Enrollment Update

Faculty Senate
April 4, 2022
## Fall 2022 Enrollment *

<table>
<thead>
<tr>
<th>Student Type</th>
<th>Fall 2021</th>
<th>Fall 2022</th>
<th>N</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Undergraduate</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>First-Year</td>
<td>298</td>
<td>335</td>
<td>37</td>
<td>12.4%</td>
</tr>
<tr>
<td>Transfer</td>
<td>62</td>
<td>62</td>
<td>0</td>
<td>0.0%</td>
</tr>
<tr>
<td>Readmit</td>
<td>29</td>
<td>11</td>
<td>-18</td>
<td>-62.1%</td>
</tr>
<tr>
<td>Continuing</td>
<td>766</td>
<td>634</td>
<td>-132</td>
<td>-17.2%</td>
</tr>
<tr>
<td>All</td>
<td>1,155</td>
<td>1,042</td>
<td>-113</td>
<td>-9.8%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Graduate</strong></th>
<th>Fall 2021</th>
<th>Fall 2022</th>
<th>N</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>First-Year</td>
<td>7</td>
<td>6</td>
<td>-1</td>
<td>-14.3%</td>
</tr>
<tr>
<td>Continuing</td>
<td>69</td>
<td>90</td>
<td>21</td>
<td>30.4%</td>
</tr>
<tr>
<td>All</td>
<td>76</td>
<td>96</td>
<td>20</td>
<td>26.3%</td>
</tr>
</tbody>
</table>

* Data as of April 4, 2022
Data Source: Daily Registration Report
Prepared by The Office of Institutional Effectiveness, Planning, and Assessment

* Data as of April 4, 2022
East Stroudsburg University - High School Visitation

* 2022 data as of March 28, 2022

Source: ESU Recruitment Calendar
Fall 2022 Transfer Students *

* Data as of April 4, 2022

Data Source: Daily Registration Report
Prepared by The Office of Institutional Effectiveness, Planning, and Assessment
New Personnel

• Stanton Estwick, Assistant Director of Transfer Recruitment
  • 15 visits scheduled since he started in March

• Clarissa Maldonado, Assistant Director of New Student Orientation
  • Assisting with:
    • Warrior Induction Weekend
    • Family Weekend
    • Homecoming
Other Recruitment Activities

- Open House – Saturday, April 9th
  - (354+ registered with guests 1000+)
- Honors program – invited 973 students to join the Honors Receptions on Saturday
- ESU Campus Day – Saturday, May 21st
  - (50 students, 155 guests)
- ESU posters to area high schools and community colleges
Additional Scholarships in March

• Repackaged 3,900 students for additional scholarships
• $400 additional Pell funds to Pell-eligible students in April
• Banner upgrade needed before additional Pell can be added
Yield Campaign

Carnegie-Dartlet

- 15 yield messages in development
  - (2 completed – 1 in production)
- Personality survey dropped in March 262 completed
- Yield postcards – 1 in-state, 1 out-of-state
Recruitment Call Campaigns Underway

- Faculty Ambassadors
- Scholarship Repackage
- Pell eligible students – enrollment fee
New Student Orientation

• NSO Committee
• Initial invites to register for NSO dates dropped Friday
• Interviews underway for NSO leaders
• Extensive training with assistance from Campus Life and Inclusive Excellence
• Additional time with faculty vs. previous year
Spring Retention Efforts

• Final CARES fund disbursement spring 2022
• Register Now! Event – April 27-28
• Summer marketing campaign
• Call campaign to students with mid-term ‘E’ grades