

## ***Enrollment & Communication***

Presentation to Academic & Student Affairs Committee  
Board of Trustees

March 6, 2025



# Early Freshmen Enrollment Indicators, Fall 2025

## Spring Showcase attendance

- Exclusive events for admitted students
- Feb. 22, March 1
- Last year, 77% of attendants enrolled for fall
- Attendance this year: 932

## Housing applications

- Housing application for new freshmen applicants opened last October; freshman guarantee ends May 1
- Last year, 82% of housing applicants enrolled for fall
- Applications this year: 1,130 (as of March 3)

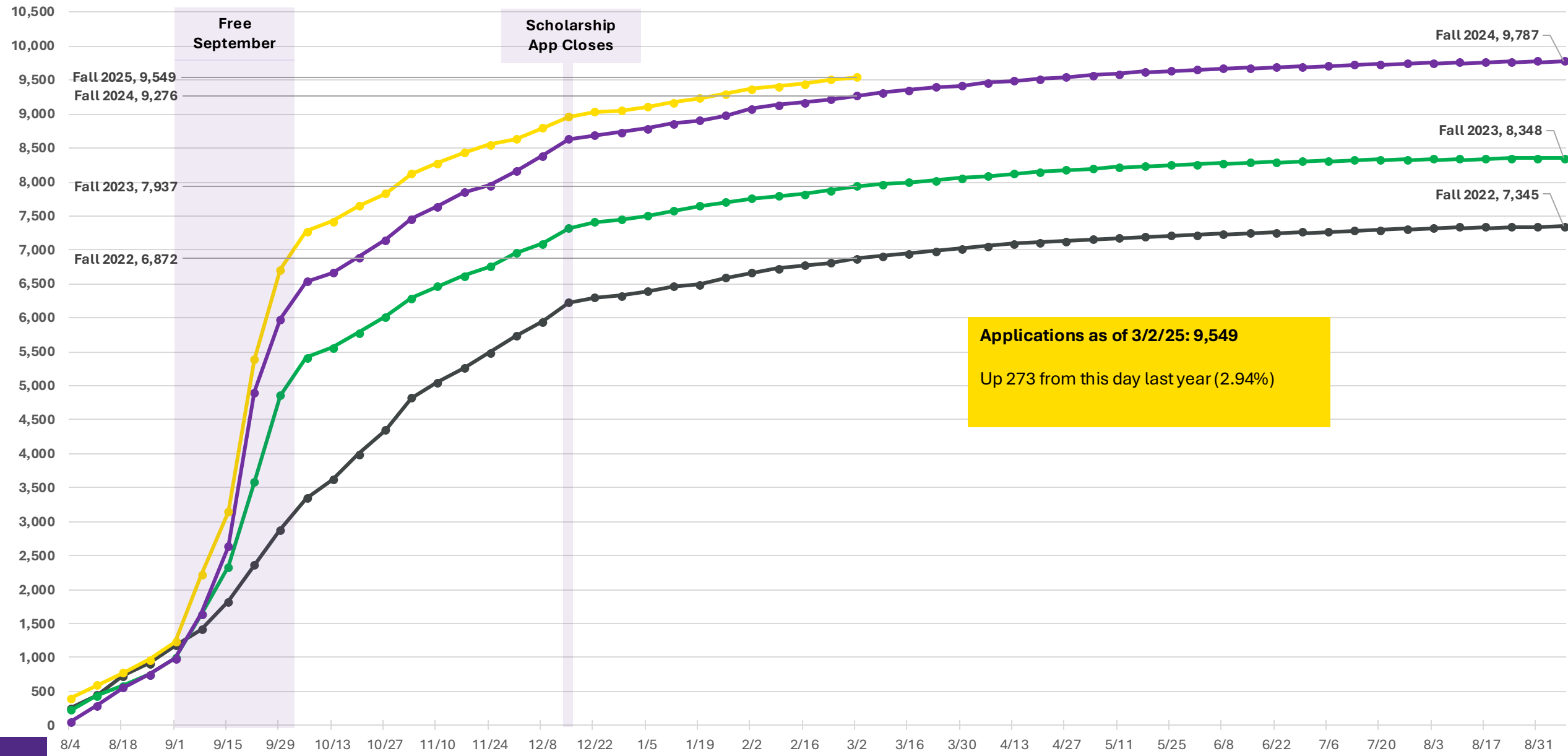
## SOAR registration

- Communication about SOAR began this month
- Registration opens late-March
- Traditionally, 96% of SOAR attendees enroll for fall



# New Domestic Freshman Fall '25 Applications

● Fall 2022   
 ● Fall 2023   
 ● Fall 2024   
 ● Fall 2025



**Applications as of 3/2/25: 9,549**  
 Up 273 from this day last year (2.94%)

# Presidential Scholars Program

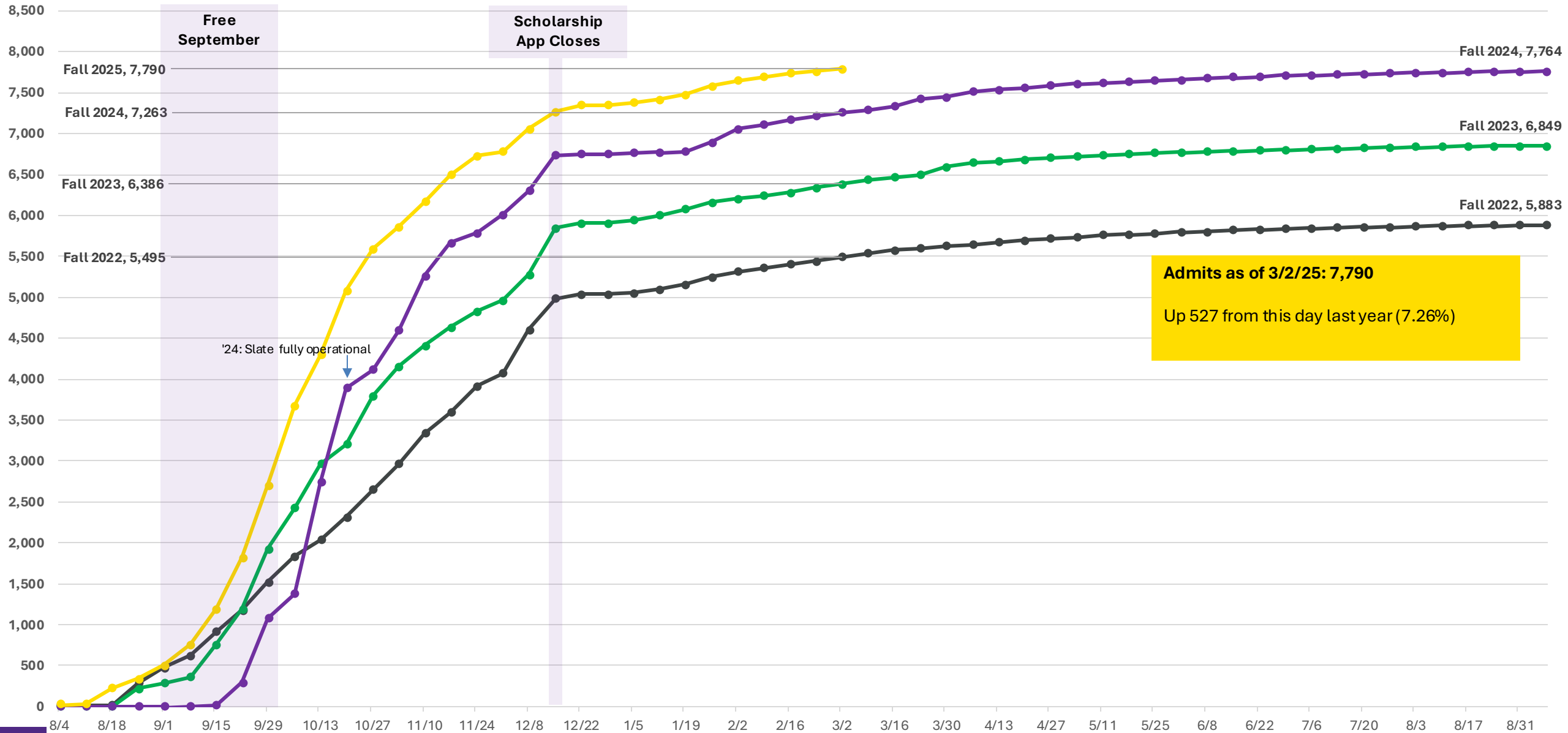
	FALL 2025	FALL 2024			FALL 2023		
	Awarded as of 3/3/25	Awarded	Enrolled	% Enrolled	Awarded	Enrolled	% Enrolled
\$3,000 (ACT 23-24, GPA 3.4+)	880	837	257	30.70	792	265	33.46
\$4,000 (ACT 25-29, GPA 3.4+)	1,625	1,573	482	30.64	1,437	523	36.40
\$5,000 (ACT 30-34, GPA 3.75+)	640	609	192	31.53	577	177	30.68
\$8,000 (ACT 35, GPA 3.75+)	52	59	19	32.20	39	11	28.21
\$10,000 (ACT 36, 3.75+)	21	17	3	17.65	11	5	45.45
Total	3,218	3,095	953	30.79	2,856	981	34.35

## Secondary Deadline Presidential Scholar levels

	FALL 2025	FALL 2024		
	Awarded as of 3/3/25	Awarded	Enrolled	% Enrolled
\$1,500 (ACT 23-24, GPA 3.4+)	42	89	41	46.07
\$2,000 (ACT 25-29, GPA 3.4+)	51	95	42	44.21
\$3,000 (ACT 30-34, GPA 3.75+)	12	23	11	47.83
\$6,000 (ACT 35, GPA 3.75+)	2	3	0	0.00
\$8,000 (ACT 36, 3.75+)	1	0	0	--
Total	108	210	94	44.76

# New Domestic Freshman Fall '25 Admits

● Fall 2022   
 ● Fall 2023   
 ● Fall 2024   
 ● Fall 2025



**Admits as of 3/2/25: 7,790**  
 Up 527 from this day last year (7.26%)

# Demographic Breakdown

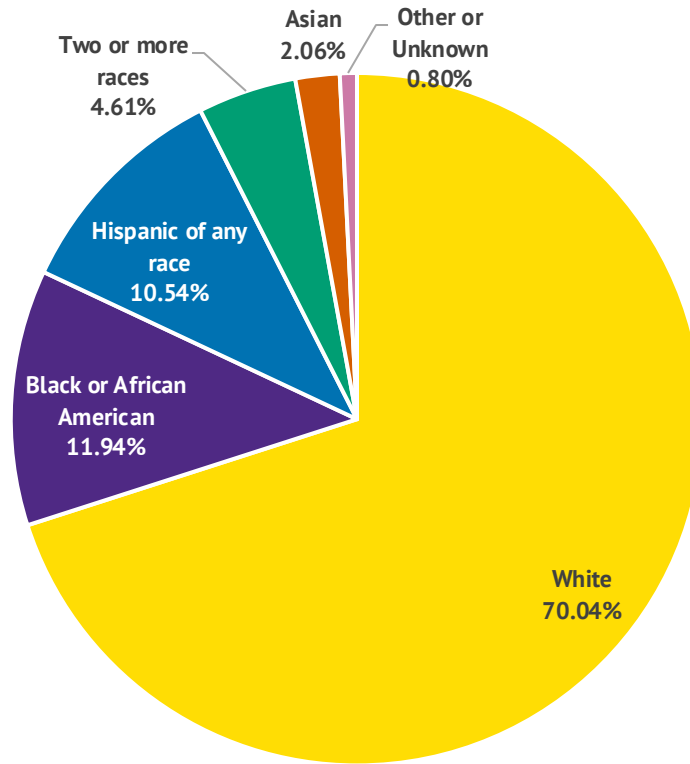
## Fall '25 Domestic New Freshman

Data as of 3/3/25

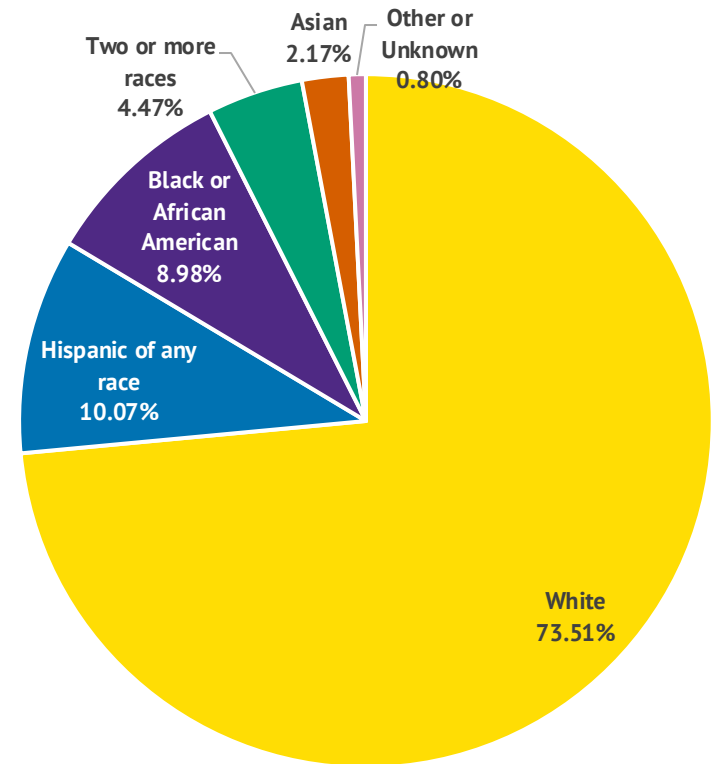
Gender	# of Applicants	# of Admits
Female	5,240	4,238
Male	4,277	3,536
Other	27	18
<b>Total</b>	<b>9,544</b>	<b>7,792</b>

	# of Applicants	# of Admits
In-State	8,753	7,299
Out-of-State	791	493
<b>Total</b>	<b>9,544</b>	<b>7,792</b>

Percentage of Applicants



Percentage of Admits



# Demographic Breakdown

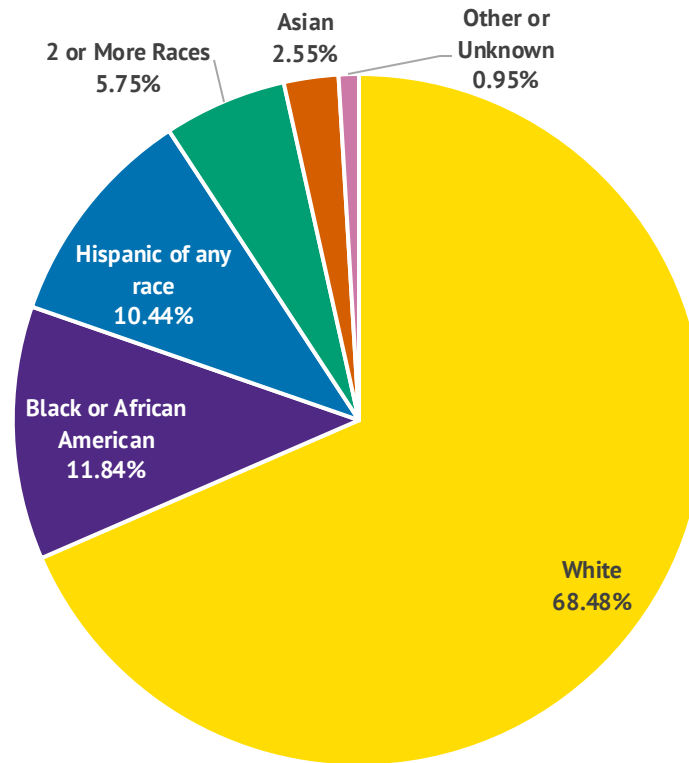
## Fall '24 Domestic New Freshman

As of 3/4/24

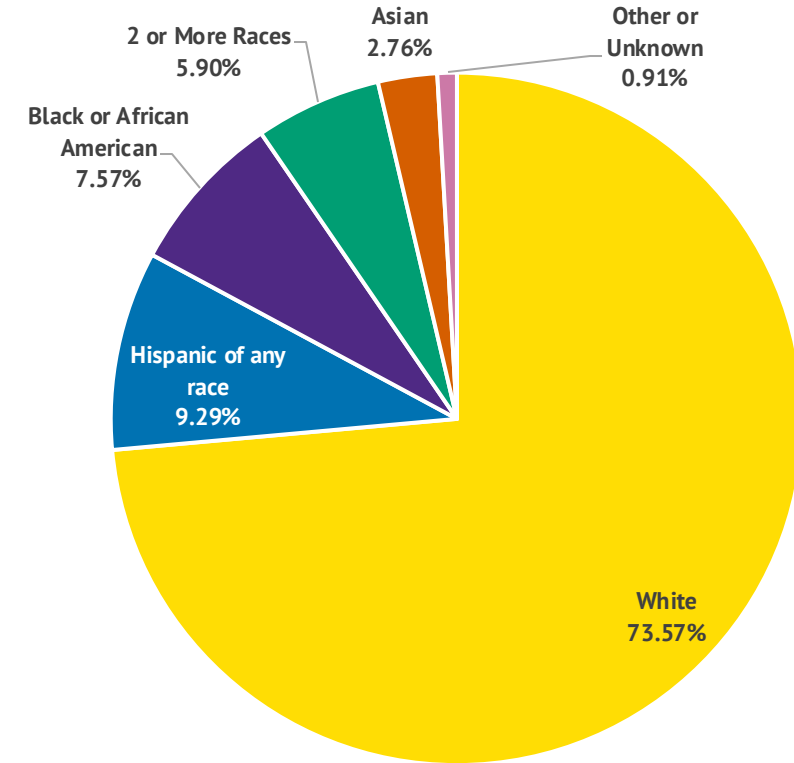
Gender	# of Applicants	# of Admits
Female	5,019	3,902
Male	4,238	3,339
Other	45	34
<b>Total</b>	<b>9,302</b>	<b>7,275</b>

	# of Applicants	# of Admits
In-State	8,433	6,835
Out-of-State	869	440
<b>Total</b>	<b>9,302</b>	<b>7,275</b>

Percentage of Applicants



Percentage of Admits





# Academic Profile, Fall '25 Domestic New Freshmen Admits

As of 3/3/25

- 3.71 GPA Average
- 23.31 ACT Average
- 30 National Merit Semifinalist
  - 15 in engineering

College	Admitted Students	% of Total
College of Engineering	1,807	23.19
College of Arts & Sciences	1,104	14.17
College of Education and Human Sciences	946	12.14
Nursing	902	11.58
College of Business Administration	900	11.55
Undecided	789	10.13
College of Interdisciplinary Studies	642	8.24
College of Agriculture & Human Ecology	442	5.67
College of Fine Arts	260	3.34
<b>Grand Total</b>	<b>7,792</b>	

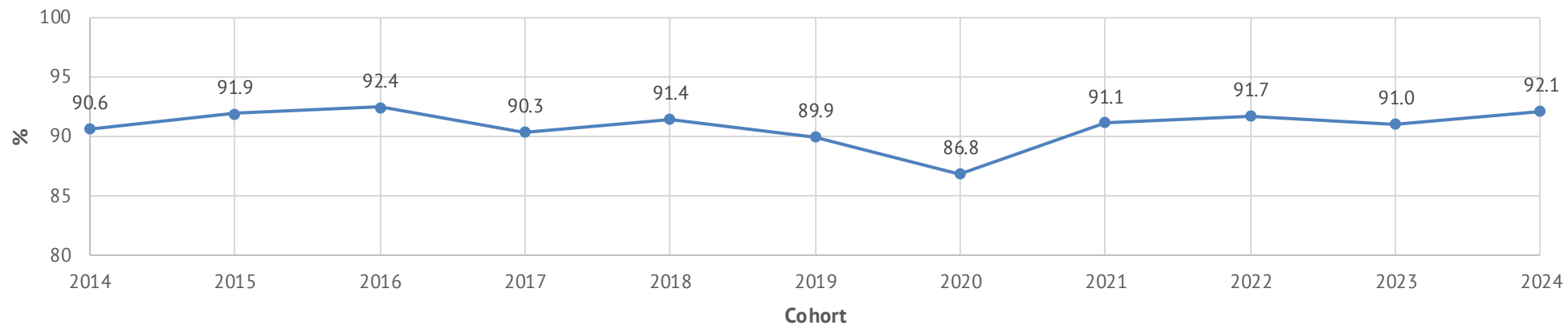
Major (Major + Interest in Major)	Admitted Students
Nursing	952
Undecided	789
Mechanical Engineering	756
Computer Science	490
Biology	481
Business Management	325
Psychology	303
Civil Engineering	297
Exercise Science	232
Electrical Engineering	228
Elementary Education	210
Animal Science	198
Chemistry	168
Marketing	145
Accounting	130



# Spring '25 Undergraduate Enrollment

- New First-time Freshmen: 48
- New Transfer Students: 215
- Dual Enrollment: 303
- Continuing Undergraduate Students: 7,678
- Freshman Fall-to-Spring Retention: 92.1%

Fall-to-Spring New Freshman Retention Percentage



# Retention Efforts

- Launchpad
  - Advised 23.52% more students by start of registration over last year
  - Non-advisement appointments dramatically increased over last year
- Academic Reboot
  - ~200 freshmen identified as needing help after fall semester
  - Offer support they need (study skills, time management, etc.)
- Completion Grant
  - Use existing university grant to help students who have a small outstanding balance on their accounts be able to register for spring
  - More than 30 students able to register for the spring semester



# Trends

- We have increased our understanding of new high school subpopulations
  - Early grads
  - Dual enrollment
  - Middle college students
- We have increased processing efficiency to serve students faster
  - Award financial aid and scholarships faster
  - Improved student question response time
  - Targeted communication for university recruitment events



