

11-15-2013

Direction Package Enrollment Presentation with Additional Slides

Direction Package Advisory Board

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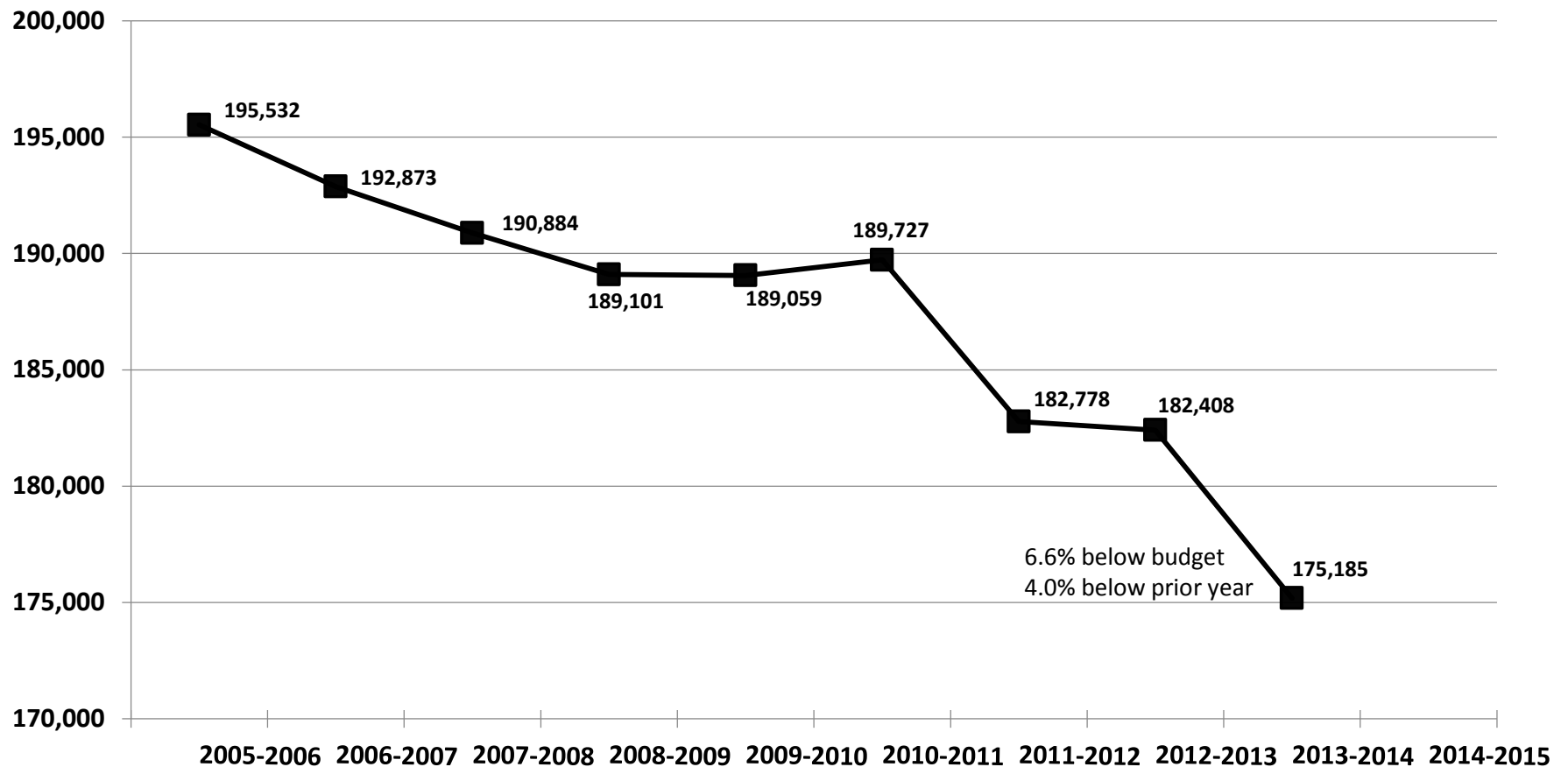
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Enrollment at USM

Direction Package Update

11/15/2013

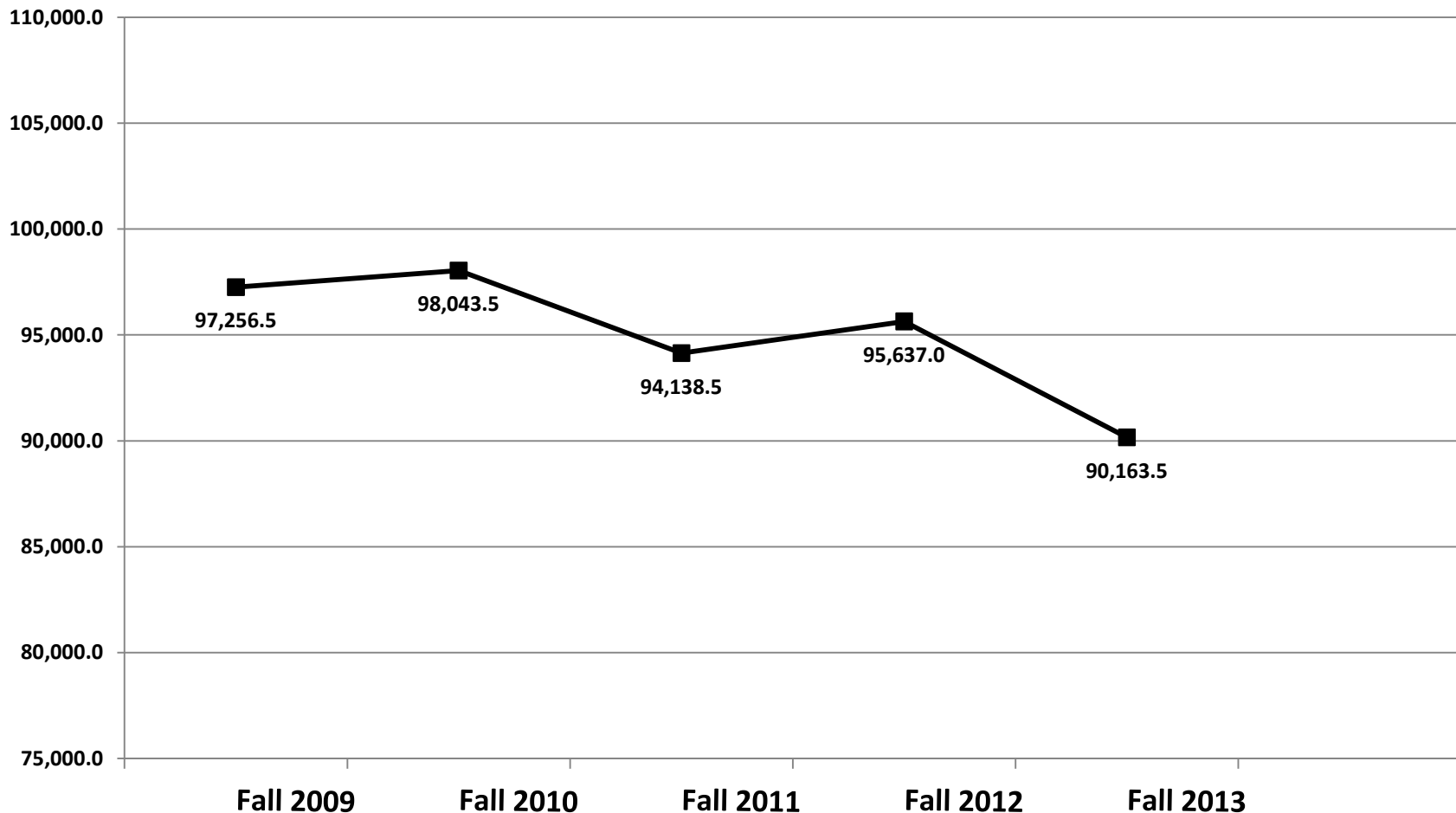
Total USM Fall and Spring Semester Credit Hours with 2013-2014 Estimate



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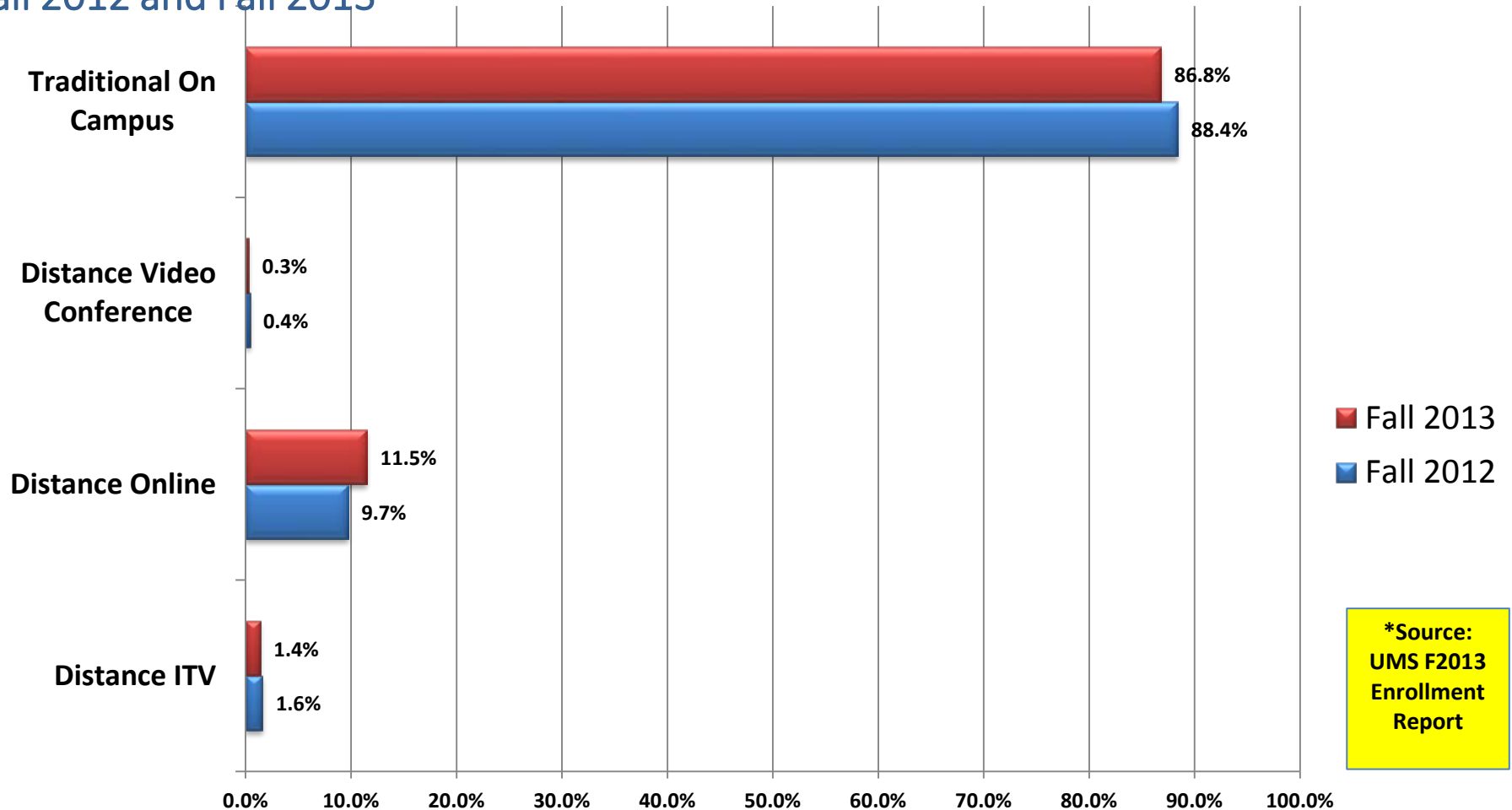
Total USM Fall Semester Credit Hours Fall 2009-Fall 2013



Source: USM OIRA Reports

Percentage of Enrollment Comparison of SCH by Modality

Fall 2012 and Fall 2013*



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Fall 2013 Enrollment Characteristics

- **Headcount at Census:**
 - 8,923 Students
 - 7,098 Undergraduates (79.5%)
 - 1,553 Graduate (17.4%)
 - 272 Law (3%)
- **Credit Hours at Census:**
 - Undergraduate: 76,111
 - Graduate: 10,101.5
 - Law: 3,951

Source: USM OIRA Reports

Fall 2013 Enrollment Characteristics

- **Gender: *59.3% Female; 40.7% Male***
 - Undergraduate: 57.1 Female; 42.9 Male
 - Graduate: 71.5 Female; 28.5 Male
 - Law: 48.2 Female; 51.8 Male
- **Average Age All Students/All Careers: 26.7**
 - Degree Students Overall: 26.6
 - Undergraduate: 25
 - Graduate: 34.6
 - Law 28.2
 - Non-Degree Overall: 27.2
 - Undergraduate: 23.7
 - Graduate: 38.5

Source: USM OIRA Reports

Headcount Percentage by Career Level

Fall 2008-Fall 2013

Career Level	Fall 2008	Fall 2009	Fall 2010	Fall 2011	Fall 2012	Fall 2013	<i>Fall 2014 Est.</i>
Undergraduate	78.7%	78.9%	78.3%	78.6%	79.0%	79.6%	79.6%
Graduate	18.6%	18.4%	18.9%	18.5%	18.1%	17.4%	17.4%
Law	2.7%	2.7%	2.8%	2.9%	2.9%	3.0%	3.0%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%



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Headcount

Fall 2008-Fall 2013

	Level	Fall 2008	Fall 2009	Fall 2010	Fall 2011	Fall 2012	Fall 2013	% Change F2008 to F2013
Headcount	Undergraduate	7879	7618	7561	7311	7407	7098	(9.9%)
	Graduate	1863	1775	1820	1717	1693	1553	(16.6%)
	Law	267	262	273	273	282	272	1.8%
	Total	10009	9655	9654	9301	9382	8923	(10.8%)

Source: USM OIRA Reports

Total Enrollment - Student Home Mailing Addresses by State/Country

and each state/country's percentage of the total for that year

State/Country	2009		2010		2011		2012	
Maine	8867	91.8%	8867	91.8%	8588	92.3%	8635	92.0%
Connecticut	58	0.6%	58	0.6%	45	0.5%	65	0.7%
Massachusetts	230	2.4%	236	2.4%	193	2.1%	187	2.0%
New Hampshire	191	2.0%	176	1.8%	153	1.6%	153	1.6%
Rhode Island	23	0.2%	18	0.2%	15	0.2%	14	0.1%
Vermont	62	0.6%	69	0.7%	61	0.7%	61	0.7%
Non-New England States	167	1.7%	177	1.8%	178	1.9%	181	1.9%
Canada	13	0.1%	12	0.1%	17	0.2%	21	0.2%
International/Unknown	44	0.5%	41	0.4%	51	0.5%	65	0.7%
Total Enrollment	9655	100%	9654	100%	9301	100%	9382	100%

Source: 2012-2013 Factbook, USM Office of Institutional Research

FTE

Fall 2008-Fall 2013

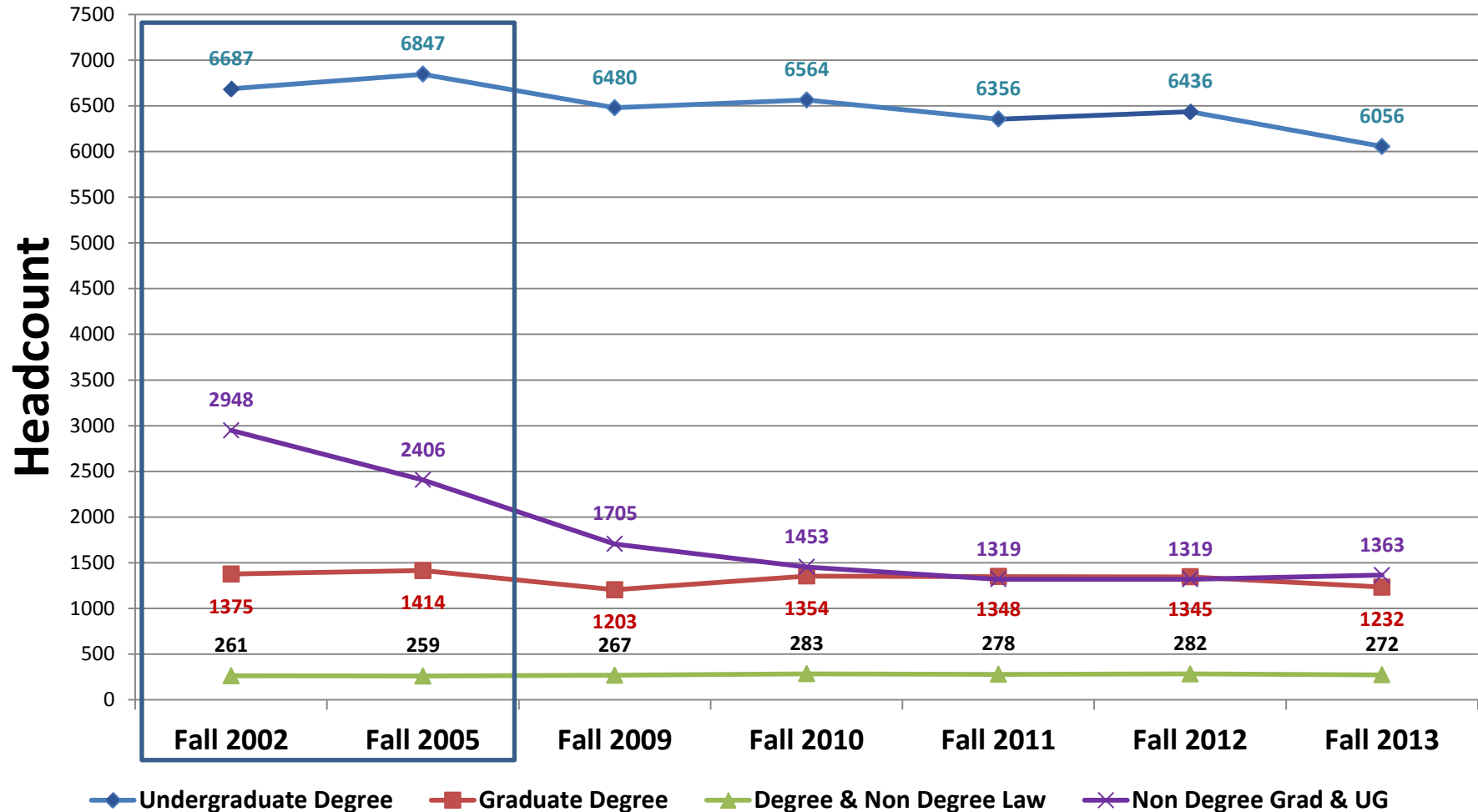
	Level	Fall 2008	Fall 2009	Fall 2010	Fall 2011	Fall 2012	Fall 2013	% Change F2008 to F2013
FTE	Under-graduate	5546	5491	5492	5272	5362	5074	(8.5%)
	Graduate	1222	1219	1287	1220	1235	1122	(8.2%)
	Law	266	261	272	272	274	263	(1.1%)
	Total	7034	6971	7051	6764	6871	6459	(8.2%)

Source: USM OIRA Reports

Enrollment Trends Fall 2009-Fall 2013

Degree and Non-Degree Headcount by Career Level

With Fall 2002 & Fall 2005 Comparative Data

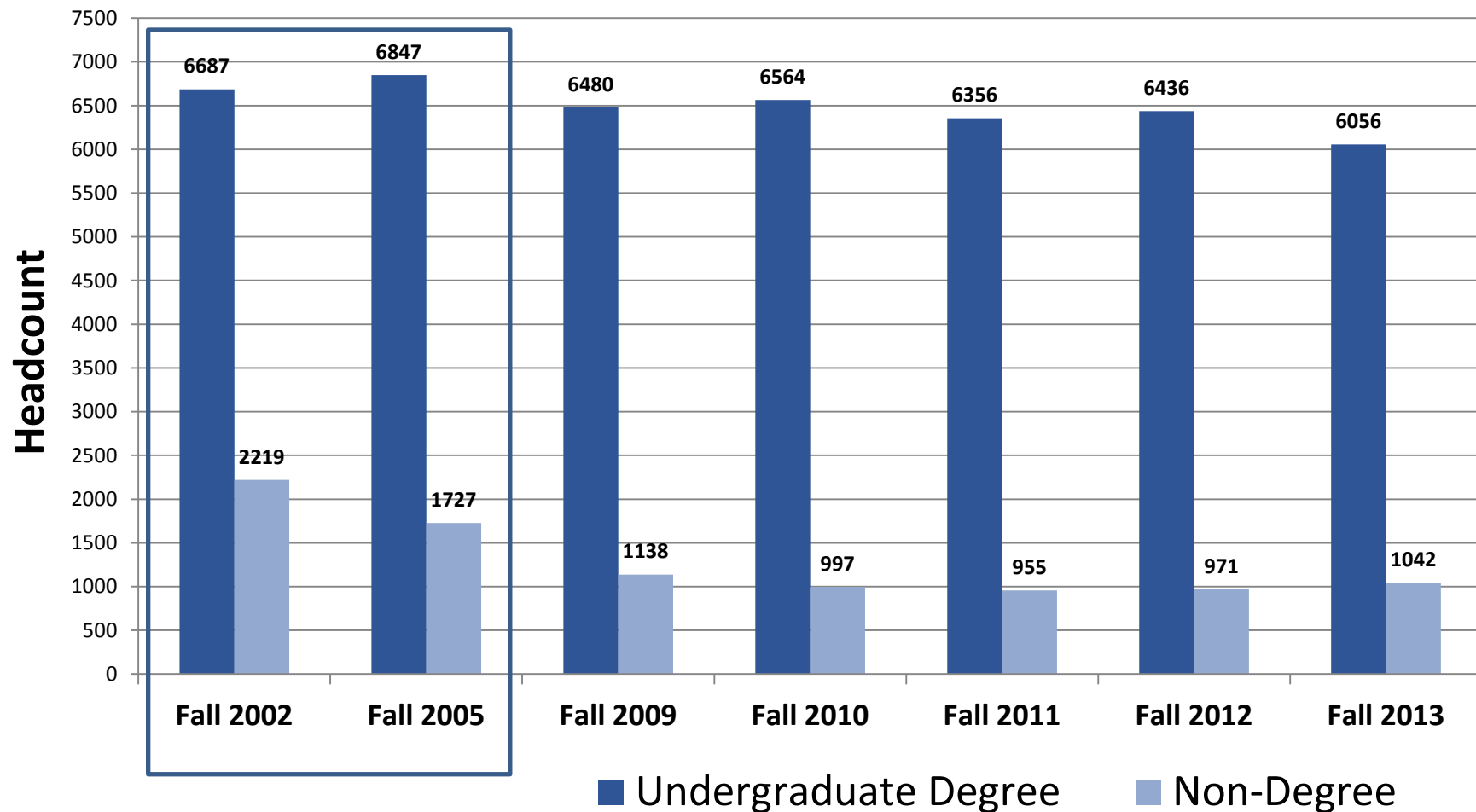


Source: USM OIRA Reports

Enrollment Trends Fall 2009-Fall 2013

Undergraduate Degree and Non-Degree Headcount

With Fall 2002 & Fall 2005 Comparative Data

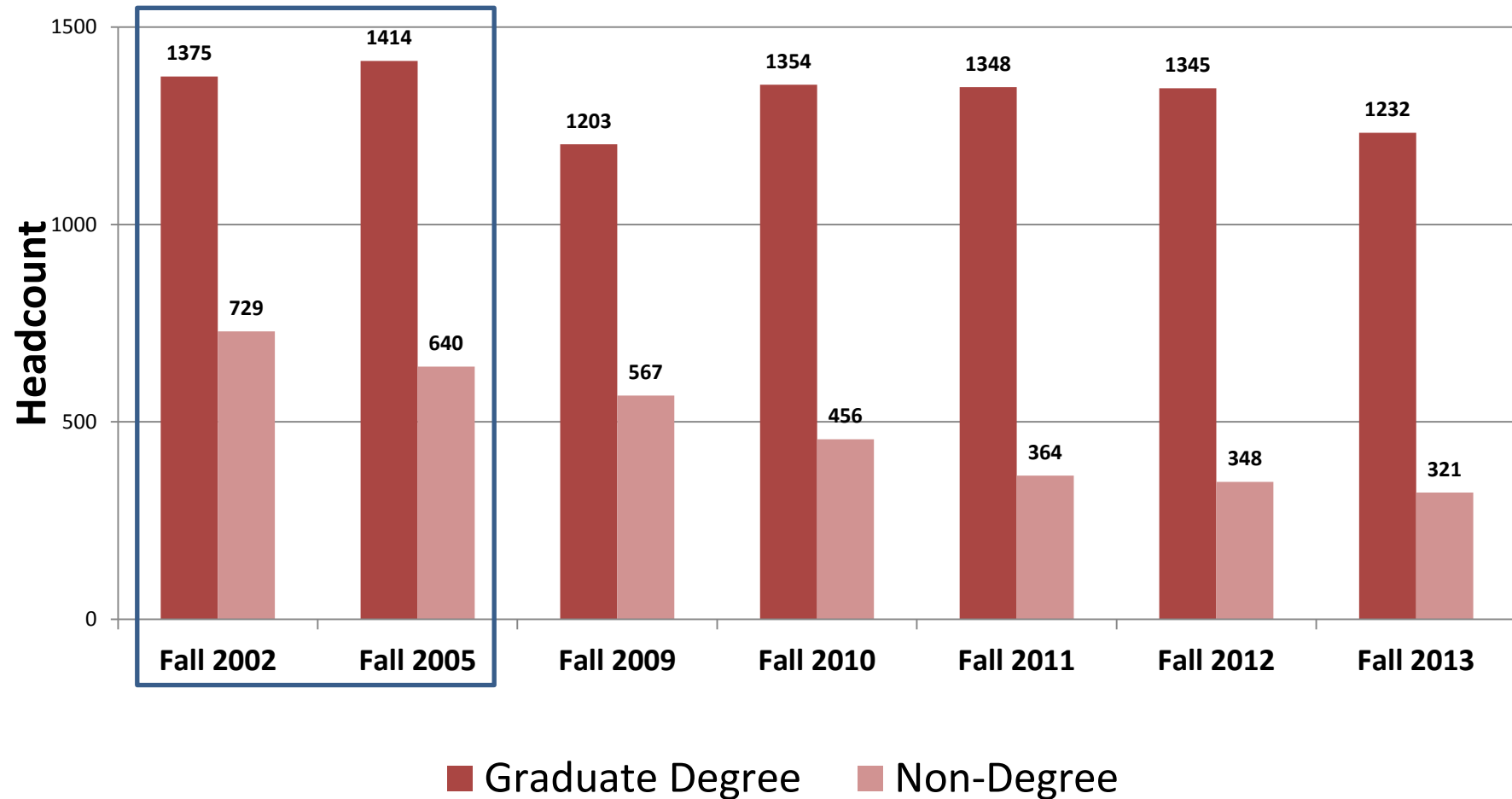


Source: USM OIRA Reports

Enrollment Trends Fall 2009-Fall 2013

Graduate Degree and Non-Degree Headcount (not including Law)

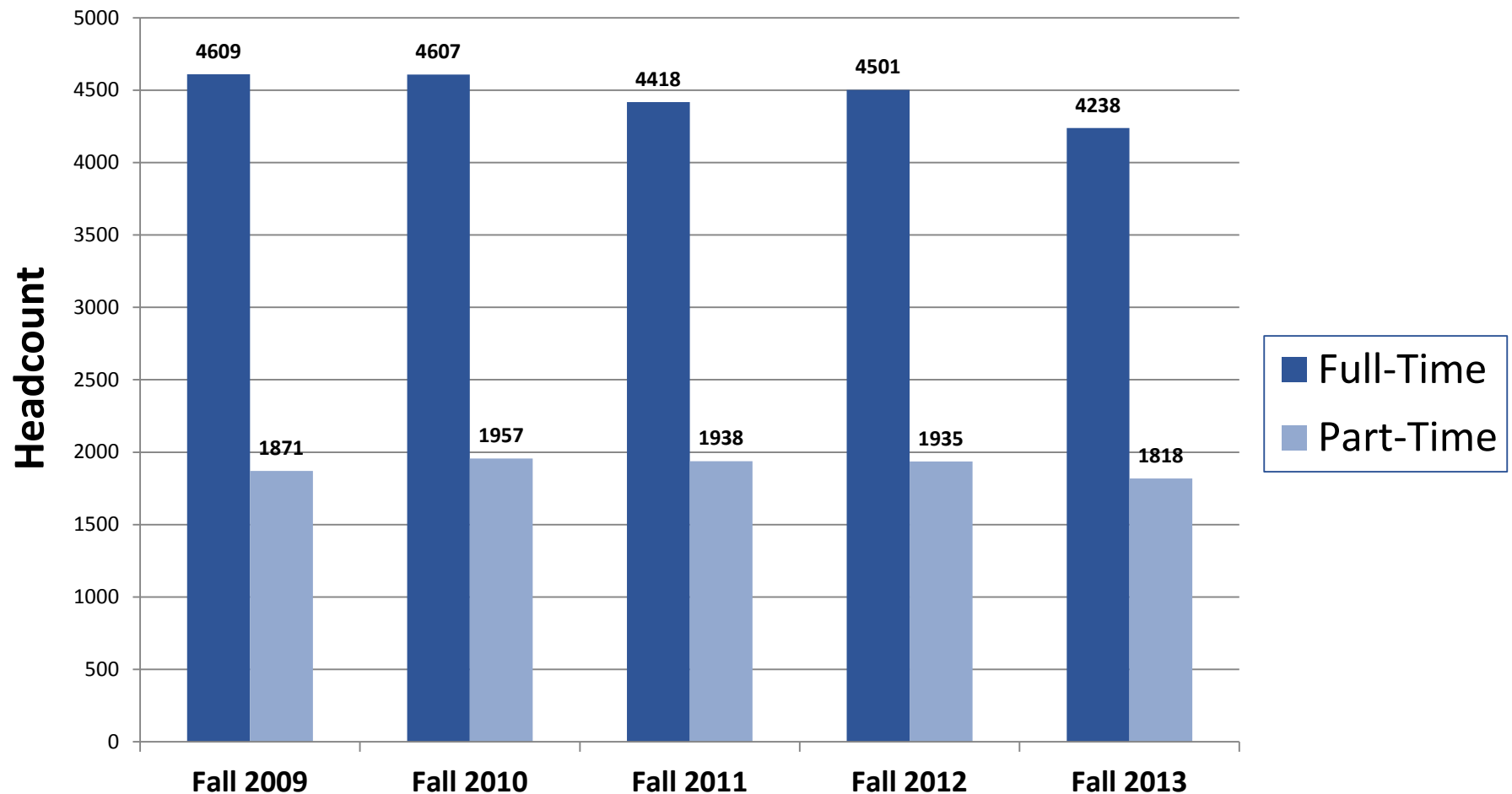
With Fall 2002 & Fall 2005 Comparative Data



Source: USM OIRA Reports

Enrollment Trends Fall 2009-Fall 2013

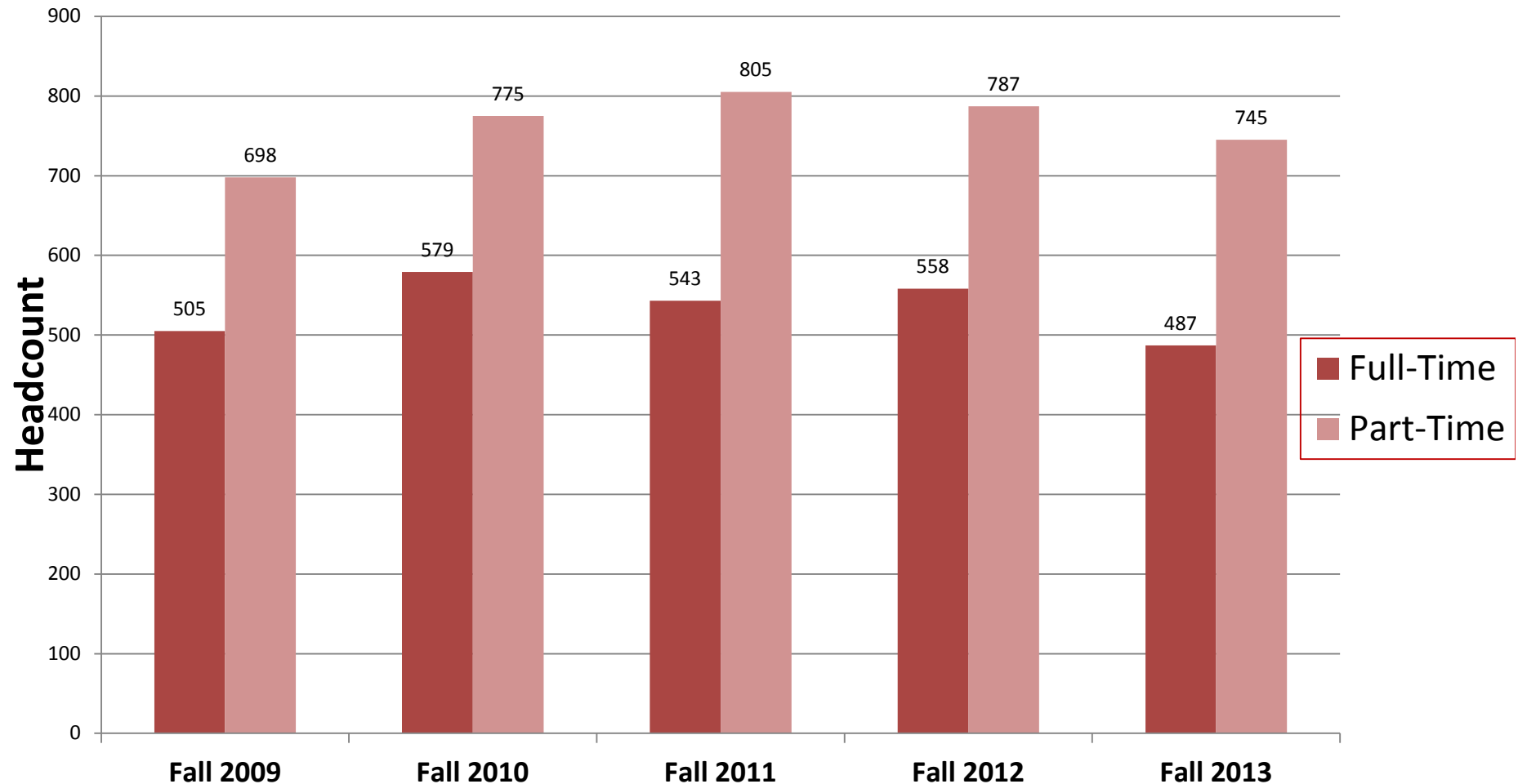
Undergraduate Degree Headcount by Enrollment Status



Source: USM OIRA Reports

Enrollment Trends Fall 2009-Fall 2013

Graduate Degree Headcount by Enrollment Status



Source: USM OIRA Reports

Enrollment Trends – Fall 2009-Fall 2013

Headcount Summary By College – excluding Law

	Fall 2009	Fall 2013	# Change	% Change
CAHS	1848	1580	-268	(14.5%)
CMHS	1841	1833	-8	(.4%)
CSTH	2134	2388	254	11.9%
LAC	414	448	34	8.2%
Women & Gender Studies	15	14	-1	(6.7%)
GO Undeclared	1420	1025	-395	(27.8%)
Non-Degree	1705	1363	-342	(20.1%)
Total	9377*	8651	-726	(7.7%)

Source: USM OIRA Reports

Enrollment Trends - Fall 2009-Fall 2013

Credit Hour Summary By College – excluding Law

	Fall 2009	Fall 2013	# Change	% Change
CAHS	21466.5	18194	-3272.5	(15.2%)
CMHS	17556	17250.5	-305.5	(1.7%)
CSTH	24639	28189.5	3550.5	14.4%
LAC	3987	4296	309	7.8%
Women & Gender Studies	151	156	5	3.3%
GO Undeclared	17669.5	12254.5	-5415	(30.6%)
Non-Degree	7827.5	5872	-1955.5	(25%)
Total	93296.5	86212.5	-7084	(7.6%)

Source: USM OIRA Reports

Retention - Undergraduate

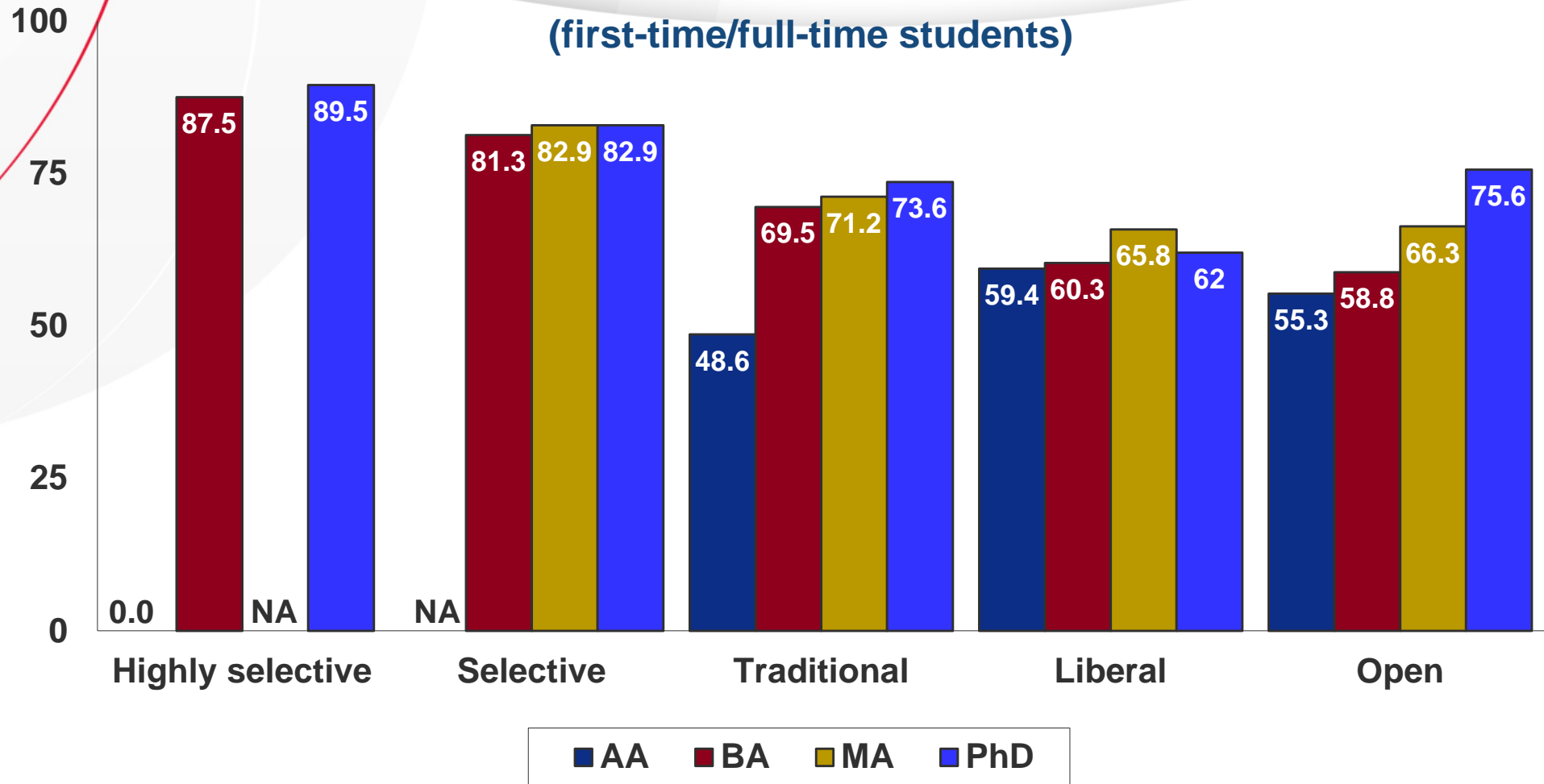


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First- to second-year retention rates for public institutions

USM Retention rate 67%
(first-time/full-time students)



Retention

First Time, First Full-Time (IPEDS)

Cohort	Count	Retained to:			
			Year 2	Year 3	Year 4
Fall 2009	826		70.0%	53.0%	48.3%
Fall 2010	766		66.0%	50.7%	45.6%
Fall 2011	661		64.3%	51.1%	
Fall 2012	823		66.9%		

Source: USM OIRA Reports

Retention

First Time, First Year – full and part-time

Cohort	Count	Retained to:			
		Term 2	Year 2	Year 3	Year 4
Fall 2009	876	85.6%	68.3%	51.6%	47.0%
Fall 2010	817	85.6%	64.5%	49.8%	44.8%
Fall 2011	710	83.8%	62.7%	49.3%	
Fall 2012	865	86.8%	65.3%		

Source: USM OIRA Reports

Retention – First Year Students

Summary by Cohort and College

College	Fall 2010- Fall 2011	Fall 2011- Fall 2012	Fall 2012- Fall 2013
College of Arts, Humanities & Social Sciences	N=156 65.4%	N=121 69.4%	N=161 73.9%
College of Management and Human Service	N=55 72.7%	N=74 68.9%	N=92 62.0%
College of Science, Technology, & Health	N=181 69.6%	N=147 68.0%	N=229 69.4%
Lewiston-Auburn College	N=7 71.4%	N=10 50.0%	N=13 61.5%
GO (Conditional Admission Students)	N=212 54.2%	N=156 59.6%	N=165 61.8%
Undeclared	N=206 67.0%	N=203 55.2%	N=202 58.9%

Source: USM OIRA Reports

Retention –Transfer Students

Summary by Cohort and College

College	Fall 2010- Fall 2011	Fall 2011- Fall 2012	Fall 2012- Fall 2013
College of Arts, Humanities & Social Sciences	N=165 77.0%	N=153 74.5%	N=169 72.8%
College of Management and Human Service	N=112 67.0%	N=105 64.8%	N=156 76.3%
College of Science, Technology, & Health	N=313 69.3%	N=300 69.0%	N=337 66.2%
Lewiston-Auburn College	N=45 75.6%	N=52 69.2%	N=68 61.8%
GO (Conditional Admission Students)	N=19 78.9%	N=20 75.0%	N=25 72.0%
Undeclared	N=138 60.9%	N=153 67.3%	N=185 68.6%

Source: USM OIRA Reports

Graduation Rates - Undergraduate



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4, 5, and 6 Year Graduation Rates by Cohort (First-time/Full-time)

Cohort	Graduate within 4 Years	Graduate within 5 Years	Graduate within 6 Years
Fall 2000	9.7%	26.2%	31.3%
Fall 2001	10.3%	28.2%	34%
Fall 2002	13.2%	28.6%	34%
Fall 2003	12.5%	30.9%	36.9%
Fall 2004	16.8%	28.8%	34.6%
Fall 2005	9.7%	24.9%	32.9%
<i>*Data Source: Education Trust, College Results Online (data drawn from IPEDS)</i>			

4, 5, and 6 Year Graduation Rates by Cohort (Transfer Students)

Cohort	Graduate within 4 Years	Graduate within 5 Years	Graduate within 6 Years
Fall 2000	36.7%	43.5%	46.3%
Fall 2001	33.6%	40.9%	44.6%
Fall 2002	34.0%	42.6%	46.6%
Fall 2003	39.5%	46.1%	49.0%
Fall 2004	36.5%	42.6%	46.4%
Fall 2005	45.4%	46.7%	55.1%
<i>*Data Source: USM MELMAC Grant Data Report</i>			

Comparison of 4, 5, and 6 Year Graduation Rates* (First-time/Full-time) with Peer Institutions** (Fall 2005 Cohort)

Institution	Graduate within 4 Years	Graduate within 5 Years	Graduate within 6 Years
USM	9.7%	24.9%	32.9%
Boise State University	8.2%	22.2%	29.2%
Central Connecticut State Univ.	14.1%	40.8%	47.3%
Kennesaw State University	11.8%	30.8%	40.6%
Morehead State University	15.9%	33.9%	40.4%
North Carolina Central University	15.1%	31.3%	38.4%
Northern Kentucky University	10.7%	30.1%	37.0%
Salem State University	16.7%	34.8%	41.7%
Southern Illinois Univ.-Edwardsville	28.3%	46.9%	51.9%

*Data Source: Education Trust, **College Results Online** (data drawn from IPEDS)

**Peer Institution List from Provost's Webpage under Faculty Resources

Admission Trends



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Undergraduate Admission Funnel Trends

Fall 2009-Fall 2013

First Year Students (FTIC)

	Fall 2009	Fall 2010	Fall 2011	Fall 2012	Fall 2013
Applied	4069	4260	4109	3902	3993
Admitted	3412	3339	3286	3231	3284
% Admitted	84%	78%	79.9%	82.8%	82.2%
Enrolled	876	817	710	865	780
Yield %	26%	24%	21.6%	26.8%	23.8%

Source: USM Undergraduate
Admission Summary Report

Undergraduate Admission Funnel Trends

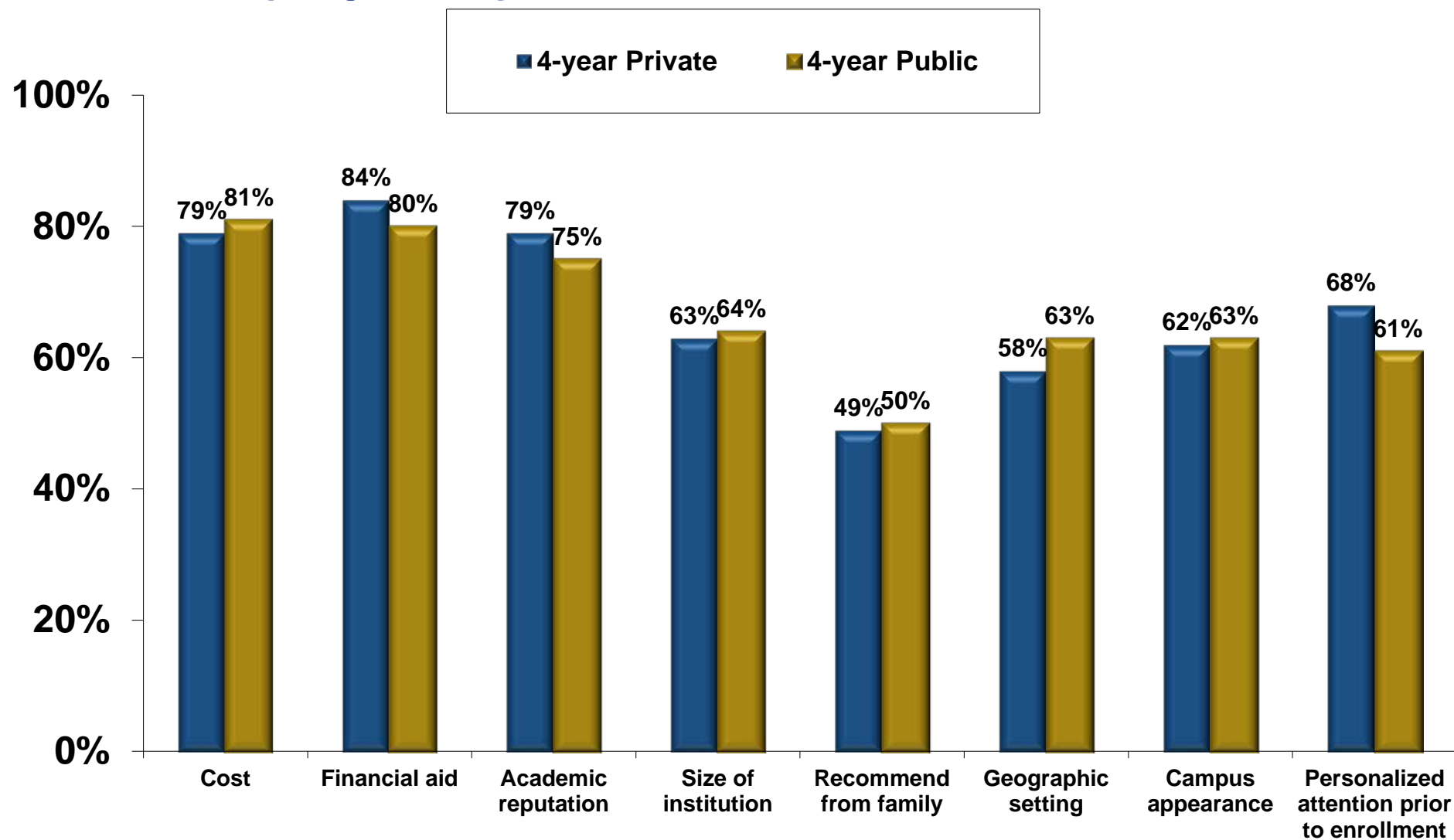
Fall 2009-Fall 2013

Transfer Students

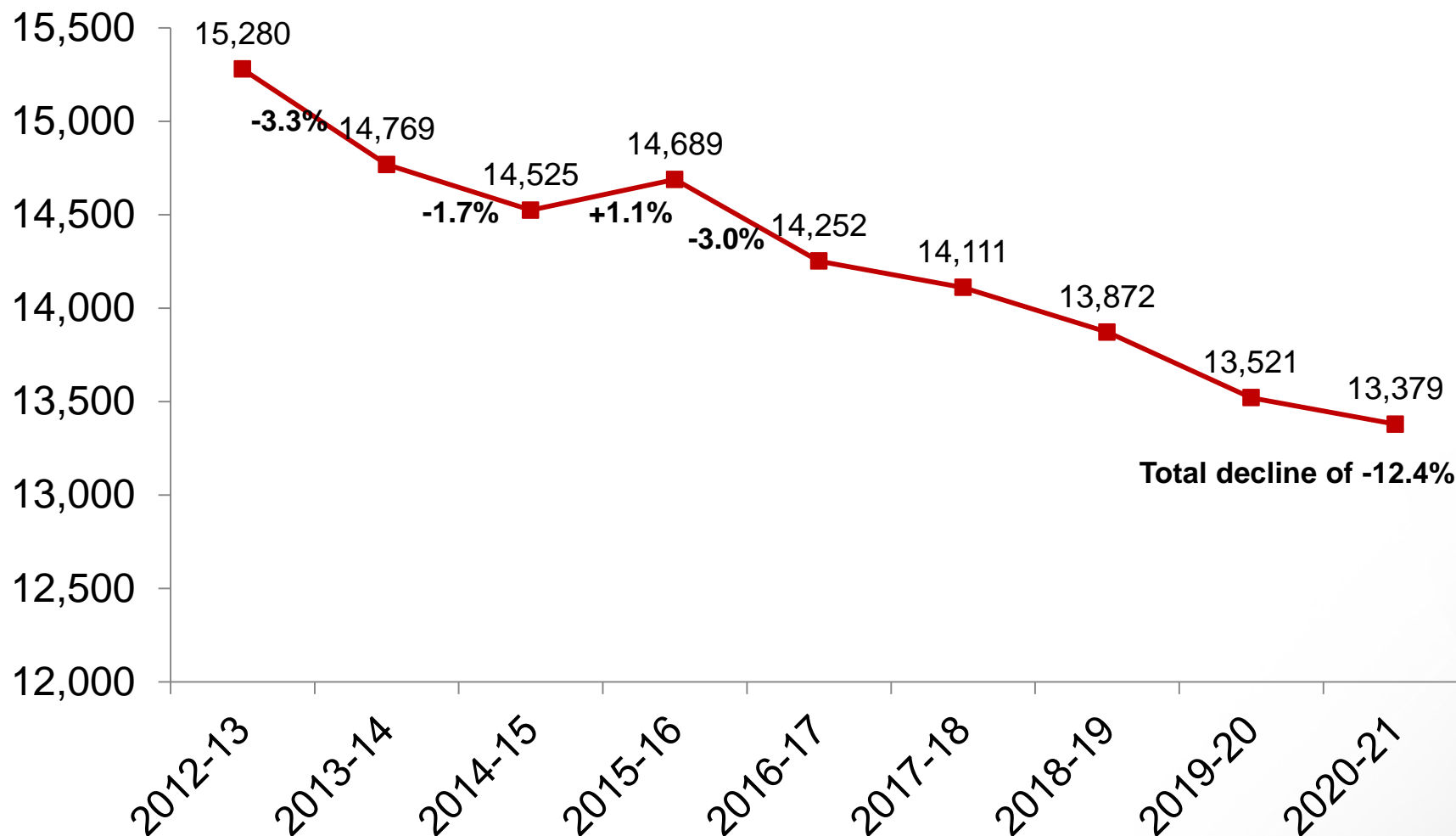
	Fall 2009	Fall 2010	Fall 2011	Fall 2012	Fall 2013
Applied	1789	1785	1900	2031	1494
Admitted	1264	1267	1271	1448	1116
% Admitted	71%	71%	67%	71%	75%
Enrolled	851	823	784	948	772
Yield %	67%	65%	62%	65.5%	69.2%

*Source: USM Undergraduate
Admission Summary Report*

Drivers (reprise)



Projected number of high school graduates: Maine 2012-20





Maine: The competition factor

15,280 high school seniors / 2012-13*

32 institutions of higher education**

56.2% college continuation rate (8,587)***
(ranks 41st among states)

36.8% leave the state to go to college (3,162)****
(ranks 8th among states)

Three Largest Institutions†*****	Number of In-state Freshmen *****
University of Maine	1,336
Southern Maine Community College	867
University of Southern Maine	609

2,613 students ÷ 29 institutions = 90 students per institution††

† In-state institutions receiving the largest number of in-state freshmen.

†† Competition factor equals college continuation rate less number of students migrating and the three in-state institutions receiving the largest number of in-state freshmen.

Sources:

*Western Interstate Commission for Higher Education, *Knocking at the College Door*, 2012

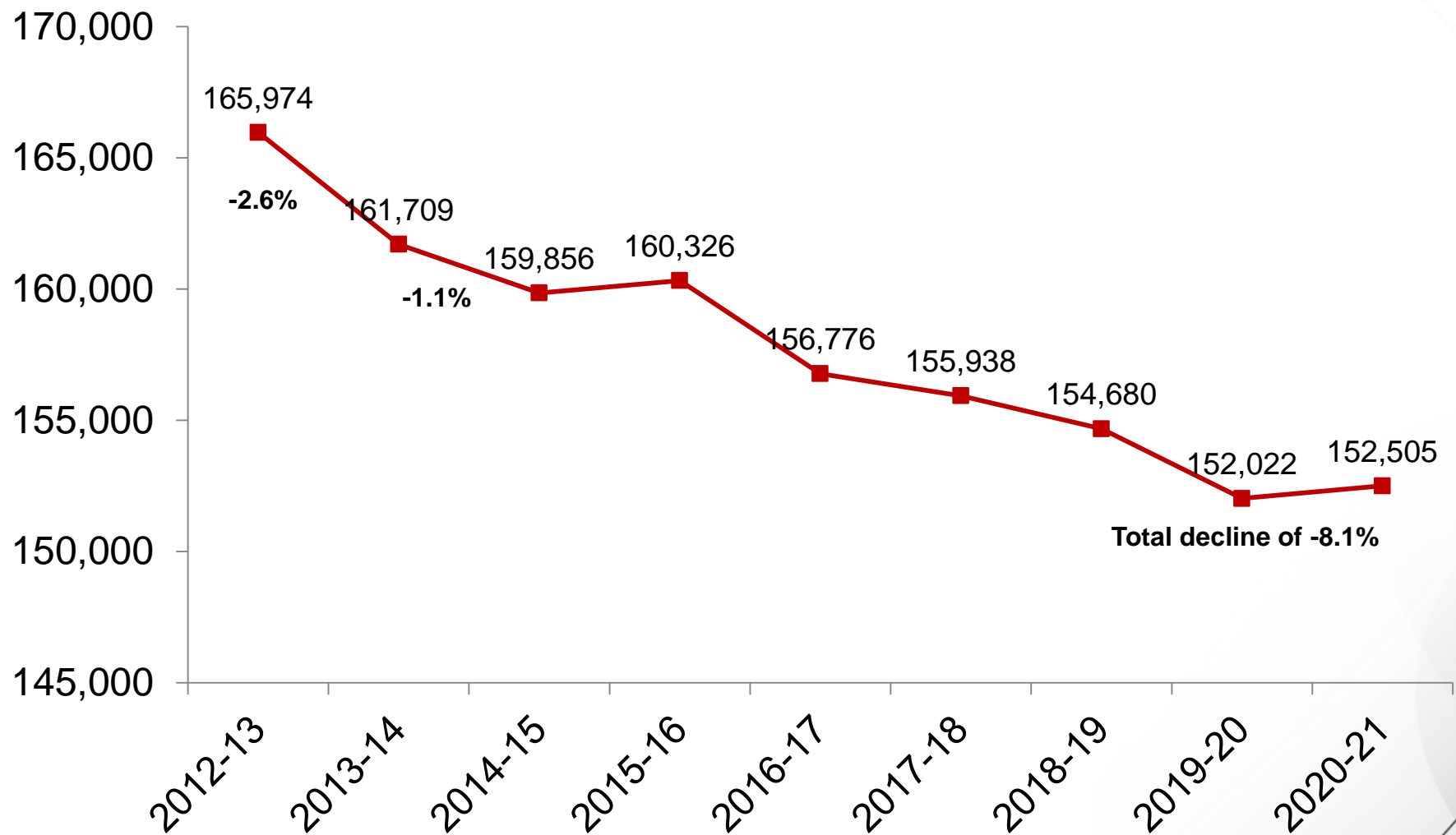
**The Chronicle of Higher Education, 2012

***Postsecondary Education Opportunity, *Chance for College by Age 19 by State 1986-2010*, 2013

****Postsecondary Education Opportunity, *Interstate Migration of College Freshmen 1986-2010*, 2012

*****National Center for Education Statistics, IPEDS Fall Enrollment Survey (2010)

Projected number of high school graduates: New England 2012-20



Situation Analysis

- Declining demographics in service region
- Increased competition from community colleges, other UMaine campuses, private, online, and for-profit institutions
- Fewer students transferring
- Economy (including local support for professional development)

Recruitment-Target Markets

Undergraduate

- In-State FTIC – Increase yield
- Out-of-State FTIC – Increase funnel and yield (merit scholarship program)
- Transfer Students – Increase from CC's and Out-of-State
- Adult Students
 - Degree Completion
 - Distance Programs, particularly online

Graduate Admission Funnel Trends

Fall 2011-Fall 2013

	Fall 2011	Fall 2012	Fall 2013	# Change F'12-F'13	% Change F'12-F'13
Applications	991	983	822	(161)	(16%)
Admits	639	641	547	(94)	(15%)
% Admitted	64.4%	65.2%	66.5%		
Enrolled	459	463	383	(80)	(17%)
% Enrolled (yield)	71.8%	72.2%	66.5%		

Source: USM Graduate Admission
Summary Report

What's Next?

- *Recruitment Initiatives (Graduate and Undergraduate)*
- *Retention Initiatives (Graduate and Undergraduate)*