Wayne State University is proud of the progress we have made in enrollment management, and we are committed to achieving a larger and better prepared student body, with the overall enrollment goal of 35,000 students in five years time.

- **Strengths (to maintain)**
  - Academic excellence/research (RU/VH)
  - Microcosm of the real world
  - Relatively stable undergraduate enrollment

- **Weaknesses (to overcome)**
  - Negative perceptions
  - Many of FTIAC students unprepared for WSU academic experience
  - Too much of undergraduate education taught by PT faculty which contributes to retention issues
  - Non-competitive graduate tuition rates

- **Opportunities (to consider)**
  - Enhance reputation
  - Improved program offerings and location of offerings
  - Improving student services
  - Enhanced role of marketing and IT in admissions / recruiting process
  - Urban institution

- **Concerns (to recognize)**
  - Decline in college bound students
  - Increase competition from other institutions in the traditional Wayne Market
  - Limited state funding for students
35K in 5

Build success to increase the number and quality of students.

35K in 5 Years

Objective 1: Expand/enhance the recruitment pool of WSU applicants
Objective 2: Enhance undergraduate student success
Objective 3: Enhance/expand enrollment of graduate programs
Objective 4: Enhance/expand transfer enrollments
Objective 5: Expand marketing efforts to increase awareness and reputation of the university

35K in 5 Year Enrollment Percent Increase

Fall 2009 Enrollment: 31,786
Five Year Target Enrollment: 35,000

Increase Community College and Four-year Transfers (Currently about 2300)
Recruit New Graduate Students (currently about 1960)
Retain Graduate Students (Currently about 6840)
Recruit New FTIACs (Currently about 3050)
Increase UG Retention (Currently about 15430)
Estimated Enrollment by Year in Order to Achieve 35k

UG Recruitment: FTIAC Enrollment
10 Year History – Fall Semester

Total FTIAC change from fall 2000 is 926 or an average change of 103 per year
**35K in 5** Build success to increase the number and quality of students.

**UG Recruitment: Expand/Enhance the Recruitment Pool of WSU Applicants**

- **Strategy:** Increase the number of admitted/enrolled students from outside the tri-county area

- **Tactics**
  - Increase recruitment presence in Michigan outside of tri-county area
  - Expand recruitment efforts in key urban markets

**FTIAC Enrollment: Tri-County Area**

<table>
<thead>
<tr>
<th>Year</th>
<th>Detroit</th>
<th>Wayne</th>
<th>Oakland</th>
<th>Macomb</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fall 2007</td>
<td>793</td>
<td>528</td>
<td>798</td>
<td>864</td>
</tr>
<tr>
<td>Fall 2008</td>
<td>778</td>
<td>641</td>
<td>582</td>
<td>456</td>
</tr>
<tr>
<td>Fall 2009</td>
<td>642</td>
<td>587</td>
<td>456</td>
<td>500</td>
</tr>
</tbody>
</table>

**UG Retention: Enhance Undergraduate Student Success**

- **Strategy:** Improve undergraduate student retention and graduation rates

- **Metrics**

**First Year FTIAC Retention FY05-06 to FY07-08**

<table>
<thead>
<tr>
<th>Year</th>
<th>FY05-06</th>
<th>FY06-07</th>
<th>FY07-08</th>
<th>FY08-09</th>
</tr>
</thead>
<tbody>
<tr>
<td>Retention Rate</td>
<td>69%</td>
<td>69%</td>
<td>70%</td>
<td>70%</td>
</tr>
</tbody>
</table>

**Two-Year Retention FY03-05 to FY07-09**

<table>
<thead>
<tr>
<th>Year</th>
<th>FY03-05</th>
<th>FY04-06</th>
<th>FY05-07</th>
<th>FY06-08</th>
<th>FY07-09</th>
</tr>
</thead>
<tbody>
<tr>
<td>Retention Rate</td>
<td>60%</td>
<td>57%</td>
<td>54%</td>
<td>52%</td>
<td>55%</td>
</tr>
</tbody>
</table>

- **Tactics**
  - Enhance academic success for students with marginal ACT/high school grades
  - Increase participation of FTIACs in Learning Communities
  - Continue to increase the effectiveness of advising at all levels and enhance electronic tools
  - Engage administration, faculty, staff, and peers in student mentoring
Graduates:
New Graduate Students by Student Credit Hours

Graduates:
Enrollment by College
Professional Enrollment by College

Ethnicity Trends of Graduate / Professional Programs
## Transfer Enrollments: Expand / Enhance Transfer Enrollments

<table>
<thead>
<tr>
<th>Community College</th>
<th>CC Enrollments Fall 2008</th>
<th>Transfers to WSU F08</th>
<th>CC Enrollments Fall 2009</th>
<th>Transfers to WSU F09</th>
<th>Projected Increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>Henry Ford Community College</td>
<td>15,571</td>
<td>191</td>
<td>17,530</td>
<td>196</td>
<td>1.12% 263</td>
</tr>
<tr>
<td>Macomb Community College</td>
<td>22,985</td>
<td>252</td>
<td>24,433</td>
<td>302</td>
<td>1.24% 489</td>
</tr>
<tr>
<td>Oakland Community College</td>
<td>24,957</td>
<td>251</td>
<td>28,043</td>
<td>264</td>
<td>0.94% 421</td>
</tr>
<tr>
<td>Schoolcraft College</td>
<td>12,590</td>
<td>80</td>
<td>13,081</td>
<td>122</td>
<td>0.93% 131</td>
</tr>
<tr>
<td>St. Clair County Community College</td>
<td>4,377</td>
<td>36</td>
<td>4,837</td>
<td>17</td>
<td>0.35% 24</td>
</tr>
<tr>
<td>Wayne County Community College College</td>
<td>21,540</td>
<td>178</td>
<td>25,848</td>
<td>228</td>
<td>0.88% 322</td>
</tr>
<tr>
<td>Grand Total</td>
<td>102,020</td>
<td>988</td>
<td>113,772</td>
<td>1,129</td>
<td>0.99% 1650</td>
</tr>
</tbody>
</table>

### Makeup of Class Ranking by ACT: Freshman

![Freshman Class Ranking by ACT](image1)

### Sophomore Class Ranking by ACT

![Sophomore Class Ranking by ACT](image2)

### Junior Class Ranking by ACT

![Junior Class Ranking by ACT](image3)

### Senior Class Ranking by ACT

![Senior Class Ranking by ACT](image4)
Summary

• Plan is ambitious but achievable

• Challenges:
  • Significantly increasing our undergraduate retention
  • Increasing FTIAC enrollments amid declining Michigan HS graduates
  • Increasing international graduate student enrollment

• Focused efforts over the past 18 months have yielded improvements and demonstrated potential for success