





## *Spring Enrollment*

Presentation to Academic & Student Affairs Committee  
Board of Trustees  
March 21, 2019



# University Enrollment

<b>Spring of:</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>
Enrollment	9,609	9,517	9,295

<b>Spring of:</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>
UG Enrollment	8,563	8,427	8,163

<b>Spring of:</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>
GR Enrollment	1,046	1,090	1,132



# Spring Undergraduate Student Stats

## New Freshmen & Transfers

- 3.5% Increase over Spring 2018

## Freshmen FA to SP Retention

- 1.3% Improvement over Spring 2018



# Office of Admissions

## Strategies to Increase Enrollment

### Freshmen

- Nashville Regional Admission Counselor
- Expand High School Visits
- Program Focused Messaging
- Adjust Scholarship Strategy

### Transfers

- Transfer Specialist position
- Transfer Focused Messaging
- Increase Phi Theta Kappa Name Purchase
- Adjust Scholarship Strategy



