

University Forum

OCTOBER 24, 2018

System Priorities

1. Ensuring student success
2. Leveraging university strengths
3. Transforming the governance/leadership structure

Updates

- Enrollment
- Retention
- Graduation Rates
- Our Brand
- 2018 – 19 Strategic Priorities

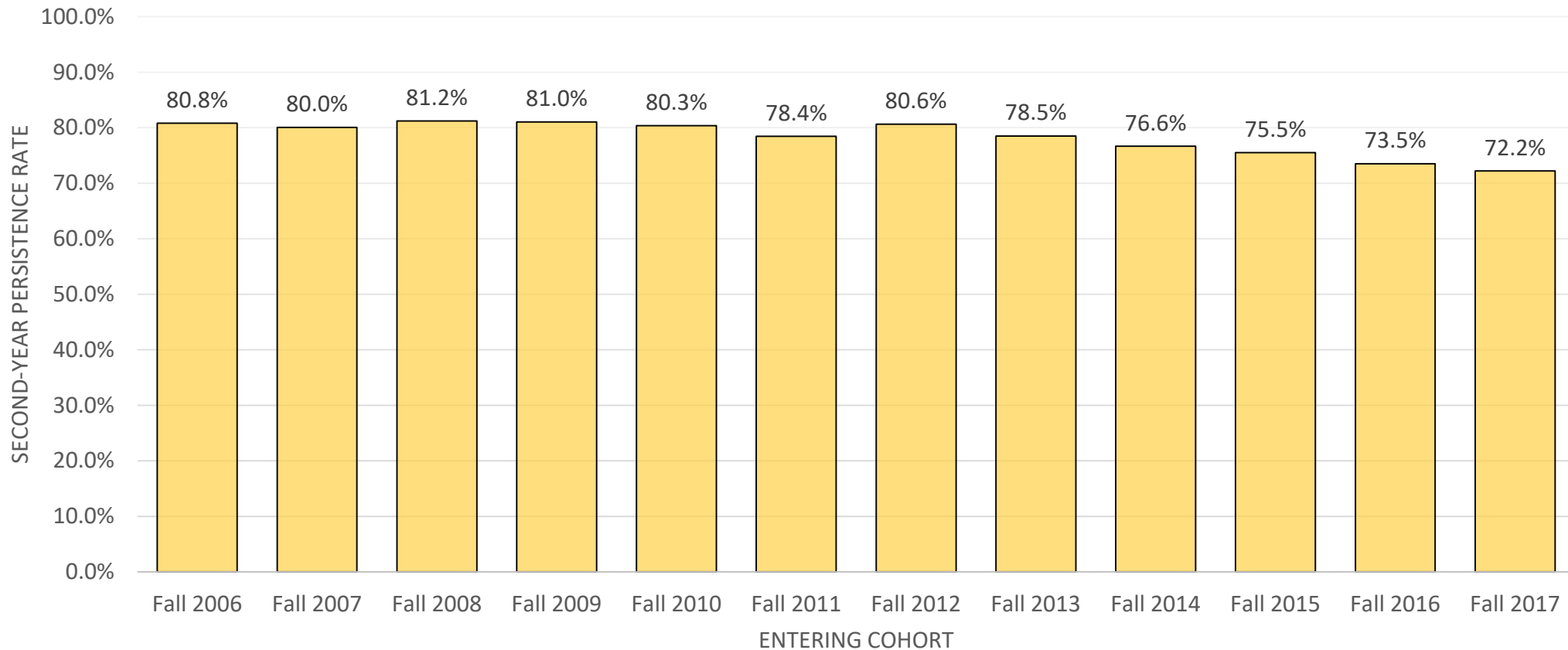
UNDERGRADUATE ENROLLMENT

A	B	C	D	E	F	G	H	I	J	K
	Target	2018	Target Over/(Under)		2017	1 Year Change	2014	5 Year Change	2009	10 Year change
Full-Time										
Continuing UGRD - Degree	5,242	5,005	(237)		5,419	(414)	5,949	(944)	5701	(696)
Fall Freshmen - Degree	1,663	1,634	(29)		1,598	36	1,572	62	1541	93
Transfer - Degree	394	422	28		393	29	394	28	432	(10)
Readmit/Returning - Degree	89	102	13		89	13	82	20	101	1
Summer Prep Academy - Degree	304	209	(95)		255	(46)	591	(382)	293	(84)
Second Degree	5	8	3		5	3	7	1	5	3
Non-Degree	104	132	28		104	28	35	97	32	100
Total Full-Time	7,801	7,512	(289)		7,863	(351)	8,630	(1,118)	8105	(593)
Part-Time										
Continuing UGRD - Degree	448	438	(10)		442	(4)	424	14	241	197
Fall Freshmen - Degree	6	4	(2)		6	(2)	3	1	5	(1)
Transfer - Degree	115	60	(55)		49	11	36	24	28	32
Readmit/Returning - Degree	32	37	5		32	5	33	4	24	13
Summer Prep Academy - Degree	0	1	1		2	(1)	6	(5)	0	1
Second Degree	12	15	3		12	3	12	3	6	9
Non-Degree	200	186	(14)		200	(14)	175	11	196	(10)
Total Part-Time	813	741	(72)		743	(2)	689	52	500	241
Total Undergraduate	8,614	8,253	(361)		8,606	(353)	9,319	(1,066)	8605	(352)

GRADUATE ENROLLMENT

A	B	C	D	E	F	G	H	I	J
	Target	2018	Target Over/(Under)	2017	1 Year Change	2014	5 Year Change	2009	10 Year change
Full-Time									
Continuing Graduate		156		156	0	163	(7)		
New Graduate		164		180	(16)	169	(5)		
Total Grad/Full-Time	373	320	(53)	336	(16)	332	(12)	447	(127)
							0		
Part-Time							0		
Continuing Graduate		228		234	(6)	211	17		
New Graduate		123		111	12	136	(13)		
Total Grad/Part-Time	336	351	15	345	6	347	4	460	(109)
Total Graduate	709	671	(38)	681	(10)	679	(8)	907	(236)
TOTAL UNIVERSITY ENROLLMENT									
TOTAL ENROLLMENT	9323	8924	(399)	9287	(363)	9998	(1074)	9512	(588)

Second-Year Persistence Rates First-Time, Full-Time Freshmen Cohorts Fall 2006 through Fall 2017



Decline in Student Retention

- The Math
 - Second year retention for the Fall 2013 cohort was 78.5%, and 72.2% for the 2017 cohort
 - This 6.3% decline represents 139 Students
 - Each student represented about \$17,000 in additional annual revenue.
- 1 = \$17,000
- 139 students = \$2,363,000 annually

Retention and Graduation Rates

First-Time, Full-Time Freshmen Cohorts

Fall 2006 through Fall 2017

Zeigler College of Business Majors

Cohort Year	Cohort Size	SAT_Avg	Retention Year 2	Retention Year 3	Retention Year 4	Graduation Retention 4 Years	Graduation Retention Year 5	Graduation Retention 5 Years	Graduation Retention Year 6	Graduation Retention 6 Years	Graduation Retention Year 7
UCOB											
Fall 2006	276	1042	83.33%	73.91%	71.38%	52.17%	16.67%	67.03%	1.09%	67.75%	0.36%
Fall 2007	269	1046	78.81%	69.52%	67.66%	47.21%	18.22%	63.20%	3.35%	64.68%	0.74%
Fall 2008	281	1051	81.49%	77.22%	74.02%	53.38%	18.15%	66.55%	2.85%	68.33%	1.42%
Fall 2009	252	1049	83.33%	76.19%	70.24%	48.02%	23.81%	68.65%	2.38%	69.44%	0.00%
Fall 2010	268	1044	82.09%	76.12%	70.52%	45.90%	22.39%	67.91%	0.75%	69.03%	0.37%
Fall 2011	271	1042	80.44%	71.59%	67.90%	43.91%	19.19%	58.67%	3.69%	60.89%	0.74%
Fall 2012	266	1032	84.59%	77.07%	73.68%	50.75%	21.43%	68.05%	3.38%	70.30%	0.75%
Fall 2013	322	1030	83.85%	76.09%	73.91%	52.48%	17.39%	67.08%	2.17%		
Fall 2014	307	1032	85.99%	75.90%	70.36%	52.77%	13.68%				
Fall 2015	342	1012	74.85%	65.50%	65.20%						
Fall 2016	304	992	72.37%	61.18%							
Fall 2017	323	1080*	72.45%								

Major determined as of the freeze date of the first fall term of enrollment.

* SAT scores for Fall 2017 are based on the new SAT test scoring and are not comparable to prior years.

Retention and Graduation Rates

First-Time, Full-Time Freshmen Cohorts

Fall 2006 through Fall 2017

College of Education Majors

Cohort Year	Cohort Size	SAT_Avg	Retention	Retention	Retention	Graduation	Retention	Graduation	Retention	Graduation	Retention
			Year 2	Year 3	Year 4	4 Years	Year 5	5 Years	Year 6	6 Years	Year 7
UCOED											
Fall 2006	457	1050	89.06%	81.62%	78.99%	57.11%	21.88%	75.49%	2.63%	77.24%	0.22%
Fall 2007	443	1050	86.00%	79.68%	77.65%	51.47%	24.38%	72.23%	1.81%	73.81%	0.68%
Fall 2008	468	1050	86.11%	79.27%	76.71%	57.69%	19.23%	73.50%	2.56%	75.21%	0.64%
Fall 2009	382	1038	84.29%	75.92%	72.77%	46.07%	25.39%	69.90%	1.57%	71.47%	0.52%
Fall 2010	418	1027	86.60%	77.99%	76.08%	44.98%	27.99%	70.81%	2.87%	73.44%	0.48%
Fall 2011	311	1030	84.57%	76.85%	75.88%	44.69%	30.23%	70.10%	3.22%	72.67%	0.64%
Fall 2012	217	1030	88.02%	82.95%	79.26%	52.53%	24.42%	75.58%	0.92%	76.50%	0.46%
Fall 2013	237	1006	88.19%	81.43%	77.64%	58.23%	17.72%	73.84%	2.53%		
Fall 2014	182	1017	79.67%	73.63%	72.53%	51.10%	19.23%				
Fall 2015	230	979	84.35%	75.65%	73.91%						
Fall 2016	208	989	81.25%	71.63%							
Fall 2017	215	1058*	79.53%								

Major determined as of the freeze date of the first fall term of enrollment.

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Retention and Graduation Rates

First-Time, Full-Time Freshmen Cohorts

Fall 2006 through Fall 2017

College of Liberal Arts Majors

Cohort Year	Cohort Size	SAT_Avg	Retention Year 2	Retention Year 3	Retention Year 4	Graduation Retention 4 Years	Graduation Retention Year 5	Graduation Retention 5 Years	Graduation Retention Year 6	Graduation Retention 6 Years	Graduation Retention Year 7
UCOLA											
Fall 2006	242	1034	74.79%	65.70%	64.46%	46.28%	18.60%	60.74%	3.31%	63.22%	0.83%
Fall 2007	206	1055	83.50%	72.33%	70.39%	51.94%	14.56%	63.59%	2.43%	64.56%	0.97%
Fall 2008	218	1057	83.49%	73.85%	69.27%	55.50%	12.39%	64.68%	2.75%	68.35%	0.46%
Fall 2009	221	1051	82.81%	69.68%	68.78%	43.89%	19.00%	57.92%	2.26%	61.09%	1.36%
Fall 2010	252	1032	79.76%	67.86%	67.86%	42.06%	21.83%	59.92%	2.78%	61.90%	0.79%
Fall 2011	260	1039	76.92%	66.15%	62.31%	42.69%	18.85%	56.15%	3.08%	58.08%	0.77%
Fall 2012	250	1022	74.40%	63.60%	63.60%	40.00%	20.40%	54.40%	3.20%	56.80%	1.60%
Fall 2013	243	1006	73.66%	65.84%	62.55%	44.86%	15.64%	57.20%	1.65%		
Fall 2014	282	999	76.60%	68.79%	67.38%	46.81%	15.96%				
Fall 2015	324	997	75.62%	67.59%	62.65%						
Fall 2016	266	981	77.82%	63.91%							
Fall 2017	252	1055*	71.43%								

Major determined as of the freeze date of the first fall term of enrollment.

Excludes Liberal Arts Undeclared majors.

* SAT scores for Fall 2017 are based on the new SAT test scoring and are not comparable to prior years.

Retention and Graduation Rates

First-Time, Full-Time Freshmen Cohorts

Fall 2006 through Fall 2017

College of Science and Technology Majors

Cohort Year	Cohort Size	SAT_Avg	Retention Year 2	Retention Year 3	Retention Year 4	Graduation 4 Years	Retention Year 5	Graduation 5 Years	Retention Year 6	Graduation 6 Years	Retention Year 7
UCOST											
Fall 2006	223	1042	78.92%	69.96%	65.47%	35.43%	25.11%	59.19%	4.48%	61.43%	1.35%
Fall 2007	273	1064	76.19%	69.23%	64.47%	42.12%	20.51%	58.97%	4.76%	62.27%	1.10%
Fall 2008	299	1077	79.93%	73.91%	68.56%	34.11%	32.78%	60.20%	5.35%	64.21%	0.67%
Fall 2009	485	1074	83.30%	75.26%	71.55%	46.80%	22.89%	64.54%	4.74%	68.25%	1.24%
Fall 2010	443	1082	83.52%	74.72%	72.46%	47.86%	22.80%	66.14%	3.61%	68.85%	0.90%
Fall 2011	443	1073	82.17%	71.56%	69.07%	48.76%	17.61%	64.33%	2.48%	66.37%	0.90%
Fall 2012	400	1076	85.25%	75.25%	70.75%	43.25%	24.50%	61.75%	5.25%	65.50%	1.50%
Fall 2013	493	1066	87.22%	78.50%	75.25%	51.93%	20.49%	67.89%	4.07%		
Fall 2014	498	1065	82.33%	74.50%	71.69%	50.00%	20.28%				
Fall 2015	487	1065	83.98%	76.80%	74.95%						
Fall 2016	532	1057	80.45%	72.93%							
Fall 2017	553	1126*	82.64%								

Major determined as of the freeze date of the first fall term of enrollment.

Excludes Science & Technology Undeclared majors.

* SAT scores for Fall 2017 are based on the new SAT test scoring and are not comparable to prior years.

Retention and Graduation Rates

First-Time, Full-Time Freshmen Cohorts

Fall 2006 through Fall 2017

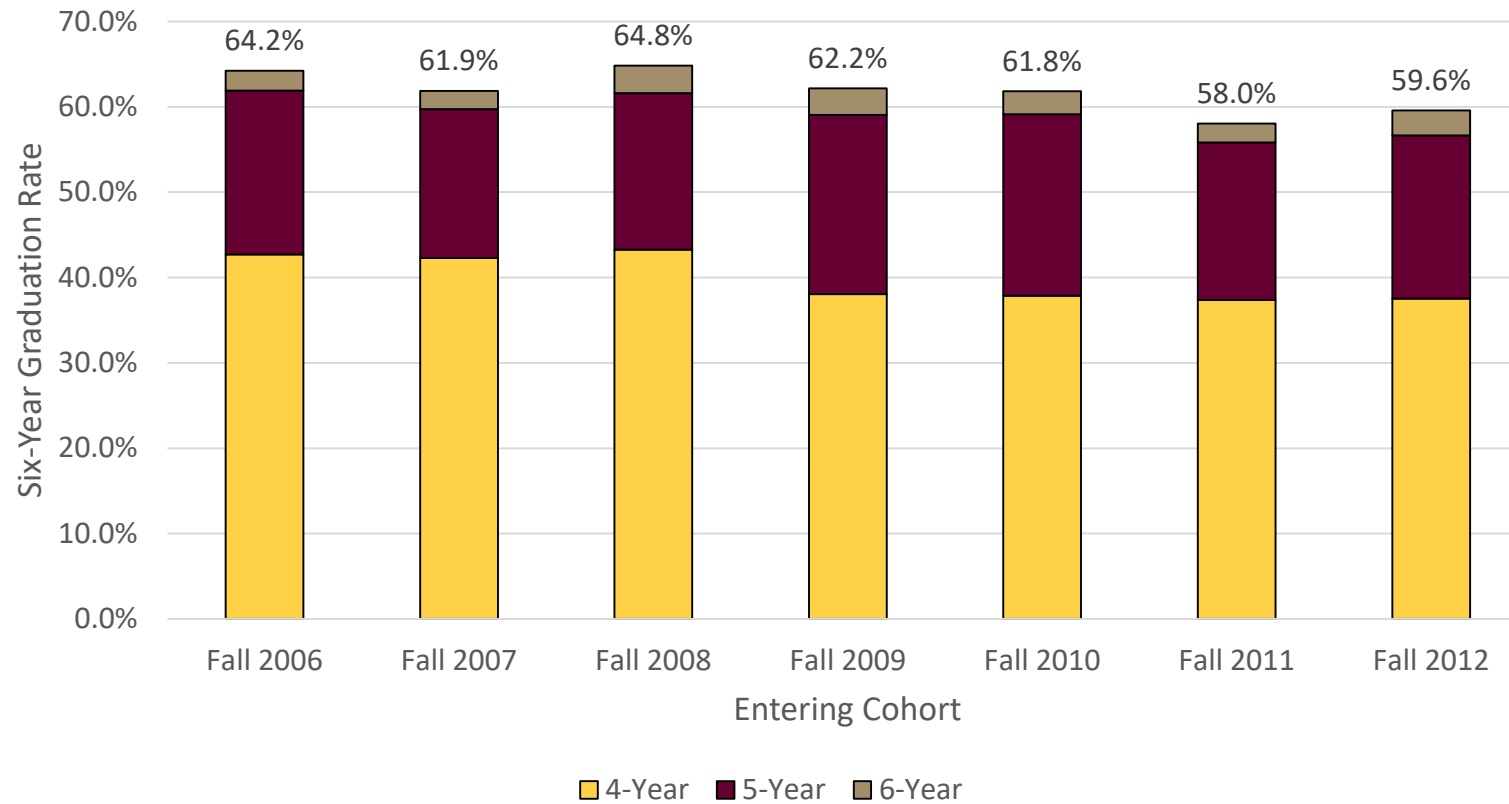
Undeclared Majors

Cohort Year	Cohort Size	SAT_Avg	Retention Year 2	Retention Year 3	Retention Year 4	Graduation Retention 4 Years	Graduation Retention Year 5	Graduation Retention 5 Years	Graduation Retention Year 6	Graduation Retention 6 Years	Graduation Retention Year 7
Undeclared											
Fall 2006	432	911	74.77%	61.11%	57.64%	23.15%	30.32%	46.30%	4.86%	50.23%	1.39%
Fall 2007	488	924	76.02%	62.91%	56.35%	27.25%	24.80%	45.29%	4.10%	48.16%	1.23%
Fall 2008	539	934	76.62%	62.71%	59.55%	25.60%	30.80%	48.24%	5.57%	52.88%	0.93%
Fall 2009	692	911	76.16%	62.14%	57.95%	21.97%	33.67%	46.10%	5.35%	50.43%	1.16%
Fall 2010	755	916	74.57%	62.38%	55.50%	23.84%	28.21%	45.17%	4.77%	48.74%	0.93%
Fall 2011	686	919	73.03%	58.16%	53.35%	22.16%	25.66%	42.57%	4.52%	44.90%	1.46%
Fall 2012	777	917	76.83%	60.88%	57.27%	25.10%	29.60%	45.56%	5.02%	49.03%	1.93%
Fall 2013	913	903	70.65%	58.49%	53.45%	24.21%	24.64%	43.70%	3.94%		
Fall 2014	893	887	69.65%	57.45%	52.30%	24.19%	24.30%				
Fall 2015	719	896	67.18%	56.47%	54.10%						
Fall 2016	585	880	63.08%	49.06%							
Fall 2017	510	951*	58.04%								

Major determined as of the freeze date of the first fall term of enrollment.
Includes Liberal Arts Undeclared & Science & Technology Undeclared students.

* SAT scores for Fall 2017 are based on the new SAT test scoring and are not comparable to prior years.

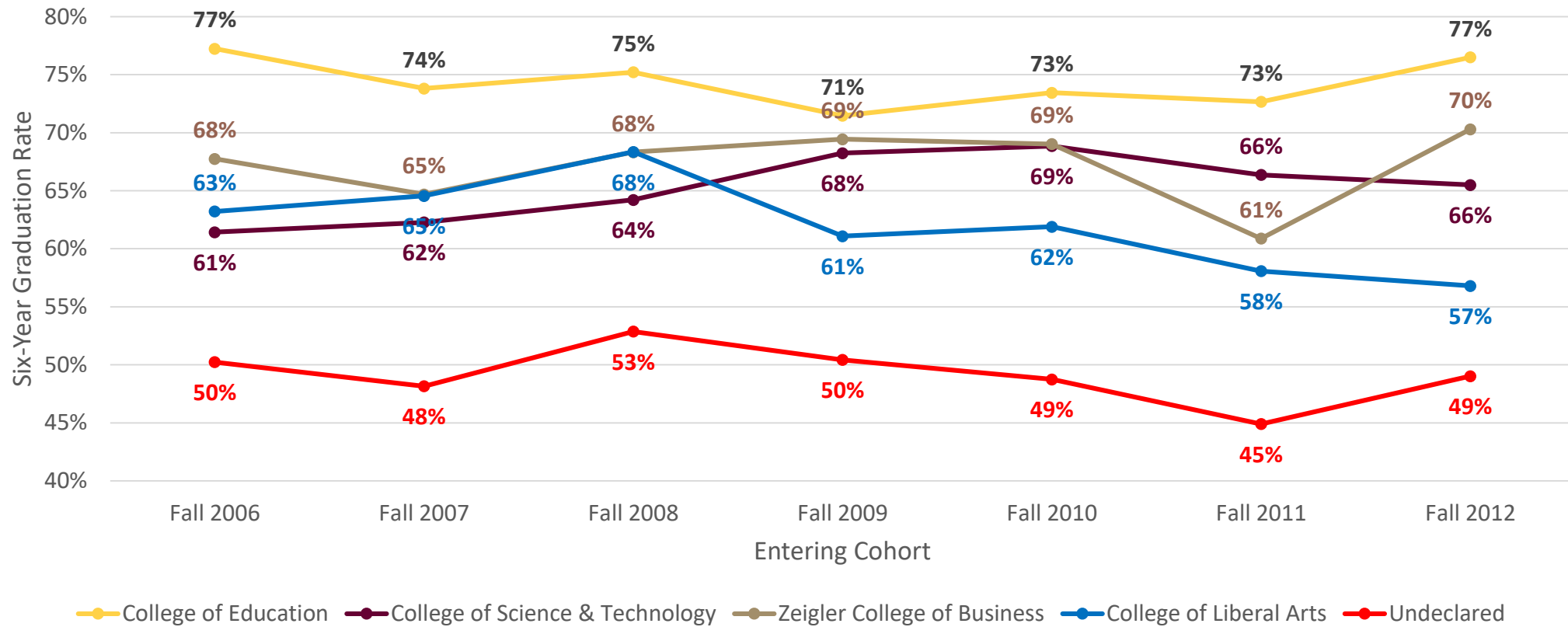
Six-Year Graduation Rates First-Time, Full-Time Freshmen Cohorts Fall 2006 through Fall 2012



Six-Year Graduation Rates By College

First-Time, Full-Time Freshmen Cohorts

Fall 2006 through Fall 2012



2018-19 Strategic Priorities

1. Ensuring Student Success

- Increase First year student retention by 1 - 2%
- Increase new transfer student enrollment by 2 - 3%
- Increase residence hall occupancy by 1 - 3%
- Increase graduate student enrollment by 5%
- Expansion of:
 - Co-curricular experiences
 - Civic engagement opportunities
 - Service learning opportunities
- Provide professional development opportunities for faculty and staff
- Establish a Presidential Commission on Diversity and Inclusion
- Provide exemplary customer service to all constituencies

Student Retention

- The Math
 - Fall 2018 entering class is approximately 1800 students
 - A 1% increase in retention means retaining an additional **18** students
 - 57 bachelors degrees on campus, plus undeclared
 - 1 additional student per degree offering, plus undeclared = 3% increase!
- Each student represents an additional \$20,000 in annual revenue
 - 1 = \$20,000
 - 10 = \$200,000
 - 18 = \$360,000
 - 58 = \$1,160,000

2018-19 Strategic Priorities

2. Leveraging BU Strengths

- Institutional differentiators that will attract, support, retain and graduate students.
- Institutional differentiators that will attract, support and retain faculty and staff.
- Branding Campaign

2018-19 Strategic Priorities

3. Transforming the Governance/Leadership Structure

- Intra-divisional conversations
- Ongoing and informal dialogue with all constituencies
- Civil discourse

Institutional Updates

- Middle States
- Chancellor's Visit
- Searches
- 2-year Residency Requirement
- Branding Campaign
- Greek Life
- Faculty and Staff Holiday Open House
- Women's Soccer and Field Hockey Teams ranked #10 Nationally

Q and A Discussion

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