COMMITTEE ON ACADEMIC AND STUDENT AFFAIRS
Tuesday, February 24, 2015

SUBJECT: ENROLLMENT MANAGEMENT UPDATE

PROPOSED BOARD ACTION

No action is necessary. This item is only informational.

BACKGROUND INFORMATION

An update on Enrollment Management initiatives.

IMPLEMENTATION PLAN/DATE

N/A

FISCAL IMPLICATIONS

N/A

Supporting Documentation: N/A

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Update on Enrollment Management

Presented by Michele Hawkins, Associate Provost for Planning and Finance
Board of Trustees - Committee on Academic and Student Affairs
February 24, 2015
Overview

• The University’s **academic programs** guide enrollment planning and processes
• Close coordination with all **student services** at the undergraduate and graduate levels
• Tremendous and **continuous improvement** coordinated throughout the last year
Structure

• Three units coordinate student progression
  – Undergraduate Admissions (general recruitment, application process, admissions decisions)
  – Student Financial Aid (awarding financial aid, continuously monitoring eligibility)
  – Registrar (scheduling courses, registering and graduating students)
Background

Oct. 2013  Units moved under Provost’s Office

Jan. 2014  Initiated review by American Association of Collegiate Registrars and Admissions Officers (AACRAO) consulting firm

Aug. 2014  Establishment of Enrollment Management Oversight Committee (EMOC)
New Leadership

• Enrollment Management Oversight Committee
  – Michele Hawkins, Associate Provost (Chair)
  – Jason Ball, Associate Provost and CIO
  – Jorge Calzadilla, VP for Public Service
  – Joel Herbst, Assistant Dean for PK-12 Schools
  – Corey King, VP for Student Affairs

• Oversaw transition and continues to provide input
Admissions

• Higher Quality than Ever
  – Annual increase in standards (current admit GPA is 3.9)
  – Record attendance at open houses

• More Efficient than Ever
  – Applying is faster and easier with new online application
  – Admissions decisions delivered within 24 to 48 hours
  – Instant admit process at recruiting fairs
Year to Date Comparison of Undergraduate Applications (as of Jan 2015)

<table>
<thead>
<tr>
<th>Year</th>
<th>Applications</th>
<th>Admits</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>12,145</td>
<td>3,680</td>
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<tr>
<td>2015</td>
<td>13,771</td>
<td>4,371</td>
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- Fall
- Summer
Financial Aid

• **Merit-based scholarships** increased by $1,000 to recruit the best students

• **Continuous monitoring eligibility** for students on scholarships and conducting interventions

• **Scholarship Resource Center** to connect students with funding opportunities

• **Financial literacy program** to promote consumer awareness and prevent loan defaults
3 Year Cohort Loan Default Rates

- 2009 Cohort
- 2010 Cohort
- 2011 Cohort

FAU, State, National
Registrar

• **Scheduling Committee**
  – Team of faculty and staff from all Colleges
  – Reviewed best practices and engaged consultants
  – Surveyed the needs of students and faculty

• **Proposed Schedule Model**
  – Maximizes classroom space throughout the week
  – Promotes accessible scheduling for timely progression
Scheduling Committee Timeline

- **Spring 2014**: Committee established
- **Summer 2014**: Research and Analysis Begins
- **August 2014**: Meet with administration
- **September 2014**: Make recommendation to Provost
- **October 2014**: Back to committee with revision
- **Spring 2015**: Meet with colleges and students
- **Fall 2015**: Assess resources for implementation
- **Spring 2015**: Implement new system for scheduling courses
- **Fall 2015**: Initial introduction of new scheduling model
Current Projects

- Customer service campaign & call center
- One-stop-shop for student service
- SWAT team formed to strategically and rapidly tackle BOG performance funding metrics
- Recruiting international (Navitas) and out-of-state students to enhance geographic diversity
- Hispanic Association of Colleges and Universities
Questions?