



**FOCUS ON**

**Enrollment Presentation – 2008 FAU Board of Trustees Retreat**



## **Recruitment Initiatives**

**The recruitment audience is highly targeted.**

**Recruitment opportunities include both individual and collective elements.**

**Although the goal is to encourage qualified persons to apply, this is done with the understanding that ALL**

## **Community College Recruitment Efforts**

**Articulation workshops (on going)**

**Boca**

**Davie**

**Jupiter/Treasure Coast**

**Community college fairs (15)**

**Individual community college visits (36, plus visits by personnel from Davie, Jupiter, Treasure Coast)**

**Awards ceremonies/Scholarship presentations**

**Direct emails (Talisma)**

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## **Events**

**Open houses (yield up to 41%)**

**High school counselor luncheons**

**Sponsored counselor visits (Independent Education Counselors Association)**

**Transfer Expo on all campuses simultaneously (yield 47 %)**

**Campus Day (yield 70%) expanding to two dates**

**College receptions**

**High school counselor professional development seminar (Southern Association of Colleges Admissions Counselors)**

**ACT Workshop (Davie)**

**Tours (twice daily, Saturday, specials: 6,000+)**

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## Communications

**Talisma: prospect data base; manage communications flow**

**Telecounselor campaigns**

**Publications**

**Call center (over 100,000 calls per year)**

**Lobby (17,000 visitors)**

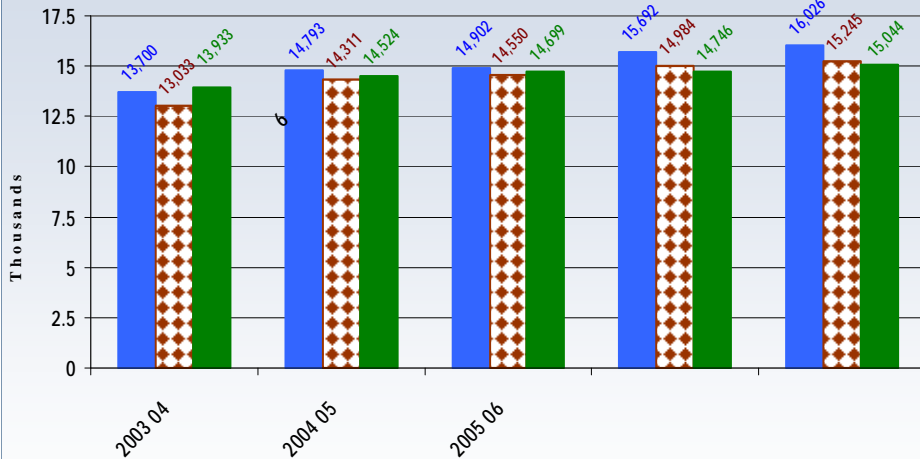
**Community outreach recruiter**

**College liaisons**

**Scholarship awards by 5/1**

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## Comparison of Planned, Funded, and Actual FTE



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**Enrollment**

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**Strategic Scenarios - How FAU May Respond to External Factors**

**IF, for example, population changes and development of state college system diminish demand for undergraduate admissions, FTIC and transfer, THEN...**

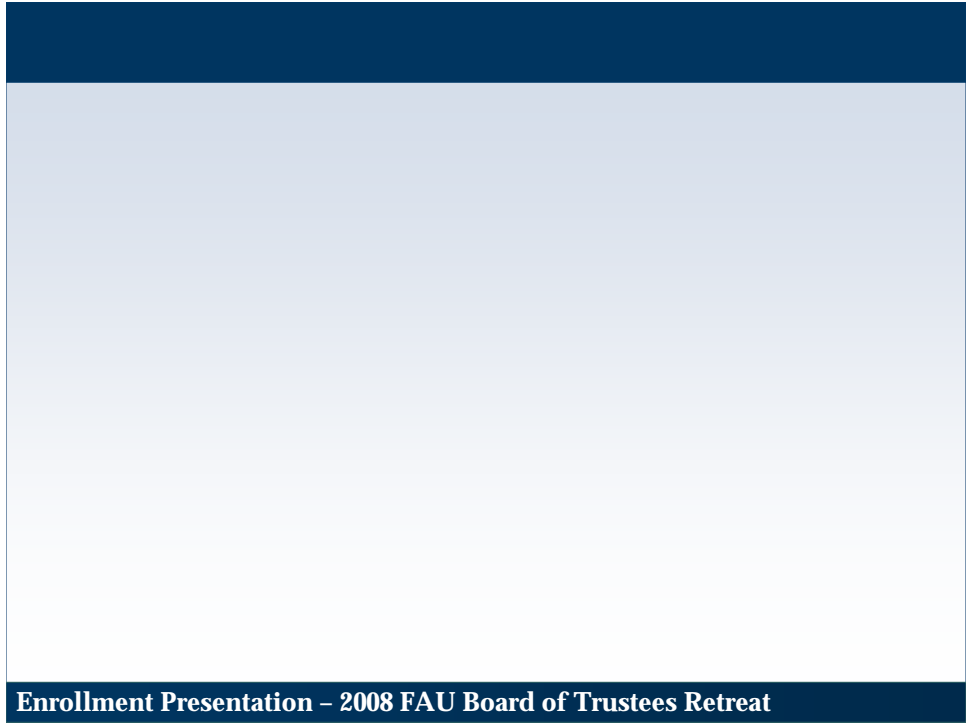
**Should FAU look to other undergraduate markets, i. e. out of state, out of region, international?**

**And/or significantly increase emphasis on graduate programs and enrollment?**

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## **Programs/Initiatives Focused on Student Success (con't)**

**In Fall 2008, 371 students are participating in 17 FLCs:**

**Architecture**

**Arts and Letters**

**Biological Sciences**

**Go Global, Give Local**

**Hospitality/Tourism Mgmt**

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## Programs/Initiatives Focused on Student Success (con't)

### GPA's of Students in FLCs/LLCs

		# of Students	Fall GPA	First Year GPA
FTIC Cohort				
Fall, 2007	FLC	374	2.56	2.59
	LLC	75	2.61	2.62
	All FTICs	2257	2.50	2.52

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## Programs/Initiatives Focused on Student Success (con't)

### Writing Center

Total consultation hours increased from 710 hours in 2002 2003 to 2,654 hours in 2007 2008 (5,308 individual sessions)

In addition to the main center in the Social Sciences building, there are now branch offices in the Oxley Center, Heritage Park Towers, Davie, and Jupiter

### Math Tutoring Center

CARES (College Assessment of Readiness for Entering Students)

Pilot assessment in Fall 2007, full implementation in Fall 2008

Helps students identify expected behaviors for the first year of college. (As examples, how much time they expect to spend on their classes, how likely are they to seek tutoring, etc.)

Provides tips for success based on response

Provides staff a summary of each student for advising purposes

Follow up assessment given at the end of the fall semester to measure expectations compared with actual experiences.

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## Programs/Initiatives Focused on Student Success (con't)

### Freshman learning strategies course (SLS 1503)

From 1992 2001, SLS 1503 was available only to students in the Student Orientation and Academic Review (SOAR) program (now called the Gateway program); 42 students enrolled in first year.

In 2002, course offerings were expanded to include athletes and students participating in the FLCs. In 2003, the course was opened to all FTICs.

In 2008, 50 sections of SLS 1503 enrolled 1,169 freshmen, or 45 percent of the entering class.

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## Programs/Initiatives Focused on Student Success (con't)

		# of Students	Fall GPA	First Year GPA
FTIC Cohort	SLS Group			
	SLS	979	2.54	2.55

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## Programs/Initiatives Focused on Student Success (con't)

### Academic Intervention Strategies in Freshman Academic Advising Services

#### Faculty Referral System for at risk freshmen (started Fall 2007)

Students then contacted for meeting

38 percent in good academic standing by end of Spring 2008

#### Early Warning System for Freshmen

At mid semester, faculty identify freshmen performing below a "C"

Students contacted, offered recommendations for success, meeting with Freshman Advising Staff

#### STAR (Strategies and Tips for Academic Recovery) Inventory (Fall 2008)

Helps students on "freshman warning" to pinpoint their academic shortcomings and provides suggestions and tips on how to become a more successful student

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## Programs/Initiatives Focused on Student Success (con't)

### Supplemental Instruction (piloted Fall 2007, expanded in Spring 2008)

Peer assisted instruction in high risk classes (high D F W rates).

Students who took the class in a previous semester and received an "A" are hired to assist current students

#### Classes covered

Fall 2007 – 1 class

Spring 2008 – 9 classes

Fall 2008 – 22 classes

	SI attendance			
	0 sessions	1 session	2-5 sessions	6 or more sessions
Overall	1800	2120	1208	425

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## Programs/Initiatives Focused on Student Success (con't)

### Mathematics Placement Exam (con't)

Scores as of 8/11/08

<u>ALEKS Score</u>	<u>No. Students</u>
0 14	198
15 19	192
20 29	253
30 49	935
50 99	1,209
TOTAL STUDENTS	2,805

Modifications to be made after looking at Fall 2008 data

Cut scores set very low for initial run

More closely examine subscores

Not a magic bullet

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**Seminar for International Teaching Assistants (Summer/Fall 2008)**

**Creation of Center for Teaching and Learning (CTL) website (Summer 2008)**

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**Teaching mentoring program (Fall**

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## Graduate Student Enrollment

### Brief Graduate College History

Decision to elevate Graduate Studies at FAU in 2004

Two Interim Deans of Graduate Studies serve from 2005 to 2007

Dean of Graduate Studies is hired and begins work in July 2007

Board of Trustees establishes the Graduate College in October 2007

Graduate Recruitment Coordinator is hired in December 2007

### Graduate College Application Goals

Increase the quality, quantity and diversity of applicants.

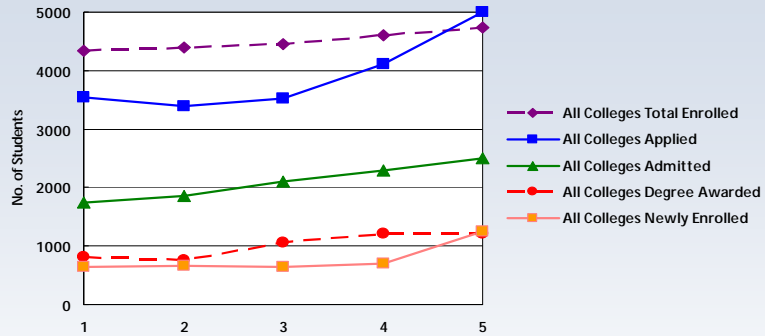
5,000 applications in AY 2007 2008, increase to 9,000 by AY 2012 2013.

Increase international and out of state tuition paying applicants.

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## Past 5-Year Trend - Averages for All Graduate Degrees



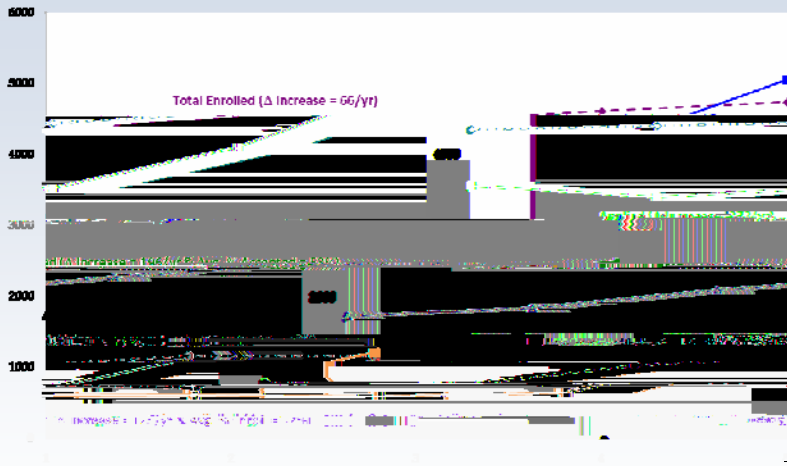
All Graduate Degrees		Academic Year					5-yr. Average
		2003-2004 (1)	2004-2005 (2)	2005-2006 (3)	2006-2007 (4)	2007-2008 (5)	
<b>All Colleges</b>	Applied	3,549	3,386	3,532	4,112	5,047	3,925
	Admitted	1738	1,847	2,104	2,297	2,495	2,096
	Newly Enrolled	646	655	642	692	1,253	778
	Total Enrolled	4344	4,399	4,449	4,603	4,730	4,505
	Degrees Awarded	770 M&S 39 D	708 M&S 46 D	1,040 M&S 66 D	1,129 M&S 79 D	1,114 M&S 91 D	952 M&S 64 D

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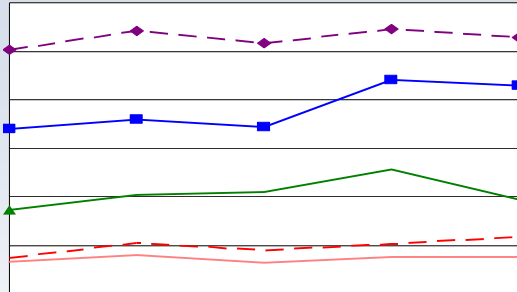
## Comparison of Graduate Degrees Awarded Annually (AY 07-08)

Academic Year	Total Enrolled	Applied	Admitted	Newly Enrolled	Degrees Awarded
2003-2004 (1)	4344	3549	1738	646	770 M&S 39 D
2004-2005 (2)	4399	3386	1847	655	708 M&S 46 D
2005-2006 (3)	4449	3532	2104	642	1,040 M&S 66 D
2006-2007 (4)	4603	4112	2,297	692	1,129 M&S 79 D
2007-2008 (5)	4730	5047	2,495	1,253	1,114 M&S 91 D

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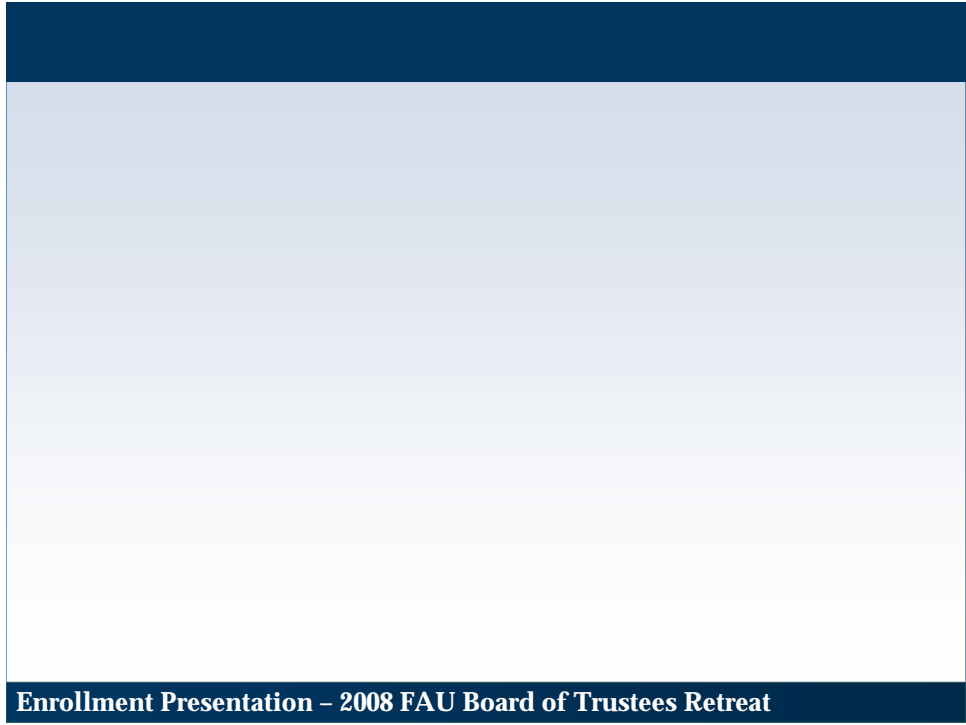


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All Graduate Degrees		Academic Year					5-yr. Average
		2003-2004 (1)	2004-2005 (2)	2005-2006 (3)	2006-2007 (4)	2007-2008 (5)	
<b>Arts &amp; Letters</b>	Applied	339	359	343	441	429	382
	Admitted	173	204	210	256	195	208
	Newly Enrolled	66	79	64	75	76	72
	Total Enrolled	503	542	516	545	529	527
	Degrees Awarded	69 M 4 D	104 M 1 D	86 M 3 D	90 M 12 D	107 M 8 D	91 M 6 D

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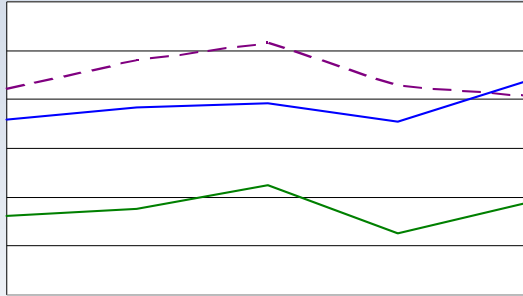


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All Graduate Degrees		Academic Year					5-yr. Average
		2003-2004 (1)	2004-2005 (2)	2005-2006 (3)	2006-2007 (4)	2007-2008 (5)	
<b>Engineering &amp; Computer Science</b>	Applied	412	275	299	305	325	275
	Admitted	206	150	184	170	170	175
	Newly Enrolled	41	47	54	50	103	59
	Total Enrolled	443	368	373	377	347	382
	Degrees Awarded	79 M 8 D	60 M 8 D	81 M 7 D	99 M 11 D	94 M 11 D	83 M 9 D

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All Graduate Degrees		Academic Year					Average
		2003-2004 (1)	2004-2005 (2)	2005-2006 (3)	2006-2007 (4)	2007-2008 (5)	
<b>Science</b>	Applied	359	384	393	354	439	386
	Admitted	161	177	224	126	188	175
	Newly Enrolled	77	80	74	35	68	67
	Total Enrolled	421	480	517	429	406	451
	Degrees Awarded	56 M 6 D	74 M 16 D	95 M 16 D	90 M 20 D	83 M 26D	80 M 17 D

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Comparison with Peer Institutions in All Three Categories			
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## Graduate Student Recruitment

### On going Recruitment Activities

**University-wide Graduate Programs Open House**  
 Friday, October 31, 2008.  
 Multiple college and department participation.

**Information Sessions**  
 In-office meetings with prospective students.  
 Monthly sessions for prospective students.  
 (Hosted with Financial Aid and Testing & Evaluation Offices)

**Targeted Recruitment Travel**  
 Multiple college and educational fairs.




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## **“What If” Scenarios**

**If FAU undergraduate enrollment declines, graduate enrollment in certain fields could rise due to increased capacity to mentor and teach graduate students.**

**If the number of FAU undergraduate degrees stays the same or grows, and the state colleges produce additional undergraduate degrees, the number of potential applicants to FAU graduate programs could increase.**

**Since state colleges will not be offering graduate degrees, FAU will play a key role in providing master’s degrees to their graduates, especially in the professional fields where these degrees are increasingly becoming required.**

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