



Enrollment Management Report February 16, 2024

Agenda Item #1: Dashboard

Information

Action

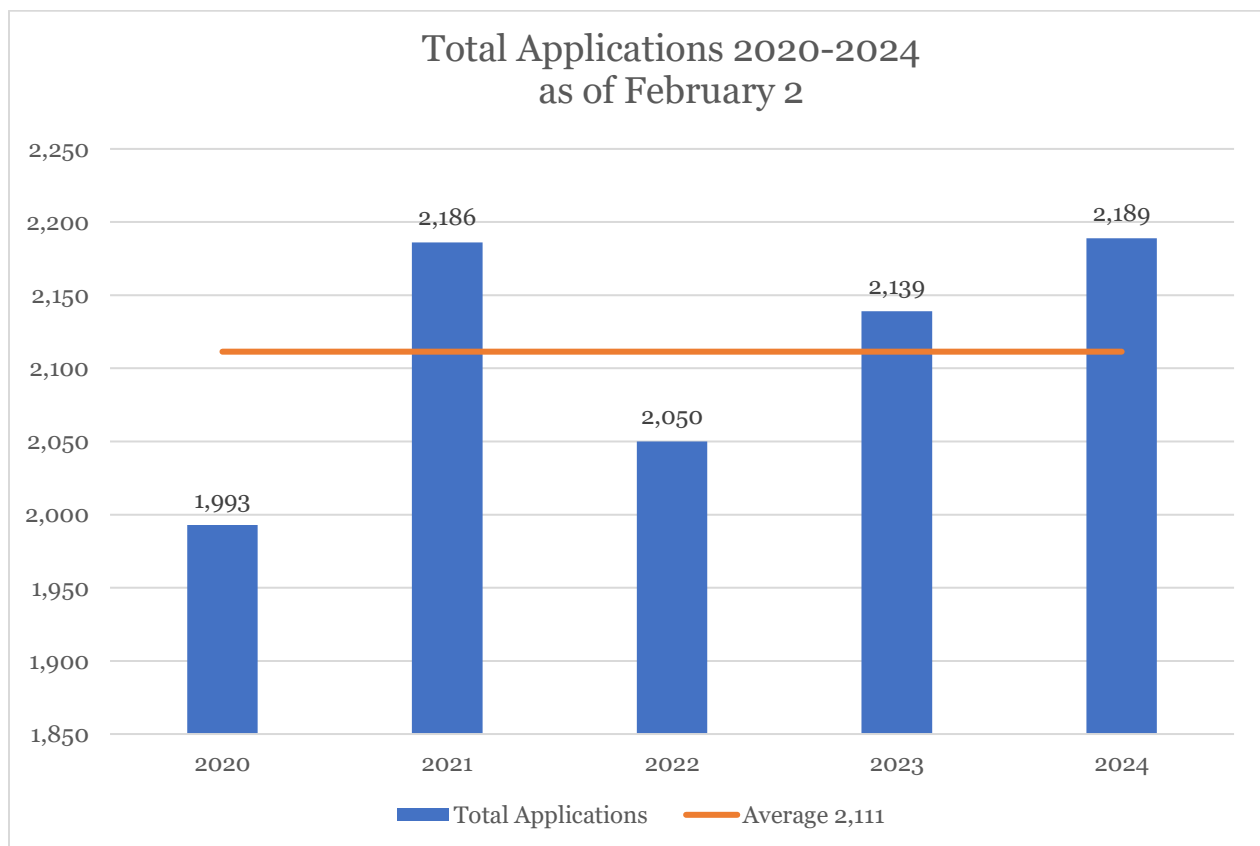
Discussion

Purpose:

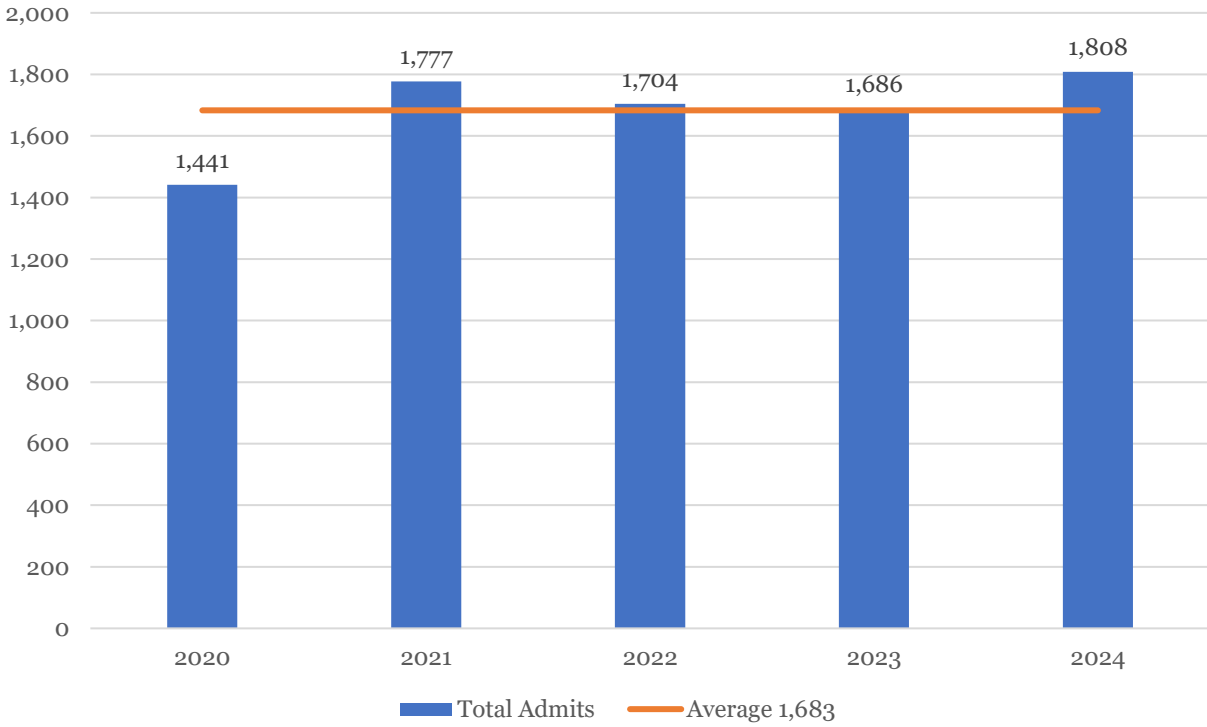
The purpose of this information is to provide an update on the progress associated with enrollment management.

Background:

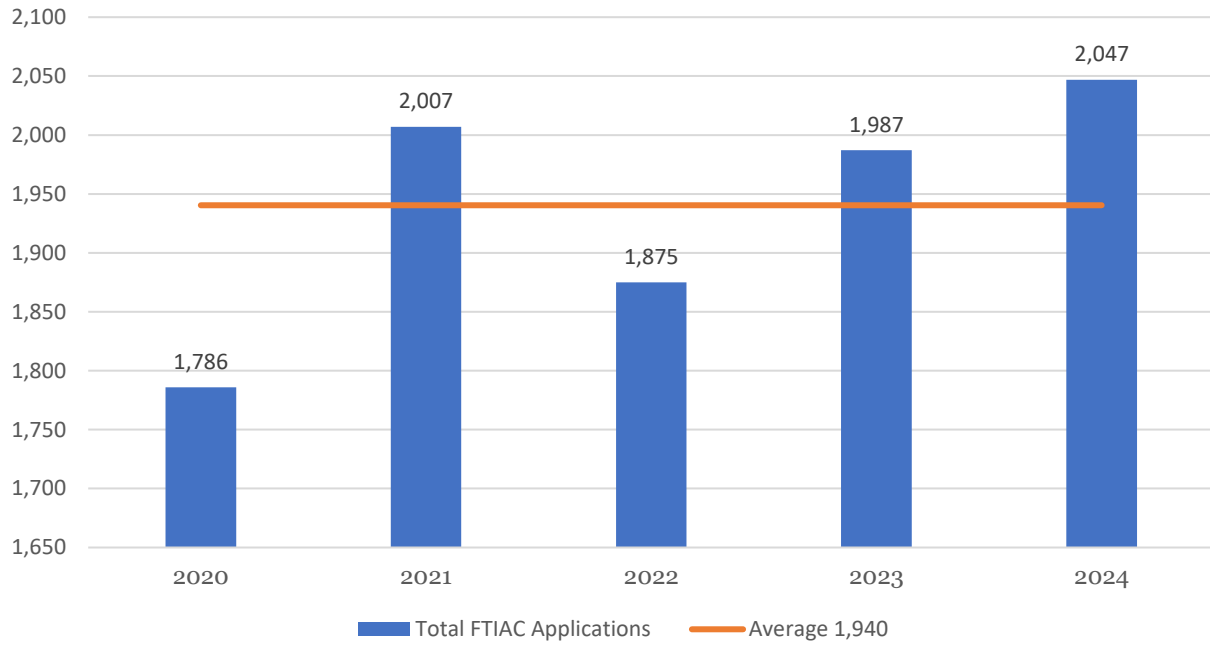
The Applications and Admitted dashboards for Total and First Time in Any College (FTIAC) year over year comparisons from Fall 2020 – Fall 2024 activities as of February 6.



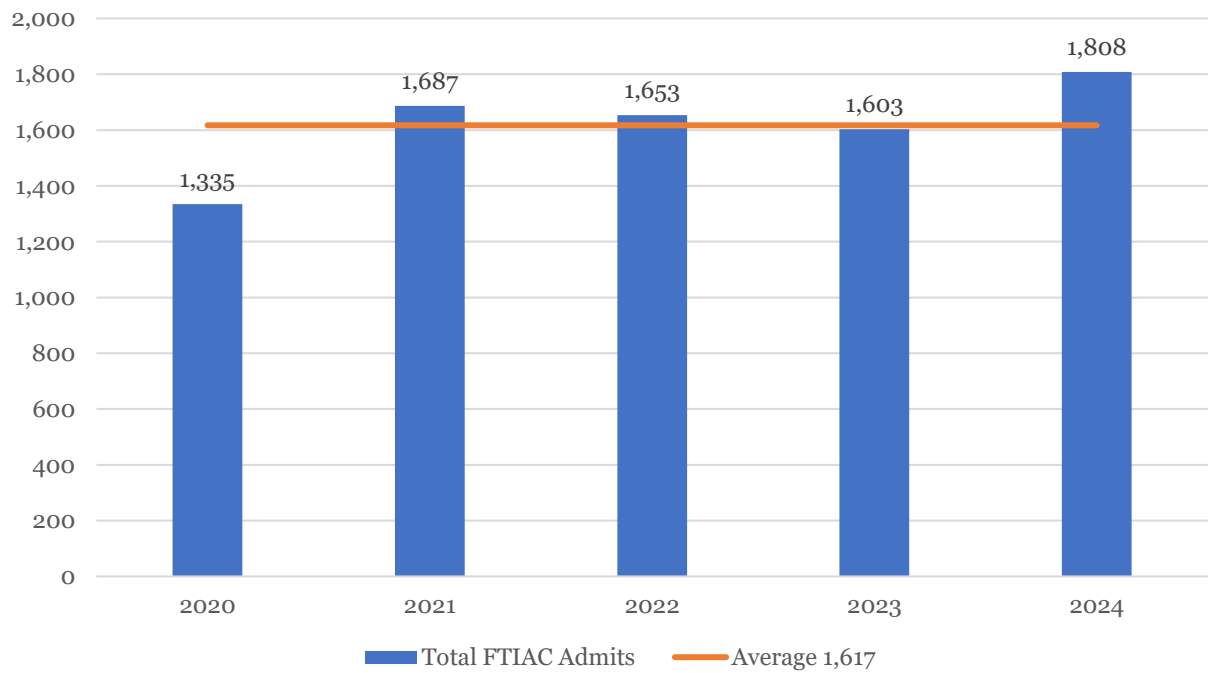
Total Admits 2020-2024 as of February 2



First Time in Any College Applications (FTIAC) 2020-2024 as of February 2



First Time in Any College Admits (FTIAC) 2020-2024 as of February 2





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Agenda Item #2: Fall Recruitment Progress

Information
 Action
 Discussion

Purpose:

The purpose of this information is to provide an update on the progress associated with Fall 2024 recruitment.

Background:

The months of December and January are extremely sparse with regard to high school visitation and no sanctioned fairs occur as the preparation for the holiday and transition into a new term in January dominate the high school calendar. Lake Superior State does continue to operate our campus visitation program and we hosted 79 individual students with 219 guests and had 102 students attend as part of group visits.

During this period, we focus on prospect cultivation and as indicated in the Dashboard we are tracking ahead in Applications and Admits. Our current data projects we will see more than 3,300 applications by the end of the cycle and have one of the largest pools of admitted students available for cultivation. While total applications are running 2.3% ahead and First Time in Any College applications 3.0% ahead what is most significant in the data is Total Admits are 11.2% ahead and First Time in Any College Admits 12.8% ahead which suggest we are more successful in our communication strategies. Increases in FTIAC enrollments are the most significant in terms of building long term enrollment growth.

As of 2/2	2020	2021	2022	2023	2024	% Δ 23-24
Total Applications	1,993	2,186	2,050	2,139	2,189	2.3
Total Admits	1,441	1,777	1,704	1,686	1,808	11.2

Total FTIAC Applications	1,786	2,007	1,875	1,987	2,047	3.0
Total FTIAC Admits	1,335	1,687	1,653	1,603	1,808	12.8

High School visitation and the Spring Fair schedule begin to ramp up in mid-February and normally remain fairly busy through Decision Day on May 1. Given the delays caused by the U.S. Department of Education with the Free Application for Federal Student Aid (FAFSA) this spring is likely to be a little unpredictable. Most of our sister institutions have indicated they plan to remain committed to the Decision Day cut off, however I remain suspect given financial aid packing for any institution other than the University of Michigan Ann Arbor is not likely to occur until April.

Suggested Action/Motion:

N/A

President's Recommendation:

N/A



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Agenda Item #3: Spring Enrollment

Information
 Action
 Discussion

Purpose:

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

Background:

While Fall is the most prominent of the intake cycles, we do have three other opportunities for students to begin or restart their academic journeys: Winter, Spring and Summer terms. We had 2 transfer students and 1 readmit student begin in Winter term; however Spring is the most significant of the three options. Traditionally, Lake Superior State will onboard an average of 80 students for spring. The data table below outlines that while we did see increases in FTIAC, Transfers, and Readmits over Spring 2023 we were still below our historical average, however trending in the right direction.

Spring New Student Reg. as of 2/2	2022	2023	2024
FTIAC	15	12	14
Transfer	45	26	35
Readmit	31	23	24
Total New Students	91	61	73
Pre-College	191	210	136

As of February 2, we had 1,480 students registered compared to 1,530 at census in Spring 2023. Census occurs March 15 and we will see some concurrent enrollment between now and then as well as some melt.

As we collectively work to maximize persistence there was an enrollment trend from Fall to Spring it is critical to note. A traditional pattern of students exiting the university results in the largest number of students exiting as freshmen and declining as academic standing increases. As the table below demonstrates during this Fall to Spring transition, we experienced an increase in students exiting the university sophomore to junior and junior to senior.

	Freshman	Sophomore	Junior	Senior	Total
Students Registered Fall/ not Registered for Spring	29	14	15	21	79

Suggested Action/Motion:

N/A

President's Recommendation:

N/A



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Agenda Item #4: Pre-College Profiles and Activities

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.

We will have 274 students engaged in pre-college course work for Spring 2024. Registered students are currently at 191 and we still have 24 students to enroll in concurrent courses at Big Rapids, which will bring our registered students to 215 by census. There are 59 additional students whose course work spans Fall and Spring semesters. Outlined below is a breakdown of students by high school. Sault High remains our most significant partner with 134 students (spring and year-long courses) engaged. Any schools designated by an asterisk (*) indicates an increase in students from Fall registrations. Also of note there are 30 students identified as Early Middle College up from 17 in the fall.

Registered – 191 students

▪ Sault High School	88 students
✓ 6 Early Middle College	
▪ *Charleton Heston Academy	25 students
✓ 9 Early Middle College	
▪ Rudyard High School	17 studentsg
▪ Brimley High School	15 students
✓ 4 Early Middle College	
▪ *DeTour High School	15 students
✓ 2 Early Middle College	
▪ Pickford High School	15 students
✓ 6 Early Middle College	
▪ *Engadine Area Schools	9 students
✓ 1 Early Middle College	
▪ Les Cheneaux Community (Cedarville)	5 students
▪ Newberry High School	1 student
▪ Waldron High School	1 student

Not Yet Registered – 24 students

- Big Rapids High School **24 students**

Participating in Year Long Courses – 59 students

- Sault Area High School **46 students**
- Advanced Technology Academy **13 students**

Being present in the schools and supporting the work of K-12 educators is critical to long term success. Given spring terms in the high schools have just begun we have not finalized Fall application and registration visits nor our spring Pre-College Invitational, however the work is well under way.

Our Fall Pre-College Invitational welcomed 40 prospective students and their guests for information as well a Atlantic Salmon dissection and tours of the Nursing Simulation Center and Kinesiology laboratory.

For Spring we have the following Events scheduled in partnership with the Eastern Upper Peninsula School District (EUPISD).

Eastern Upper Peninsula Intermediate School District Events

3/12	Pi Day
3/14 - 3/16	First Robotics
3/15	Regional History Day
5/15 - 5/16	Square One

Suggested Action/Motion:

N/A

President’s Recommendation:

N/A



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Agenda Item #5: Free Application for Federal Student Aid (FAFSA) , Michigan Achievement Scholarship (MAS), and Financial Aid Appeals Committee

Purpose:

The purpose of this information is to provide an update on developments with the Free Application for Federal Student Aid (FAFSA) the Michigan Achievement Scholarship (MAS), and the Financial Aid Appeals Committee's spring activities.

Background:

The Department of Education rolled out a soft launch of the 2024-25 FAFSA form on December 31, 2023, where the form was available for periods of time while site performance and real time responses were monitored. As of January 8, the online form is now available 24/7.

On January 23, 2024 the U.S. Department of Education announced it will be updating the supporting data tables used in the Student Aid Index (SAI) calculation to account for inflation for the 2024-2025 award year. Through this action, students will have access to an additional \$1.8 billion in federal student aid. This is expected to cause further delays with processing and institutions receiving FAFSA data for awarding.

With this latest complication, it's not clear when the U.S. Education Department will start processing completed FAFSA forms and sending the data to schools. Administrators can't start building financial aid packages until they get this information. Students and families won't be able to correct mistakes on their forms until the processing occurs, either.

January 30, 2024, the White House and U.S. Department of Education officially announced that institutions will not receive FAFSA applicant information until "the first half of March," further delaying an already sluggish process.

The National Association of Student Financial Aid Administrators has requested the U.S. Department of Education:

- Keep verification selection rates low, and permit schools to accept electronic copies of verification materials, including electronic signatures
- Temporarily pause standard program reviews and other non-urgent oversight activities, except in instances of suspected fraud or known abuses through peak processing season
- Without delaying any of the actual implementation, give schools more time to prepare and provide gainful employment and financial value transparency data beyond the July 1, 2024 reporting deadline

Michigan Achievement Scholarship

On Monday, December 18, 2023 Public Act 320 of 2023 was signed by Governor Whitmer and is effective February 13, 2024. The act includes important guidance as it relates to eligibility for the Michigan Achievement Scholarship in Academic Year 2024-25, specifically surrounding the new Student Aid Index (SAI).

Michigan Department of Lifelong Education, Advancement, and Potential (MiLEAP) - MI Student Aid has issued guidance regarding students eligible for the Michigan Achievement Scholarship for Academic Year 2024-25 based on the new Student Aid Index (SAI) parameters and supplemental legislative guidance enacted December 18, 2023.

To receive a Michigan Achievement Scholarship, for Academic Year 2024-25, students must:

- File a current year Free Application for Federal Student Aid (FAFSA): Completed (submitted, completed, and verified).
- Demonstrate financial need when they complete the FAFSA—by having a Student Aid Index (SAI) of \$30,000 or less.
- Students who received the Michigan Achievement Scholarship in Academic Year 2023-24, and have completed a 2024-25 FAFSA, shall be considered meeting the financial need component of the Michigan Achievement Scholarship for Academic Year 2024-25 regardless of their SAI.

Financial Aid Committee Appeals

Spring Financial Aid Appeals committee meeting results:

- January 9
 - 4 appeals reviewed
 - 2 approved
 - 2 tabled for revisions
- January 16
 - 8 appeals reviewed
 - 6 approved
 - 2 tabled for revision
- January 23
 - 11 appeals reviewed
 - 7 appeals approved
 - 4 appeals tabled with conditional approval pending corrected documentation

Suggested Action/Motion:

N/A

President's Recommendation:

N/A



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Agenda Item #6: Personnel

Purpose:

The purpose of this information is to provide an update on the progress in personnel in the Enrollment Services Division.

Background:

The Enrollment Services Division has experienced quite a bit of turnover in the last few months.

Amanda Stempky, long time Admissions employee, migrated from the GearUP/KCP coordinator role to the Assistant Director of Pre-College Activities.

Wyatt Plavan, formerly the Enrollment Services Representative for Pre-College activities, migrated to Financial Aid Officer.

Veronica White, formerly an Admissions Representative covering Territory 2 or the northern lower peninsula has become our Customer Relationship Management Coordinator.

Kate Formolo, who joined us in May 2023, transitioned to a role in the Library as a Learning Commons Tech on November 1.

Tim Eilola, formerly as Admissions Representative for Territory 1 or the UP and Sault Ste. Marie, Ontario, has taken a position with the Eastern Upper Peninsula School District effective November 13.

Michael Fraula joined us November 1 as an Admissions Representative covering Territory 3 or the Grand Rapids region. Michael graduated from Grand Valley State University with a bachelor's degree in Sport Management and most recently was employed by the Big Bear Arena. An avid sports fan, he coaches football and basketball.

Tamara Santana also joined the enrollment services team on November 1 as our Campus Visit and Outreach Coordinator. Tamara has worked in the marketing industry as an event planner for over ten years. She oversaw all aspects of private entrepreneurial coaching events. Additionally, Santana enjoys her role as an event photographer with over 500 events on her resume.

Connor Tetzlaff will join the team as an admissions representative February 5.

Marielle Nava will join the team as an enrollment services representative February 5.

Since October we have onboarded and lost two employees, Erin Delude and Emily Hoffmiller.

We are diligently searching for 3 replacements (2 admissions representative and a Gear UP/KCP coordinator).

Suggested Action/Motion:

N/A

President's Recommendation:

N/A

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Agenda Item #7: 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 Spring enrollment.
2. Increased Spring 2024 new student enrollment by 19.7% .

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 Spring enrollment.
2. Hosting 4 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 Spring enrollment.
2. Hosting 4 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