



Enrollment Management Report August 1, 2024

Agenda Item #1: Dashboards

Information

Action

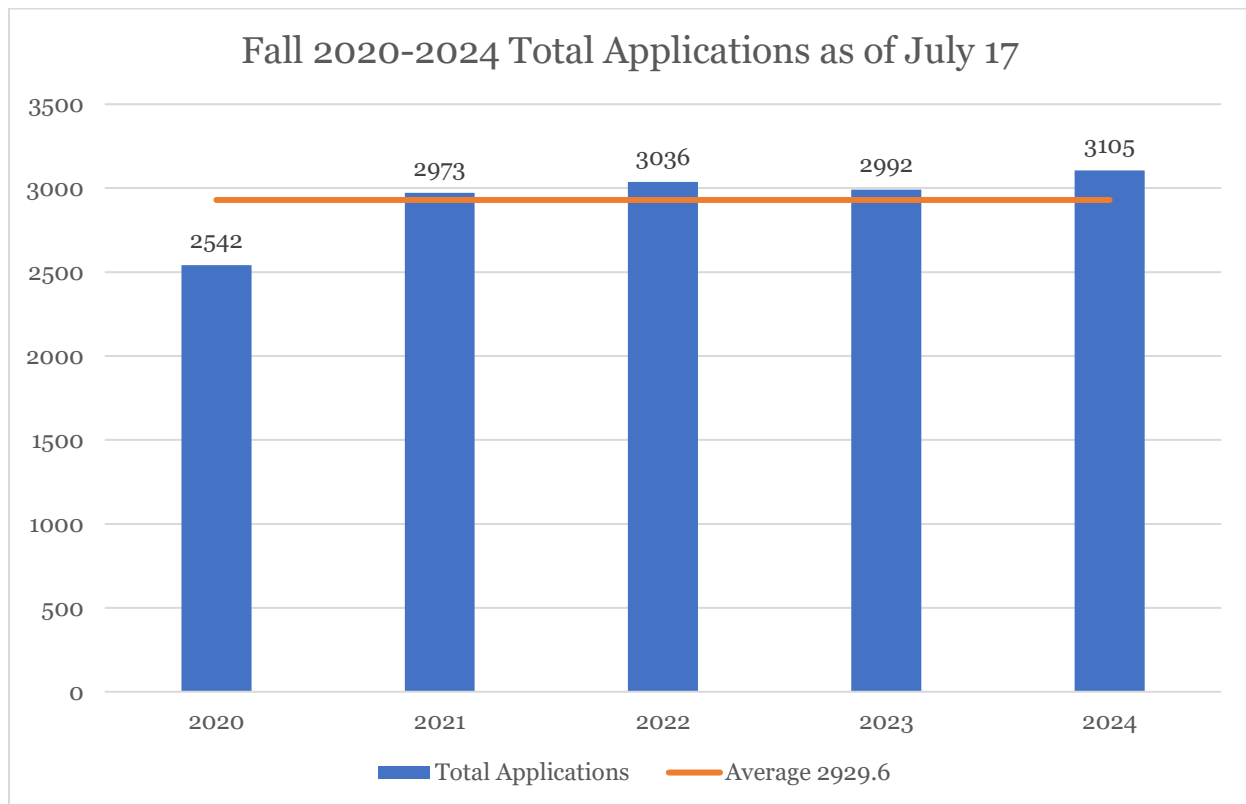
Discussion

Purpose:

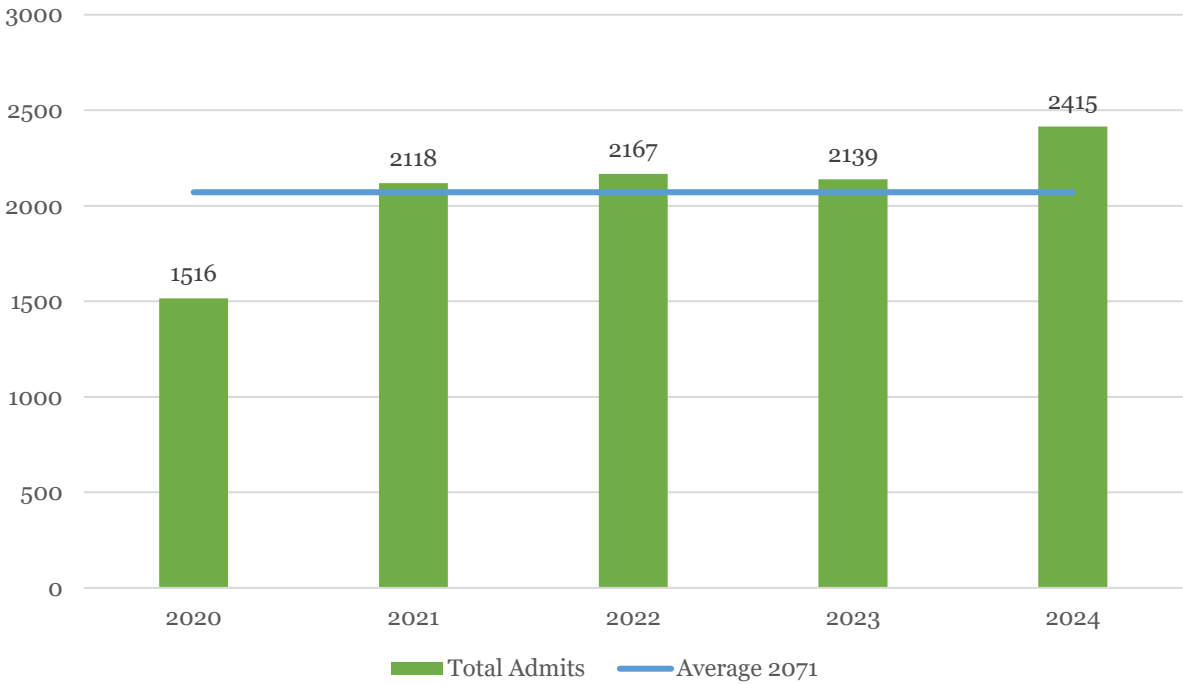
The purpose of this information is to provide an update on the progress associated with enrollment services.

Background:

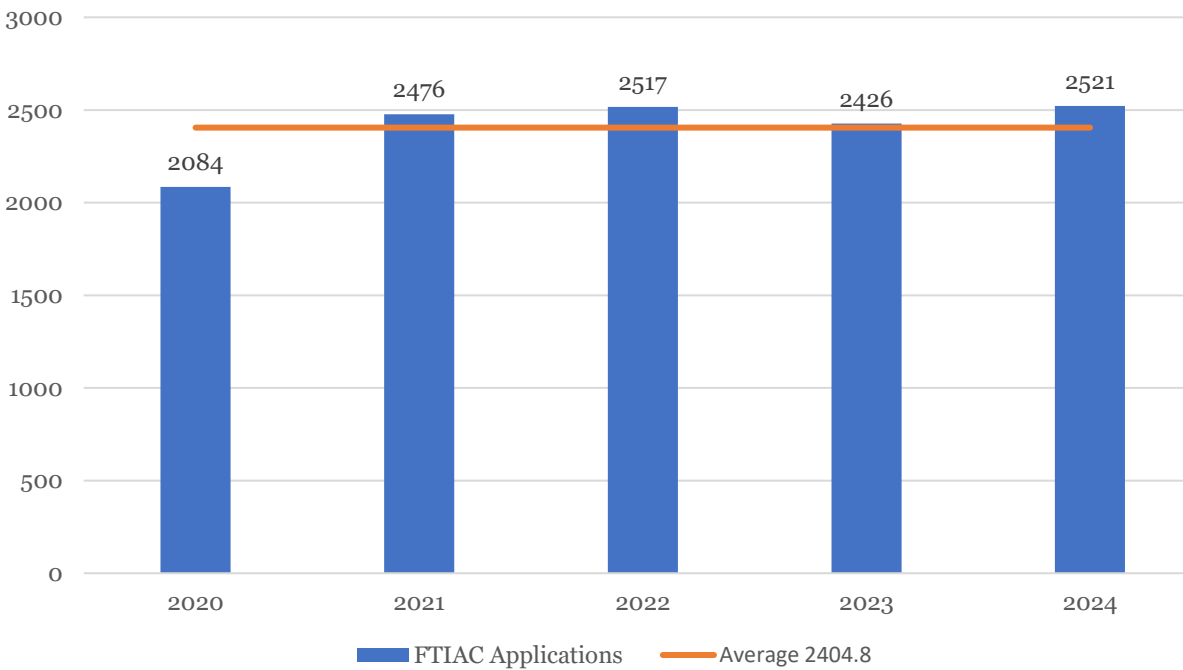
The Applied and Accepted dashboards outline year over year comparisons of the Fall 20 – Fall 24 activity as of July 17 outlining the drive to increase enrollment.



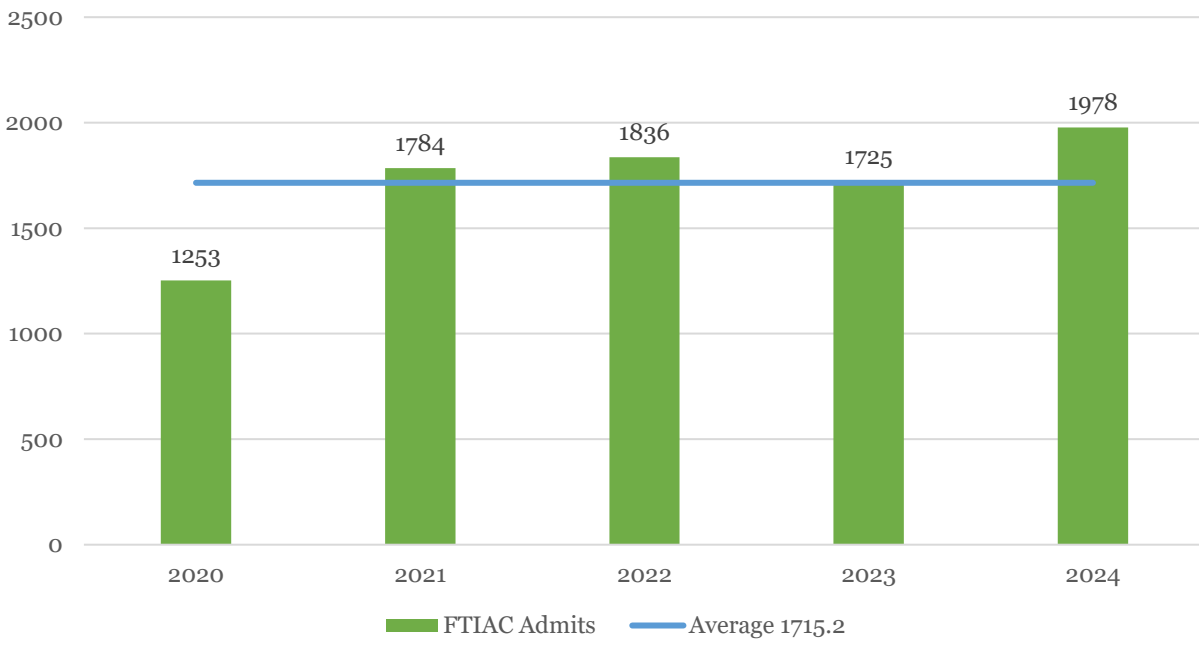
Fall 2019 - 2024 Total Admits as of 7/17



Fall 2019-2024 First Time in Any College (FTIAC) Applications as of 7/17



Fall 2019-2024 First Time in Any College (FTIAC) Admits as of 7/17



Enrollment Management Report
August 1, 2024

Agenda Item #2:

Information Action Discussion

Purpose:

The purpose of this information is to provide an update on the progress in Admissions.

Background:

At many institutions June is dedicated to Orientation activities and preventing “melt”. Melt is generally considered minimizing the number of students that “deposited” but fail to show for orientation and register. Given Lake Superior State is an access institution and does not require deposits (generally considered a barrier to enrollment for financially challenged students) we remain engaged in the recruitment of accepted students along with our orientation activities through August.

Our traditional recruitment activities wane during this period. Since May 1 we visited:

- 6 College Fairs
- 9 High Schools – includes 2 Decision Day activities

Our campus visitation program, however, exploded. We hosted:

- 70 prospective students with 193 guests compared to 21 students and 50 guests in 2023 for the same period
- 16 group visits with 527 students compared to 4 groups with 159 students in 2023 in for the same period

Also, our Charter School visitation continues:

- May 21-23-Innocademy Allegan (3rd/4th) - 30 students
- May 29-31-Ridge Park (7th &8th) - 54 students, 10 chaperones
- June 3 – Tipton Academy (6th grade) - 30 students
- July 29-31 - ATA Charter Nursing and Engineering camps - 32 students

Additionally, we held two Open Houses:

- May 18 - 15 prospective students, 45 guests, 60 total
- July 13 - 16 prospective students, 14 guests, 30 total

Bolstering our recruitment activity is our summer camp programing;

- June 24-August 16 - Kids Camp (ages 6-12- 8 weeks) – 52 campers and 33 kids waitlisted
- July 8-12th – Criminal Justice, Fire Science, & EMS Camp (High Schoolers) – 9 campers

- July 15-17 - Engineering and Robotics Camp (High Schoolers) – 7 Campers
- July 12 - DoD STEM Camp w/ Bay Mills (Middle schoolers) – 30 Campers
- July 23-25 – Go For Launch Camp (High Schoolers) – 42 students
- August 5-9 – Aquatic Ecology and Fisheries Camp

And for grins, delivered Seamore to 20 birthday parties for photo ops and participated in the Sault Ste Marie Independence Day and Cherry Festival Parades.

Fall 2024 New Student Data

The Fall 24 recruitment cycle has been more optimistic than the 2023 cycle. As reflected in the dashboards our 5 year trend demonstrates continued increases in applications and admits. We are 3.8% ahead of last year’s applicant activity and 12.9% ahead in our admits. The increased interest is most pronounced in our First Time In Any College (FTIAC) data as we are 3.9% ahead in applications and 14.7% ahead in admits.

Fall Applications and Admits 2023-2024 as of July 17

	2023	2024	% Change
Total Applications	2992	3105	3.8%
Total Admits	2139	2415	12.9%
FTIAC Applications	2426	2521	3.9%
FTIAC Admits	1725	1978	14.7%

Orientation

Many students will not only deposit at multiple institutions, but also attend multiple orientations so our focus on the quality of the orientation experience is critical to Fall enrollment success.

Our June New Student Orientation program is now complete:

- June 7 – Transfer Orientation 58 students
- June 10-11 – New Student Orientation 64 students
- June 13-14 – New Student Orientation 40 students
- June 17-18 – New Student Orientation 51 students
- June 20-21 – New Student Orientation 52 students

Total for June Orientations – 265

There were a couple of highlights in those 265 students that attended orientation:

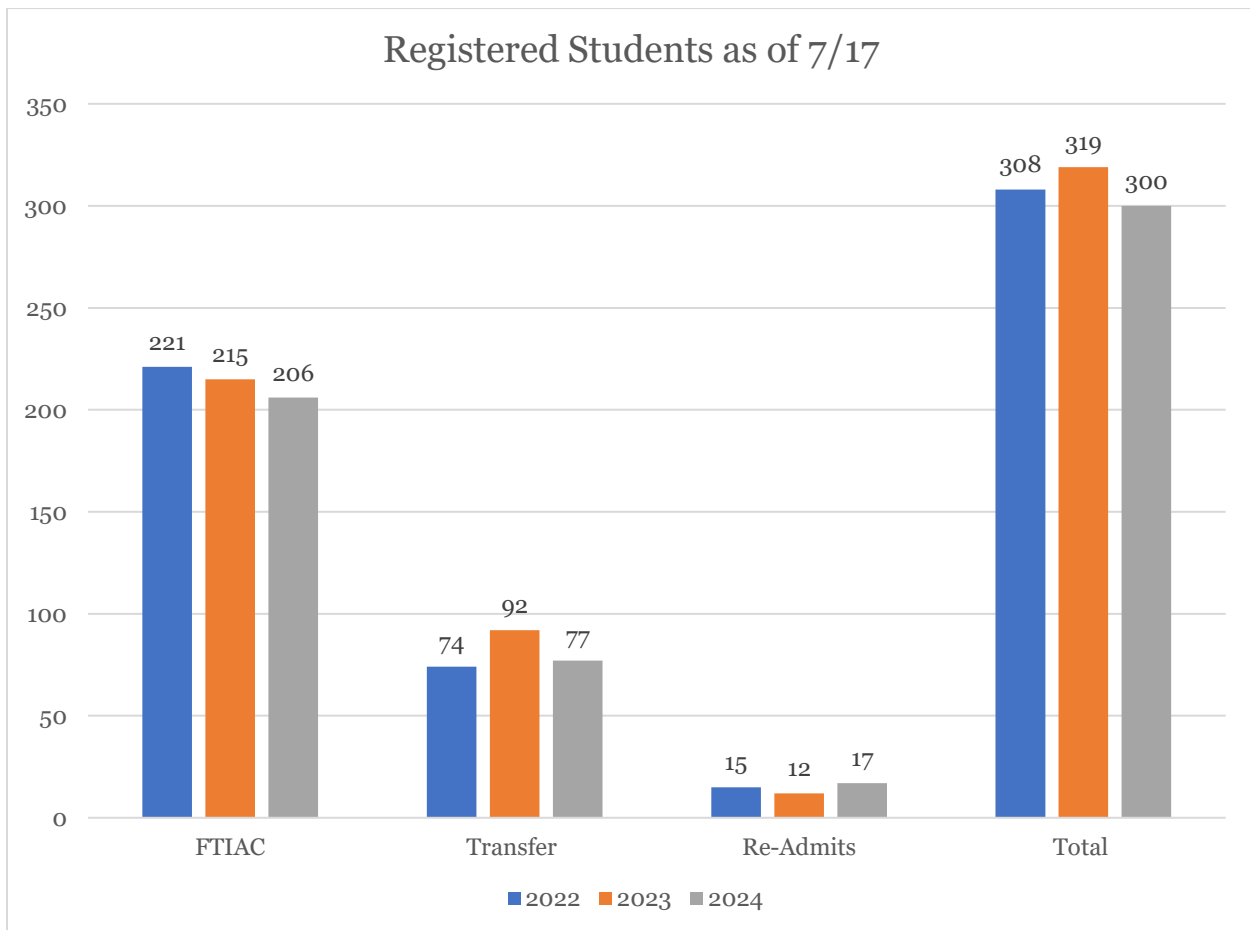
- 70 students from Chippewa County
 - Fall 23 there were 64 at census
 - Fall 22 there were 62 at census
- 18 students from Canada
 - Fall 23 there were 13 at census
 - Fall 22 there were 18 at census

Three New Student Orientations remain for Fall Semester:

- August 6 at Escanaba
- August 8 at Petoskey
- August 23 at Main Campus – traditionally our biggest session.

With the delay in the Free Application for Federal Student Aid (FASFA) and the late changes to the Michigan Achievement Scholarship (MAS) there is anecdotal evidence that student decision making is even more delayed than usual. Of the 300 students we have registered at July 17 there were 265 at orientation and so far we have see few signs of melt. We normally see an increase in total new student enrollment of around 35% with the last orientations.

	2022	2023	2024
New Students Registered 7/17	308	319	300
New Student Registered Census	421	428	



Pre-College Activities

Our pre-college strategies remain one of our critical cultivation strategies. In 2023 we had robust fall enrollment. We currently have applications from 211 students with 116 registered in dual enrollment courses. Concurrent enrollment occurs after the start of fall classes and much of this registration in finalized in August and September.

School	Applied	Registered
Advanced Technology Academy (CE)		
Big Rapids High School (CE)		
Brimley High School	12	12
Charleton Heston Academy	26	10
DeTour High School	12	6
Engadine Area Schools	2	2
Les Cheneaux Community Schools	10	9
Malcom High School	1	1
New Berry High School	1	
Pickford High School	4	2
Rudyard High School	22	22
Sault High School	121	52
Totals	211	116

We currently have a predominance of 12th graders who have applied and there are 5 students completing their 13th year in residence on the main campus.

Grade Distribution

10th	15
11th	56
12th	135
13th	5
Total	211

Those 5 Early Middle College students are reflected in our New Student Registered numbers. We have 17 students in the Early Middle College pipeline for future enrollment at LSSU for the 13th year.

Early Middle College	11th	12th	13th
Brimley High School	4		2
Charleton Heston Academy	1	3	1
Engadine Area Schools			1
Pickford High School		1	1
Sault High School	6	2	
Total	11	6	5

Suggested Action/Motion:

N/A

President's Recommendation:

N/A



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Agenda Item #3: Financial Aid Update

Purpose:

The purpose of this information is to provide an update on the progress in Financial Aid.

Background:

This has been the most disruptive period in the history of the Free Application for Financial Aid (FAFSA) and the resultant effects for university and college aid packaging. Nationally, the episode has been branded the “FAFSA fiasco”. The FAFSA normally opens October 1. It opened December 31 and was just intermittently available for weeks. Institutions normally begin receiving data in late November. That was pushed to April and reliable data would not be available to mid-May (beyond decision day). The ability to correct the FAFSA was not reliably open until mid-July. The national reports are that FAFSA completion is 24.3% down from 2023. There are wholesale efforts to attempt to bolster completion, yet these are occurring after the students have the captive structure of high school.

Free Applications for Federal Student Aid (FAFSA) as of 7/14/2024

	2021	2022	2023	2024
First Time In Any College (FTIAC)	1249	1024	1089	927
Returning	789	657	781	683

FAFSA submissions at Lake State are down 14.9% for FTIAC students and 12.5% for continuing students. The Financial Aid team continues to provide outreach encouraging completion. We have packaged more students than last year 1,224 verses 1,213 in 2023, however we are 18.2% off the 2022 pace.

FTIAC & Current Student Packaging & Accepted Aid as of 7/14/2024

	2021	2022	2023	2024
Packaged	1585	1496	1213	1224
Accepted	524	358	245	216

The Financial Aid team continues to award students every day and applying aid to student accounts.

Michigan Achievement Scholarship

As the state budget was finalized at the end of June there was a change in eligibility for the Michigan Achievement Scholarship. For those students whose Student Aid Index (SAI) is below \$25,000 they can now apply the full award of \$5,500 to the Coast of Attendance (COA), rather than just tuition which lessens the complications in packaging as well as applies the state aid more broadly across all educational costs.

Scholarships and Recruitment

Board of Trustees (BoT) scholarships have been auto packaging since March.

At the point of admission all students are evaluated for Board of Trustee merit awards based on their presenting grade point average. There was an 11.65% increase in students eligible for these scholarships over the 2022-2023 recruitment cycle.

As of 7/17/2024 1,514 of the 2,415 admitted students are eligible for the following awards:

• BoT Distinguished (3.75+)	678
• BoT Excellence (3.5 – 3.74)	305
• BoT Honors (3.3 – 3.49)	223
• BoT Recognition (3.0 – 3.29)	256
• BoT Transfer Distinguished (3.75+)	9
• BoT Transfer Excellence (3.5 – 3.74)	11
• BoT Transfer Honors (3.3 – 3.49)	12
• BoT Transfer Recognition (3.0 – 3.29)	20

Additionally, we packaged:

• Chartering Lakers Scholarships	8
• Eastern Upper Peninsula Awards	185

Foundation Scholarships

Foundation scholarships for departments were announced March 13th and memos sent to awarding committees. Departments work with their committee members to choose their deadlines and communicate with students. Financial Aid facilitates the work of the committees. Most Department Scholarships were awarded to students at the beginning of June.

Continuing Student applications opened on March 15, 2024 and closed on April 7, 2024.

New Student scholarships opened March 15, 2024 and closed on April 21, 2024.

Selections were made throughout May and recipients were notified early July. Approximately, \$850,000 in Foundation funds were awarded to students for the 2024-25 academic year.

	FTIAC	Current
Scholarships Awarded	105	192
Applicants	457	203

Suggested Action/Motion:

N/A

President's Recommendation:

N/A