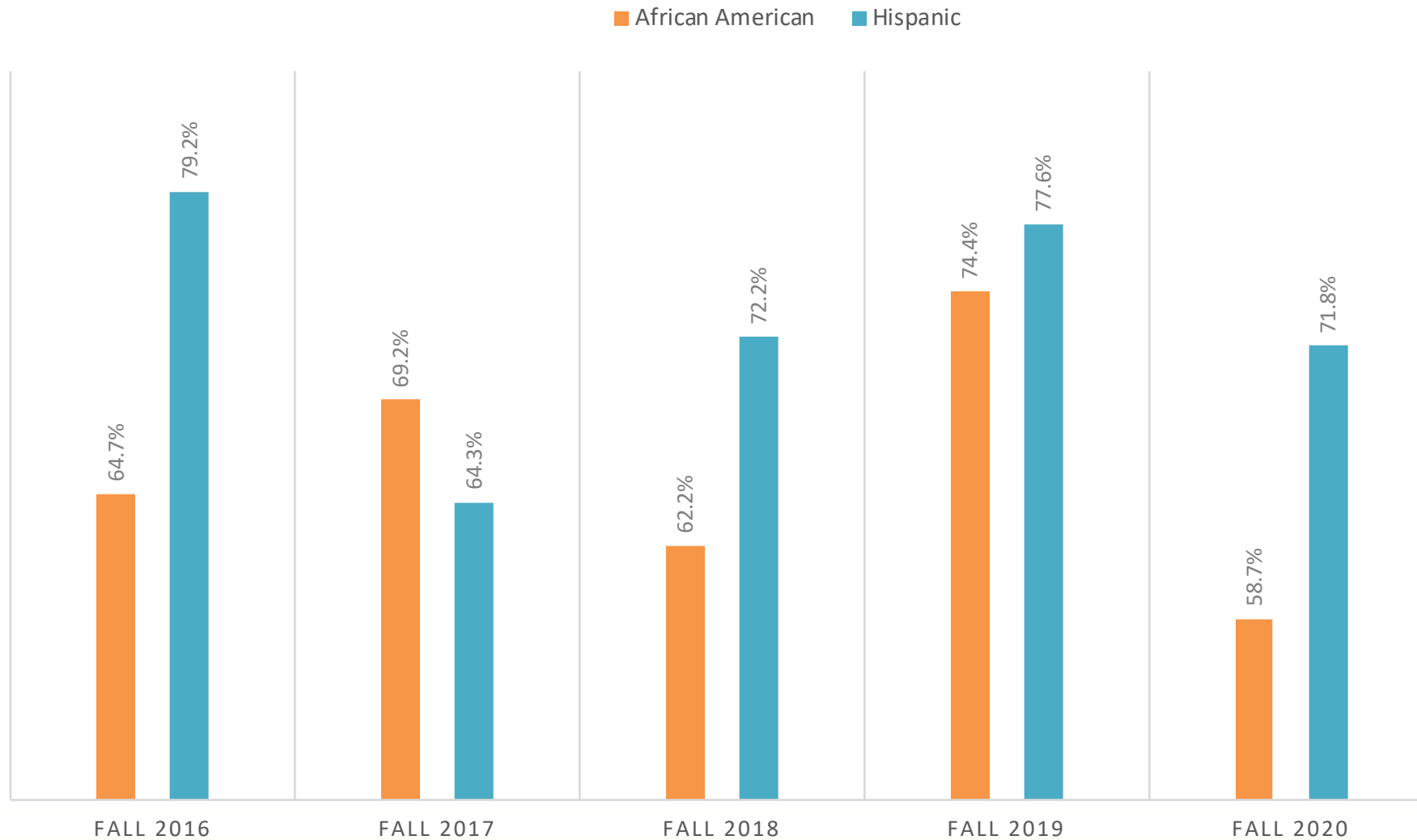
# Five-year FTC Retention Trends



# African American/Hispanic Retention Trends



# African American/Hispanic Male Retention Trends



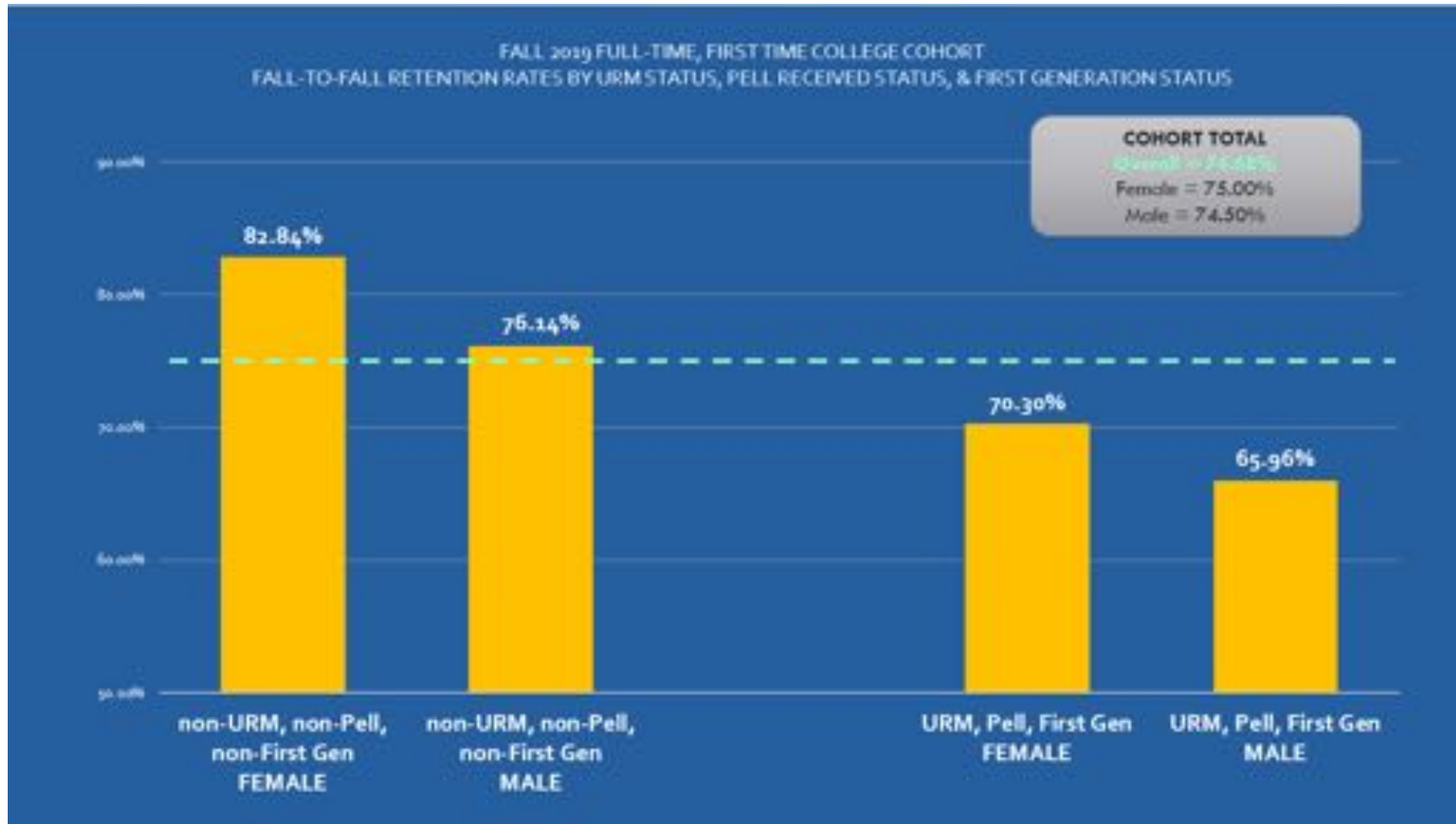
# Estimated Fall to Fall FTC Retention Rates

– 4 weeks until Census Day

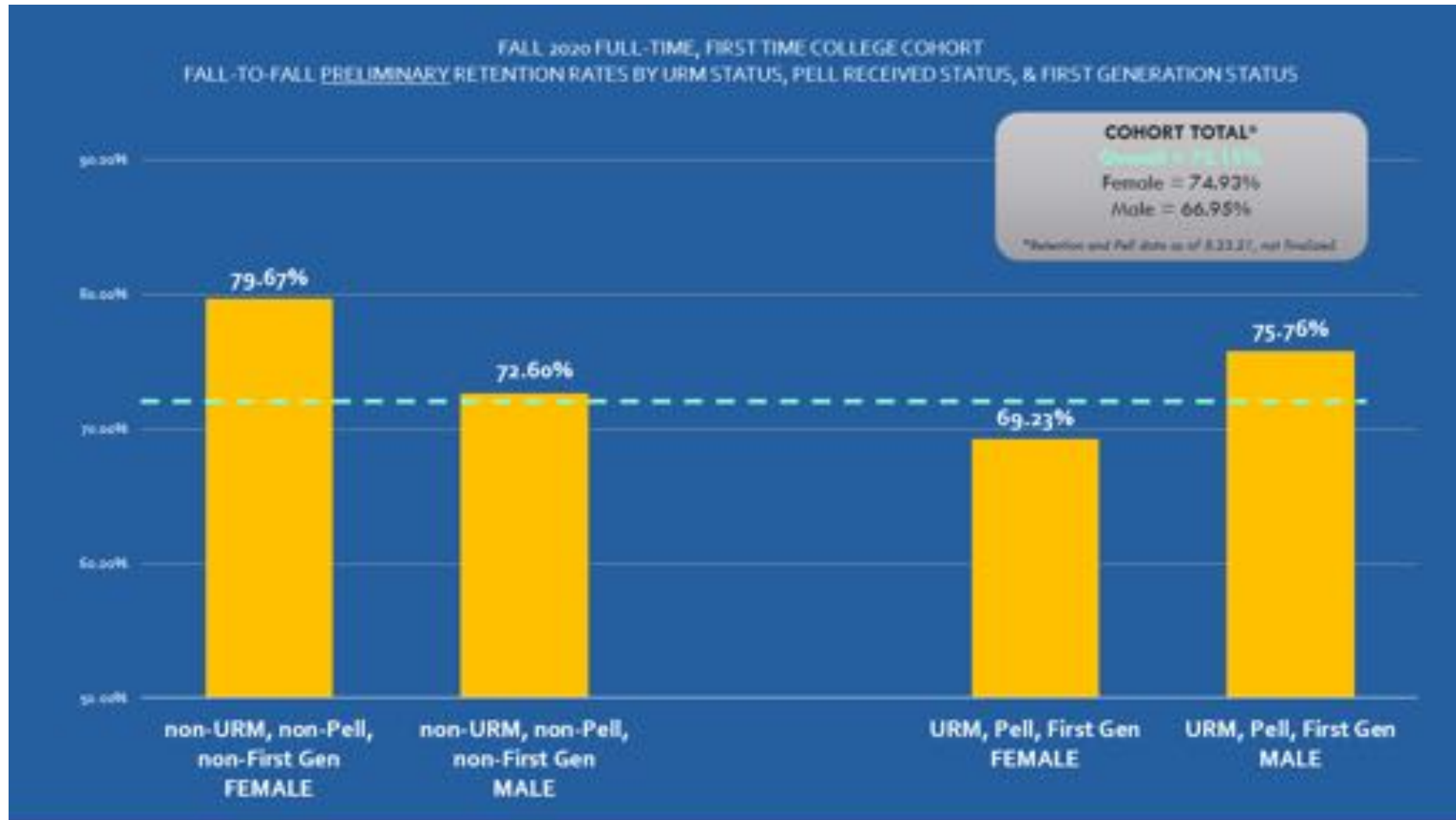
## MALE X SELECTED ETHNICITY

MALE FTC	Cohort Total	Retained @ 4WKS to Census
<b>ASIAN</b>		
FS2019	56	91.07%
FS2020	46	91.30%
		0.23%
<b>BLACK</b>		
FS2019	39	69.23%
FS2020	46	58.70%
		-10.54%
<b>HISPA</b>		
FS2019	58	81.03%
FS2020	39	71.79%
		-9.24%
<b>KC-MULTI</b>		
FS2019	28	60.71%
FS2020	28	60.71%
		0.00%
<b>NONRES</b>		
FS2019	38	76.32%
FS2020	11	90.91%
		14.59%
<b>WHITE</b>		
FS2019	219	71.23%
FS2020	176	61.96%
		-9.87%

# Fall 2019 Cohort Trends



# Fall 2020 Cohort Trends





# Roo Blue Awards Approved for Fall 2022!

\*The Schools of Medicine, Pharmacy, Dentistry and Law are excluded from Roo Blue Awards.

## Roo Blue Awards

Scholarship	Amount (per academic year)	High school core GPA requirement	Residency
Tier 1	\$2,000	3.9 or above	Missouri and Kansas
Tier 2	\$1,750	3.8–3.89	Missouri and Kansas
Tier 3	\$1,500	3.7–3.79	Missouri and Kansas

# Financial Aid Video Project Kickoff



# HEERF III Update

Current recipient data

Need Eligibility	Students	UGRD	%	GRAD	%	DENT	%	PHAR	%	LAW	%	MED	%	Pay Toward Balance	%	Receive Funds Directly	%
Very High	3,668	2,145	58%	658	18%	282	8%	280	8%	165	4%	138	4%	1,807	49%	1,861	51%
High	376	263	70%	99	26%	4	1%	4	1%	4	1%	2	1%	237	63%	139	37%
Medium	205	151	74%	40	20%	6	3%	2	1%	6	3%	-	0%	120	59%	85	41%
Low	659	272	41%	346	53%	12	2%	11	2%	9	1%	9	1%	440	67%	219	33%
<b>Total</b>	<b>4,908</b>	<b>2,831</b>	<b>58%</b>	<b>1,143</b>	<b>23%</b>	<b>304</b>	<b>6%</b>	<b>297</b>	<b>6%</b>	<b>184</b>	<b>4%</b>	<b>149</b>	<b>3%</b>	<b>2,604</b>	<b>53%</b>	<b>2,304</b>	<b>47%</b>

- \$6,291,500 – dollars spent as of today
- 6,307 – total unduplicated apps
- 4,908 – total current recipients
- 1070 – apps submitted since last processing date (8/9/2021)
- 329 – apps with data issues that need reconciled (Student submitted invalid ID number)

# Recruiting the Next Class – Fall 2022!

## Innovate Strategy:

- School District Magazine ads
- Betty Rae's
- Platform Q
- Social media
- Candence Texting
- RooMentum reflection, re-evaluation, and extension
- Implementing Transfer and Adult Learner Space community engagement and programming
- Community Engagement (e.g. Fiesta Hispania, Troostapalooza, HDF Campus Tours)

# Recruiting the Next Class – Fall 2022!

## General Recruitment

- Admissions live chat on general admissions website staffed by recruiters and ambassadors M-F 9am-5pm
- Two separate phone lines for more direct service
- Welcome Center phone line for first time college, residency, events, and general admissions inquiries
- Transfer and Adult Learner phone line for TALC team to address students more directly with transfer or adult learner specific questions
- Social Media
  - Facebook – Parents and family recruitment
  - Instagram - Student
  - Tik Tok – student
  - YouTube – student

# Recruiting the Next Class – Fall 2022!

## Campus Visits ( 6 ways to visit campus)

### General Admissions visits

- Roo Visit (In-Person) – M-F at 9:30am & 1:30pm
- Roo Visit (Virtual) – MWF at 11am, T/Th at 3:30pm

### Tour Only

- M-F at 11am, 1pm, 3pm
- Ambassador 1:1 Appts (Virtual only)
- M-F at 12pm & 3:30pm

### Academic Unit Visits

- Academic Unit Visits (In-Person) – 1-3 per month depending on Unit
- Academic Unit Visits (Virtual) - 1-2 per month depending on Unit

### Larger campus visit day

- Discover UMKC – 11 options in the Fall, Fridays, and Saturdays
- Discover UMKC (Virtual) – 1 option in the Fall, Wednesday evening

### Group Visits

- W at 10:30am (allows for 2 groups at a time), can schedule others based on request
- We hope to use the SU theater for group visits (Wednesdays) and large Roo Visits on Fridays. Waiting to see how Covid-19 affects that, team availability, and SU availability.

# Recruiting the Next Class – Fall 2022!

## FTC Recruitment plans:

Travel – Pending Covid-19 precautions we are planning on in person travel to each of our territories

- STL –
- FTC 1:1 Appointments: Varying times, 2 hours per recruiter per week

High School visits (many currently being scheduled)

- 6 – virtual
- Most rural MO areas
- 20 – in person

College Fairs (still getting requests)

- 29 – Currently in person
- 5 – virtual

Counselor events

- 4 – virtual

•Currently planning in person counselor events for local counselors

Territory events

•Working to plan territory events in the following areas – can happen in Spring at earliest due to Covid precautions

- St. Louis
- Omaha
- Wichita

# Recruiting the Next Class – Fall 2022!

## **TRN Recruitment plans:**

Our transfer team is extremely short staffed going into the fall travel season so we will be doing our best but will not be able to cover all grounds and expand territories as we had hoped.

We offer both virtual and in person visit consultations

### **1:1 Transfer Consultations (virtual via phone or Zoom)**

- August: 4 available per day
- Sep-Dec: 3 available per day

### **1:1 Transfer Consultations (walk-ins)**

- About 3-5 per week over the past few weeks



# Recruiting the Next Class – Fall 2022!

## TRN Recruitment plans Cont

**Travel** - Pending Covid-19 precautions we are planning on in person travel to each of our territories

As stated above, we will be short staffed going into the fall, but we will be conducting travel visits for college fairs, community college visit tabling events, and coordinating AU guest advising visits to the community colleges in the KC metro area

### **Community College Visits**

- 6 in-person
- 0 virtual
- 1 pending (no response from MCC-Penn Valley)
- Note: MCC-Maple Woods is not allowed in-person events at this time

### **Community College/Transfer Fairs**

- 5 in-person
- 1 virtual

### **Community College Visits by the AUs (in-person)**

- Bloch = 10 \*I'm not finding Logan's confirmation on these, but this is what Scott requested. Looking into this to verify confirmation, but likely won't have by 12:30 (sorry!)
- CAS = 9
- SCE = 9

What other ideas do you have to innovate to make UMKC a designation campus?



Questions?

