

Enrollment Management Report
November 17, 2023

Agenda Item #1: Dashboard

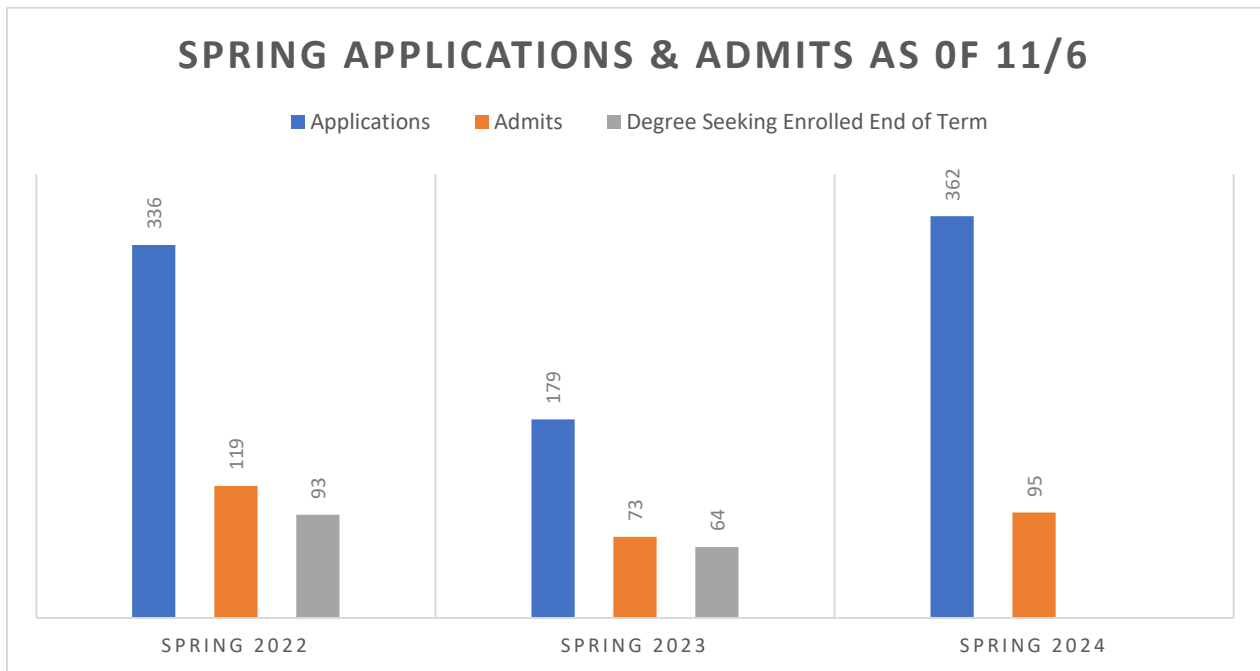
- Information
 Action
 Discussion

Purpose:

The purpose of this information is to provide an update on the progress associated with enrollment management.

Background:

The Applications, Admitted, and New Students Enrolled (Degree Seeking End of Term) dashboard outlines year over year comparisons of the Spring 22 – Spring 23 activity as of November 6. End of Term Degree Seeking Enrolled Students are provided in Spring 22 and Spring 23 to illustrate expectations given comparative activity.



From a budgetary perspective Morrie has indicated a need for us to onboard 108 students across Winter, Spring and Summer terms. Our Application and Admit activity is far more reflective of spring semesters where we onboarded between 80 and 100 students as compared to the 64 in Spring 23. All indications point to Spring term that will result in more normalized enrollment patterns than we experienced last year.

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Agenda Item #2: Pre-College Profiles and Activities

Information

Action

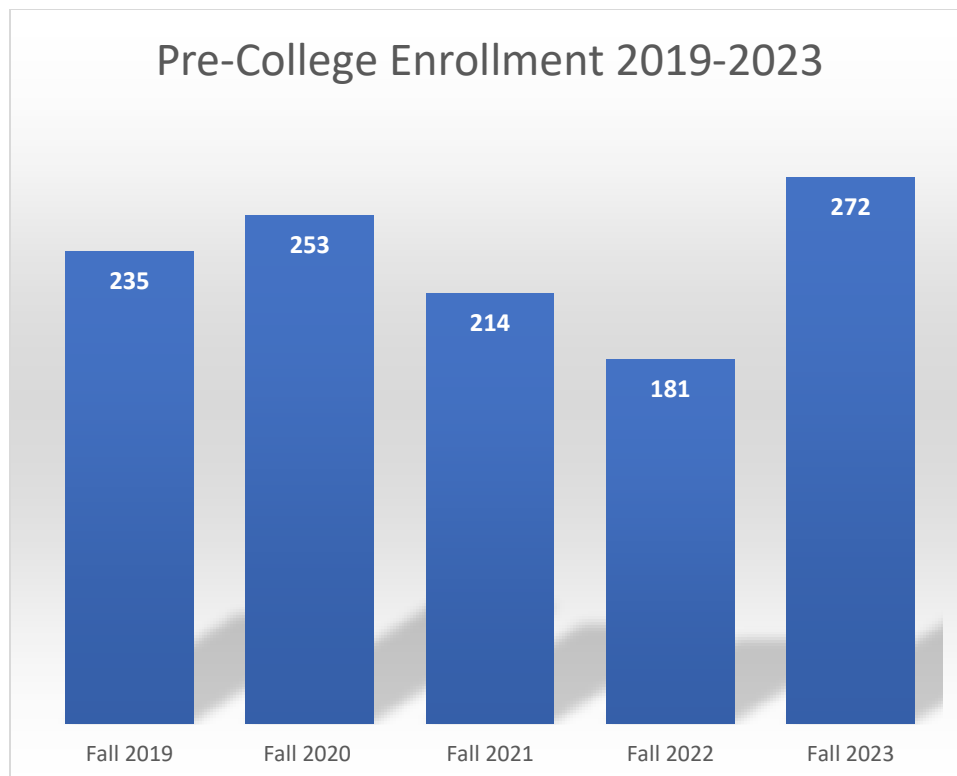
Discussion

Purpose:

The purpose of this information is to provide an update on the progress in pre-college engagement.

Background:

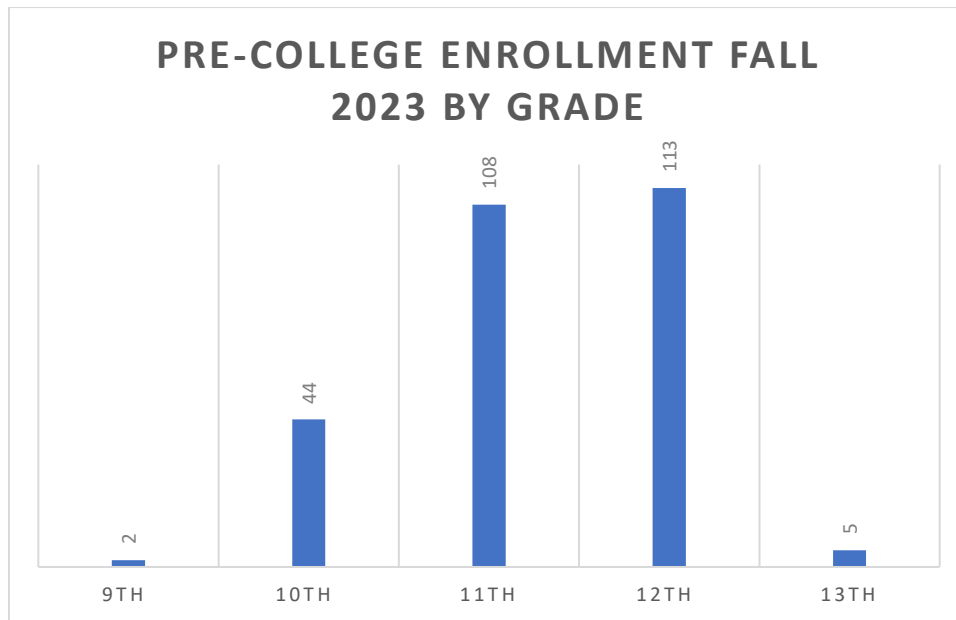
Since assuming responsibility for Pre-College Enrollment activities in Fall 2021 the Enrollment Services team has been working diligently to engage all local Intermediate School Districts in a manner that fosters affinity, leads to long term enrollment synergies, and that will ultimately result in sustained enrollment patterns. As demonstrated in the graphic below, we had a most robust Fall enrollment pattern this year. The 50% increase is directly attributable to our persistent presence in our partner schools as well as dedicated efforts to bring the local students onto our campus for events and learning opportunities – being good community members.



Sault High School represents our biggest opportunity and accounts for 54% of the overall pre-college enrollment. We have students enrolled in all 12 of our partner schools and continue to work with Academic Affairs to maximize the opportunities for high school students to take coursework from LSSU.

▪ Sault High School	146 students
✓ 2 Early Middle College	
▪ Big Rapids High School	24 students
▪ Pickford High School	19 students
✓ 8 Early Middle College	
▪ Charleton Heston Academy	19 students
▪ Rudyard High School	18 students
▪ Advanced Technology Academy	13 students
▪ Engadine Area Schools	11 students
✓ 1 Early Middle College	
▪ Brimley High School	8 students
✓ 4 Early Middle College	
▪ DeTour High School	9 students
✓ 2 Early Middle College	
▪ Les Cheneaux Community (Cedarville)	3 students
▪ Newberry High School	1 student
▪ Waldron High School	1 student

As illustrated in the graphic below students can begin taking courses as early as 9th grade, however the majority of our enrollment is from 11th & 12th graders.



Being present in the schools and supporting the work of K-12 educators is critical to long term success and outlined below is a roster of our Spring Application and Registration events for pre-college students as well as our Invitational and Partnership Events we subsidize for the benefit of the Eastern Upper Peninsula School District (EUPISD).

Application visits as of November 6

10/24	Brimley High School	7 applications
10/26	Charleton Heston	15 applications
10/27	Sault High School	84 applications
10/30	Cedarville High School	7 applications
10/30	Detour High School	12 applications
11/2	Engadine High School	8 applications

Registration visits as of November 6

11/20	Sault High School
11/27	Engadine High School
11/30	Brimley High School

Pre-College Invitational November 29

Eastern Upper Peninsula Intermediate School District Events

9/15	Constitution Day	171 10 th graders
10/9	EUP Teacher’s Conference	600 EUP Teachers & Admins
10/18	Manufacturing Day	300 9 th graders
11/20	American International Charter School	20 11 th & 12 th graders
12/8	EUP Regional Science & Engineering Fair	300 K-12 graders

Suggested Action/Motion:

N/A

President’s Recommendation:

N/A



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Agenda Item #3: Free Application for Federal Student Aid and Michigan Achievement Scholarship

Information

Action

Discussion

Purpose:

The purpose of this information is to provide an update on developments with the Free Application for Federal Student Aid (FAFSA) as well as the Michigan Achievement Scholarship (MAS).

Background:

The *FAFSA Simplification Act*, passed by Congress in 2020, for the 2024-2025 financial aid award season, mandated a significant overhaul to the processes and systems used to award federal aid. This includes the Free Application for Federal Student Aid (FAFSA) form, needs analysis, and many policies and procedures for participating in federal student aid programs. The changes impact every state that uses FAFSA data to award state grant aid and every school that participates in federal student aid programs.

Major changes required include the following:

1. **Replace the Expected Family Contribution (EFC) with the Student Aid Index (SAI):** Starting with the 2024–25 award year, students and families will see a different measure of their ability to pay for college, and they'll experience a change in the methodology used to determine aid. The new need analysis formula removes the number of family members in college from the calculation, allows a minimum SAI of -1500, and implements separate eligibility determination criteria for Federal Pell Grants.
2. **Modifications to Family Definitions in FAFSA Formulas:** Expect changes in how a student's family size is determined aligning more with what was reported on the student/parent tax returns.
3. **Expanding Access to Federal Pell Grants:**
 - A. The *FAFSA Simplification Act* will expand the Federal Pell Grant to more students and will link eligibility to family size and the federal poverty level (starting with the 2024–25 award year).
 - B. Incarcerated students in federal and state penal facilities will regain the ability to receive a Federal Pell Grant (starting with the 2023–24 award year).
 - C. Federal Pell Grant lifetime eligibility will be restored to students whose school closed while they were enrolled or if the school is found to have misled the student (starting with the 2023–24 award year).

4. **Streamlining the FAFSA Form:** Where possible, the law mandated the use of data received directly from the IRS to calculate Federal Pell Grant eligibility and the SAI. This data exchange has been made possible by the *Fostering Undergraduate Talent by Unlocking Resources for Education Act (FUTURE Act)*, which we'll implement alongside FAFSA simplification starting with the 2024–25 award year. The *FAFSA Simplification Act* also removes questions about Selective Service registration and drug convictions. It also adds questions about applicants' sex, race, and ethnicity, which have no effect on federal student aid eligibility (starting with the 2023–24 award year).

Historically, the FAFSA was available beginning October 1st each year. However, because of significant changes to the application and rebuild of the FAFSA processing system, the 2024-25 FAFSA will not be available until sometime in **December 2023**.

While the FAFSA may be open for application in December, that does not necessarily mean schools will start to receive FAFSA data immediately. It “could” be several weeks to months before schools begin to receive data for processing, which means packaging will be delayed.

At this time, there have been no reliable comparison tools to examine how the EFC to SAI change will affect student populations. While some student will become newly Pell eligible, others may lose eligibility compared to previous years. It can also change historical data and comparison tools moving forward.

All students in Michigan will indicate that they are eligible for Free and Reduced Lunch which means all Michigan students assets will not be evaluated as part of this years aid indexing.

The Michigan Senate passed SB 463, the universal FAFSA completion policy for high school seniors. The bill retained an expansive set of opt-out provisions for students, parents, and school administrators, with an implementation date pushed back to the 2025-26 school year, rather than next fall. Evidence in the 12 states that have enacted similar legislation has shown significant increases in FAFSA completion rates and improved high school graduation rates and college enrollment rates.

Michigan Achievement Scholarship:

Treasury staff has indicated that no new Michigan Achievement Scholarship (MAS) awards can be made for Fall 24 until language in the annual appropriations act requiring an EFC of \$25,000 or less as the indicator for the MAS is replaced with the Student Aid Index (SAI).

Three changes have been recommended and submitted to state policy makers regarding the awarding of MAS:

1. Use an SAI of 30,000 for the cutoff for MAS eligibility.
2. All students eligible for MAS and began enrollment in Academic Year 2023-24 should automatically be eligible for all remaining years of eligibility.
3. Eliminate the first/last dollar program split and move to a single first dollar maximum award of \$5,500 (up to cost of attendance).

Only 60% of eligible LSSU students enrolled for the Fall 2023 semester received the MAS despite Treasury estimating 74%, and these results mirrored all other 4-year public schools. These numbers underutilized the spending for the program by almost \$47.7 million. The recommended changes are expected to cost an additional 10 million.

Suggested Action/Motion:

N/A

President's Recommendation:

N/A

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Agenda Item #4: Contributions to the Strategic Plan

Information Action Discussion

Purpose:

The purpose of this item is to report on activities related to the 2020-2025 LSSU Strategic Plan.

Background:

The LSSU Board of Trustees approved the 2020-2025 LSSU Strategic Plan at a Special Board Meeting on April 24, 2020. Items reported here illustrate contributions to a subset of the strategic plan initiatives. The division of Enrollment Management will have either direct or indirect responsibility for a much larger number of initiatives which will be reflected in future reports.

3.2.1 Expand overall university enrollment with a goal of 1,925 students by 2025.

1. Increased pre-college Fall enrollment by 50%.
2. Census headcount 1667 students verse 1655 Fall 2022. First increase fall to fall since 2018.

4.4.1 Develop an outreach program with regional middle schools and high schools to showcase the university and enhance LSSU's recruitment opportunities.

1. Increased pre-college Fall enrollment by 50%.
2. Hosting 5 Eastern Upper Peninsula Intermediate School District Events In Fall 2023 to continue to bolster our partnership with the ISD.

4.4.3 Enhance K-12 student opportunities on campus as a way to strengthen a sense of belonging at the university.

1. Increased pre-college Fall enrollment by 50%.
2. Hosting 5 Eastern Upper Peninsula Intermediate School District Events In Fall 2023 to continue to bolster our partnership with the ISD.

Suggested Action/Motion:

N/A

President's Recommendation:

N/A