



Enrollment Report September 15, 2023

Agenda Item #1: Enrollment Update

Information

Action

Discussion

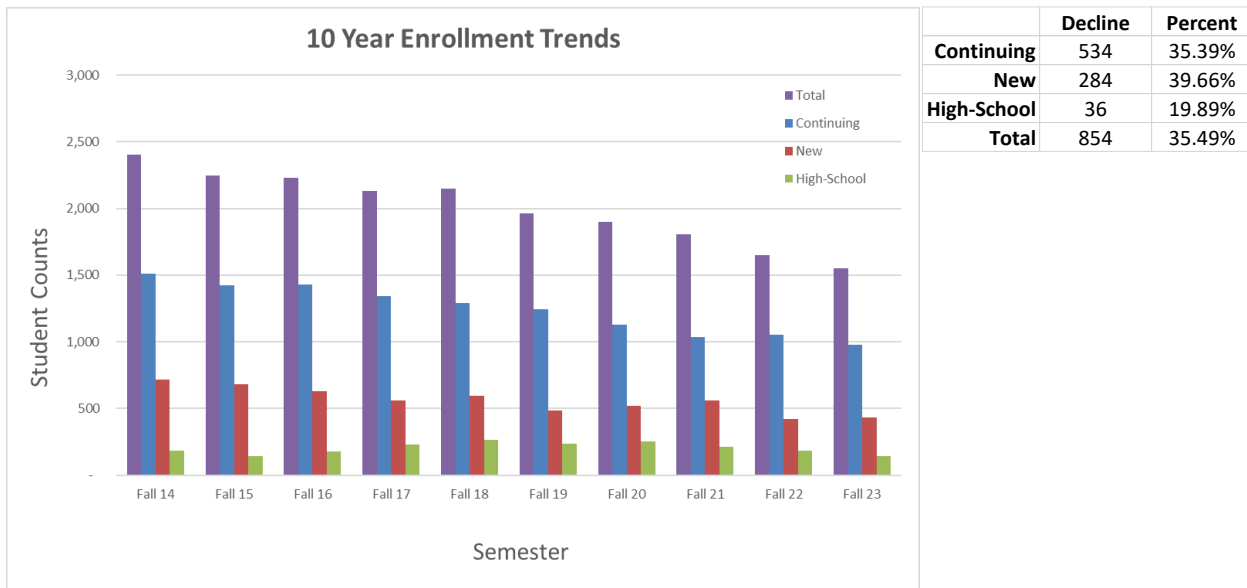
Purpose:

The purpose of this informational item is to provide the board with LSSU’s enrollment by category and program over the last ten years in order to provide context for reports and initiatives discussed in other items contained in today’s agenda.

Background:

Student counts used in this report are “persisting” students. Persisting students are those students that enroll and persist to the end of any given term.

The tracking of student enrollments has been crucial to the estimation of revenue. The Business Office tracks students in three distinct groups: continue (or returning) students, new students, and high-school students. The following graph shows the enrollment in those groups over the last ten years as well as the total enrollment.



	Decline	Percent
Continuing	534	35.39%
New	284	39.66%
High-School	36	19.89%
Total	854	35.49%

If we examine degree-seeking students by class, we find:

	Fall 14	Fall 15	Fall 16	Fall 17	Fall 18	Fall 19	Fall 20	Fall 21	Fall 22	Fall 23
Freshmen	584	511	486	420	445	351	378	420	341	294
Sophomore	446	466	431	368	369	363	305	293	297	288
Junior	467	442	490	443	413	379	386	316	331	310
Senior	727	686	646	664	631	626	572	556	492	507
	2,224	2,105	2,053	1,895	1,858	1,719	1,641	1,585	1,461	1,399

Degree-seeking student enrollments have declined by 37% over the last ten years. This value is consistent with the decreases seen in continuing and new student counts. A more in-depth look at the data by group, rank, and full-time status is included in Appendix A. A report of enrollment by program is included in Appendix B.

The issue: We are not recruiting enough degree-seeking students to backfill the students that are leaving.

In September of 2022, as we planned for fall 2023, a model was used to generate the estimated number of returning students. The model removed the number of students that were planning to graduate, added the number of new students expected for the winter, spring, and summer semesters, and yielded the estimated number of returning students for fall 2023 to be 975. At this point the number of non-retained students was known (estimated) to be 600 students; 340 graduates and 260 not retained. Although, not specifically stated, this analysis does show that campus admission’s efforts would have needed to generate 600 new students to break even on enrollment. This would be about 120 during the winter, spring, and summer semesters and 480 for the fall semester. Substantially more new students would be necessary in order to establish long-term growth.

In May of 2023, after discussion at SMT, a reasonable new student goal of 477 was established for fall 2023. This would have resulted in a fall 2023 enrollment of 1,452 (down from 1,461 for fall 2022).

Looking Toward FY25:

The number of seniors enrolled in FY24 is greater than the number enrolled in FY23. FY23 saw 341 graduates, therefore we should expect at least 340 of the seniors to graduate in FY24. Additionally, there are about 60 fewer students today than there were last fall. LSSU will begin to map out strategies for FY25, examine retention rates, launch new programs and recruitment initiatives, and set enrollment goals, and clearly articulate those goals to the campus.

Conclusion:

While it is important to acknowledge the decline in enrollment over the last decade, it is equally important to look forward. In the attached reports you will find:

- Budget details for FY24 that include two phases to work toward a balanced budget.
- An update on the upcoming Higher Learning Commission Focus visit that includes information on enrollment initiatives through new programming and target markets.
- Key initiatives for Fall 2024 recruitment contained in the Enrollment Management Report.
- Key retention initiatives as outlined in the Student Affairs Report.

Additionally, in the November meeting of the Board of Trustees, we will provide information on a new structure for marketing that should result in greater visibility of our outstanding academic programs and an update on the Prison Education initiative.

Suggested Action/Motion:

N/A

President's Recommendation:

N/A

Appendix A

The following table shows the percent of degree-seeking students when compared to the entire student population. This has been fairly consistent over the last ten years. This is important due to the tuition differences between the populations.

	Fall 14	Fall 15	Fall 16	Fall 17	Fall 18	Fall 19	Fall 20	Fall 21	Fall 22	Fall 23
All Students	2,406	2,249	2,231	2,132	2,150	1,964	1,902	1,807	1,651	1,552
Degree-Seeking	2,225	2,106	2,055	1,905	1,884	1,729	1,649	1,593	1,470	1,407
% Degree-Seeking	92.5%	93.6%	92.1%	89.4%	87.6%	88.0%	86.7%	88.2%	89.0%	90.7%

The following table show the percentage of degree-seeking students by Full-Time (FT) and Part-Time (PT) status. This value is tracked to gauge tuition revenue estimates for upcoming years. As the percent of PT students increases, the expected tuition revenue per headcount decreases.

	Fall 14	Fall 15	Fall 16	Fall 17	Fall 18	Fall 19	Fall 20	Fall 21	Fall 22	Fall 23
Degree-Seeking FT	1,916	1,807	1,807	1,688	1,653	1,523	1,446	1,392	1,285	1,207
Degree-Seeking PT	309	299	248	207	221	196	203	201	185	200
	2,225	2,106	2,055	1,895	1,874	1,719	1,649	1,593	1,470	1,407
Degree-Seeking FT	86.1%	85.8%	87.9%	89.1%	88.2%	88.6%	87.7%	87.4%	87.4%	85.8%
Degree-Seeking PT	13.9%	14.2%	12.1%	10.9%	11.8%	11.4%	12.3%	12.6%	12.6%	14.2%

18 years of LSSU enrollment data was examined. In times of stable or growing enrollment, the percent of freshman in the student population was generally 28% or higher and seniors generally made up less than 34% of the student population. This has not occurred since fall 2011.

	Fall 06	Fall 07	Fall 08	Fall 09	Fall 10	Fall 11	Fall 12	Fall 13	Fall 14	Fall 15	Fall 16	Fall 17	Fall 18	Fall 19	Fall 20	Fall 21	Fall 22	Fall 23
Freshman	29%	28%	30%	27%	28%	26%	24%	23%	26%	24%	24%	23%	24%	21%	23%	27%	24%	21%
Sophomore	19%	19%	19%	20%	18%	22%	20%	20%	20%	22%	21%	19%	20%	21%	19%	18%	20%	20%
Junior	19%	19%	19%	19%	20%	19%	22%	20%	21%	21%	24%	23%	22%	22%	23%	20%	23%	22%
Senior	33%	33%	31%	33%	32%	34%	33%	36%	33%	33%	31%	35%	34%	36%	35%	35%	34%	36%
Graduate	0%	1%	1%	1%	3%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%

The data is provided below.

	Fall 06	Fall 07	Fall 08	Fall 09	Fall 10	Fall 11	Fall 12	Fall 13	Fall 14	Fall 15	Fall 16	Fall 17	Fall 18	Fall 19	Fall 20	Fall 21	Fall 22	Fall 23
Freshman	734	698	757	682	725	672	600	536	585	512	488	431	453	358	383	425	349	302
Sophomore	473	487	497	507	460	575	501	467	445	465	430	368	369	362	306	286	295	288
Junior	489	476	492	481	516	491	546	469	467	442	490	445	412	380	385	316	332	310
Senior	820	833	795	822	830	878	798	834	727	686	645	661	634	629	575	556	494	507
Graduate	7	21	18	20	73	2	9	6	1	1	2	0	16	0	0	0	0	0
Total	2,523	2,515	2,559	2,512	2,604	2,618	2,454	2,312	2,225	2,106	2,055	1,905	1,884	1,729	1,649	1,583	1,470	1,407

Appendix B

2014-2023 Fall Enrollment by Program (First declared major)

	Fall 2014	Fall 2015	Fall 2016	Fall 2017	Fall 2018	Fall 2019	Fall 2020	Fall 2021	Fall 2022	Fall 2023
College of Criminal Justice and Emergency Responders										
School of Criminal Justice, Fire Science and Emergency Services										
Criminal Justice	276	241	243	243	205	176	156	139	105	113
Criminal Justice	78	59	57	140	144	152	143	126	97	104
Criminal Justice Corrections	22	20	12	4			1	2	1	
Criminal Justice Homeland Security	42	40	40	27	12	6	2	1	1	4
Criminal Justice Law Enforcement	134	122	134	72	49	18	10	10	6	5
Fire Science	111	110	98	86	84	76	61	56	48	40
Fire Science Generalist	110	106	90	83	82	76	61	56	48	40
Fire Science Engineering Technology (Bachelors)	1	4	8	3	2					
Emergency Services	8	7	5	5	2	10	10	6	5	6
Emergency Management (Bachelors) (started in 2021)										2
Paramedic Technology (Associates)	8	7	5	5	1	9	8	6	2	3
Paramedic Training (Certificate)					1	1	2		3	1
Non-Degree Seeking										
Dual/Concurrent Program								190	169	130
Early College					35	39	40	22	15	15
Part Time Undergraduate	193	153	184	237	242	206	221	8	6	7
Part Time Graduate	1	1	2		16					

**2014-2023 Fall Enrollment by Program
(First declared major)**

	Fall 2014	Fall 2015	Fall 2016	Fall 2017	Fall 2018	Fall 2019	Fall 2020	Fall 2021	Fall 2022	Fall 2023
College of Liberal Arts										
School of Arts and Letters										
Communication (suspended)	17	13	10	7	8	4	3	2		
Creative Writing	22	25	20	14	9	8	15	9	11	9
Creative Writing (Bachelors)							9	5	9	6
Literature - Creative Writing (Bachelors)	22	25	20	14	9	8	6	4	2	3
English Language Literature (Bachelors)		2	5	7	7	7	8	9	9	10
English Language Arts Teaching, Grade Band 5-12 (started Fall 2023)										2
Language Arts	8	9	8	9	12	13	12	10	4	1
Literature (suspended)	8	5	7	5	3	1				
Fine Arts Studies (Bachelors) (suspended)	14	11	11	4	1					
School of General Studies										
General Studies	27	35	34	58	68	59	36	51	36	35
Individualized Studies (Student created program with approval)		2	1		1		1			
Liberal Arts (Associates)	43	46	34	17	16	8	4	9	5	10

**2014-2023 Fall Enrollment by Program
(First declared major)**

	Fall 2014	Fall 2015	Fall 2016	Fall 2017	Fall 2018	Fall 2019	Fall 2020	Fall 2021	Fall 2022	Fall 2023
College of Great Lakes Ecology and Education										
School of Education	81	74	93	86	94	87	93	86	92	111
Early Childhood Education	34	39	41	48	41	27	32	19	22	34
Elementary Education										
Elementary Education - Special Education (Bachelors)	13	10	17	11	16	16	21	20	17	7
Elementary Education (Bachelors)	34	25	35	27	37	44	40	41	27	12
Teacher Education								6	26	58
Secondary Education (students are listed within the area of study)										
School of Natural Resources and Environment										
Conservation Biology (Bachelors)	29	23	21	31	37	39	37	29	26	25
Fisheries Wildlife Management	150	158	163	152	174	147	131	124	139	126
Fisheries Wildlife Management (Bachelors)	146	152	160	147	173	147	131	124	139	126
Fish Health (Bachelors) (suspended)	2	4	1	5	1					
Marine Technology (Associates) (suspended)	2	2	2							
Parks and Recreation	27	27	27	30	27	25	19	18	19	18
Parks and Recreation (Bachelors)	22	21	23	25	24	23	16	15	17	17
Natural Resources Technology (Associates)	5	6	4	5	3	2	3	3	2	1
Geospatial Technology (Associates)										1

**2014-2023 Fall Enrollment by Program
(First declared major)**

	Fall 2014	Fall 2015	Fall 2016	Fall 2017	Fall 2018	Fall 2019	Fall 2020	Fall 2021	Fall 2022	Fall 2023
College of Health and Behavior										
School of Nursing	256	240	249	218	219	211	199	182	175	162
Nursing (Bachelors)	143	140	140	139	135	131	122	123	119	109
Pre-Nursing (Bachelors)	96	90	92	78	82	80	77	59	56	53
Healthcare Provider (Associates)	15	7	9	1						
Health Studies (Associates)					2					
Practical Nursing (Certificate)	2	3	8							
School of Kinesiology and Behavioral Science										
Kinesiology	125	120	109	90	87	86	80	72	56	60
Athletic Training (Bachelors)	35	27	25	13	3					
Exercise Science (Bachelors)	64	67	64	33						
Kinesiology (Bachelors)				29	80	84	79	69	55	58
Health/Fitness Specialist (Associates)	2	3	2	1				2	1	2
Sport and Recreation Management	24	23	18	14	4	2	1	1		
Social Sciences	79	60	55	48	48	43	37	27	30	25
History (suspended)	13	10	15	15	18	11	3			
Political Science (Bachelors)	28	26	21	19	21	15	14	10	11	7
Social Science (Bachelors)	3	4	5	4	3	11	15	16	18	16
Social Studies (Bachelors)	4	1	1	1	1	1				
Sociology (suspended)	19	16	13	9	5	5	2			
Sociology-Social Services (Bachelors) (suspended)	10	2								
Substance Abuse Prevention/Treatment (Associates)	2	1					3	1	1	2
Social Work (Associates)	9	5	2	3	2	1	3	7	7	5
Psychology (Bachelors)	84	86	68	57	54	56	54	55	57	46

2014-2023 Fall Enrollment by Program (First declared major)

	Fall 2014	Fall 2015	Fall 2016	Fall 2017	Fall 2018	Fall 2019	Fall 2020	Fall 2021	Fall 2022	Fall 2023
College of Innovation and Solutions										
Les Cheneaux Culinary School (Culinary Arts Chef) (suspended)						8	8	6		
Lukenda School of Business										
Accounting/Technical Accounting	78	74	76	64	58	49	52	43	30	29
Business Administration	214	171	155	126	133	128	141	146	136	124
Management (Bachelors)	102	81	61	45	48	41	38	44	43	42
Business Administration (Bachelors)	25	21	19	27	30	33	40	41	43	35
Marketing (Bachelors)	56	41	43	28	25	27	26	29	31	25
Entrepreneurship (Bachelors)	14	8	13	15	15	13	17	15	9	13
International Business (Bachelors)	6	13	14	8	10	10	14	11	8	8
Small Business Administration (Associates)	11	7	5	3	5	4	5	4	1	1
E-Marketing (Certificate)							1	2	1	
Finance and Economics (Bachelors)	18	24	28	21	22	21	16	17	19	19
Cannabis Business (Bachelors)						9	19	33	23	19
School of Computer Science and Mathematics										
Computer Science and Networking	59	55	63	62	59	50	41	29	38	32
Computer Science	31	35	37	38	40	39	26	19	23	25
Computer Networking	28	20	26	24	19	11	15	10	13	4
Data Science (Bachelors)									2	3
Mathematics (Bachelors)	19	22	19	16	11	8	9	9	10	8

**2014-2023 Fall Enrollment by Program
(First declared major)**

	Fall 2014	Fall 2015	Fall 2016	Fall 2017	Fall 2018	Fall 2019	Fall 2020	Fall 2021	Fall 2022	Fall 2023
College of Innovation and Solutions										
School of Engineering and Technology										
Engineering	143	155	160	153	144	152	140	145	128	120
Mechanical Engineering (Bachelors)	91	94	99	92	96	89	77	83	62	53
Robotics Engineering (Bachelors)					2	14	21	23	25	31
Electrical Engineering (Bachelors)	24	23	26	34	25	22	23	19	19	19
Computer Engineering (Bachelors)	17	24	26	20	19	26	18	18	19	14
Engineering Management (Bachelors)	3	2	1							
General Engineering (Associates)	8	12	8	7	2	1	1	2	3	3
Engineering Technology	49	59	47	35	35	31	25	22	27	21
Manufacturing Engineering Technology	32	38	35	27	21	21	17	14	12	8
Electrical Engineering Technology	15	17	11	6	12	9	7	7	6	5
General Engineering Technology (Associates)	2	4	1	2	2	1	1	1	1	1
Mechatronics (Bachelors)									8	7

**2014-2023 Fall Enrollment by Program
(First declared major)**

	Fall 2014	Fall 2015	Fall 2016	Fall 2017	Fall 2018	Fall 2019	Fall 2020	Fall 2021	Fall 2022	Fall 2023
College of Science and the Environment										
School of Science and Medicine										
Environmental Sciences	68	76	78	70	61	42	50	54	48	52
Environmental Health (Bachelors)	1	6	3	1	1					
Environmental Chemistry (Bachelors)	3									
Environmental Management (Bachelors)	1	1	1	1						
Environmental Science (Bachelors)	24	27	31	26	23	19	24	31	29	34
Geology (Bachelors)	39	42	43	42	37	23	26	23	19	16
Aquaponics Entrepreneurship (Associates)										2
Biochemistry and Chemistry	73	69	63	75	70	57	51	42	41	47
Forensic Chemistry (Bachelors)	26	22	23	30	31	20	20	19	25	30
Biochemistry Pre-Professional (Bachelors)	22	19	19	24	26	25	23	15	12	10
Chemistry	21	26	21	21	13	12	8	8	4	7
Physical Science (Bachelors)	4	1								
Chemical Technology (Associates)		1								
Biology	105	81	83	95	94	75	79	87	75	74
Biology (Bachelors)	70	40	36	36	30	26	35	39	36	30
Biology Pre-Medical (Bachelors)	31	32	35	35	44	33	30	30	23	26
Biology Pre-Vet (Bachelors)	4	9	12	24	20	16	14	18	16	18
Cannabis Chemistry						18	43	53	55	48
Cannabis Chemistry (Bachelors)						13	28	39	46	40
Cannabis Production (Certificate)							6	11	3	1
Cannabis Science (Associates)						5	9	3	6	7
Integrated Science (Bachelors)	1				2	3	3	3	2	1
Medical Laboratory Science (Bachelors) (suspended)	11	10	10	8	11	11	10	6	4	1
Pre-Professional Sciences (suspended)							1		1	