



EAST STROUDSBURG UNIVERSITY

Enrollment Update

Faculty Senate
April 4, 2022

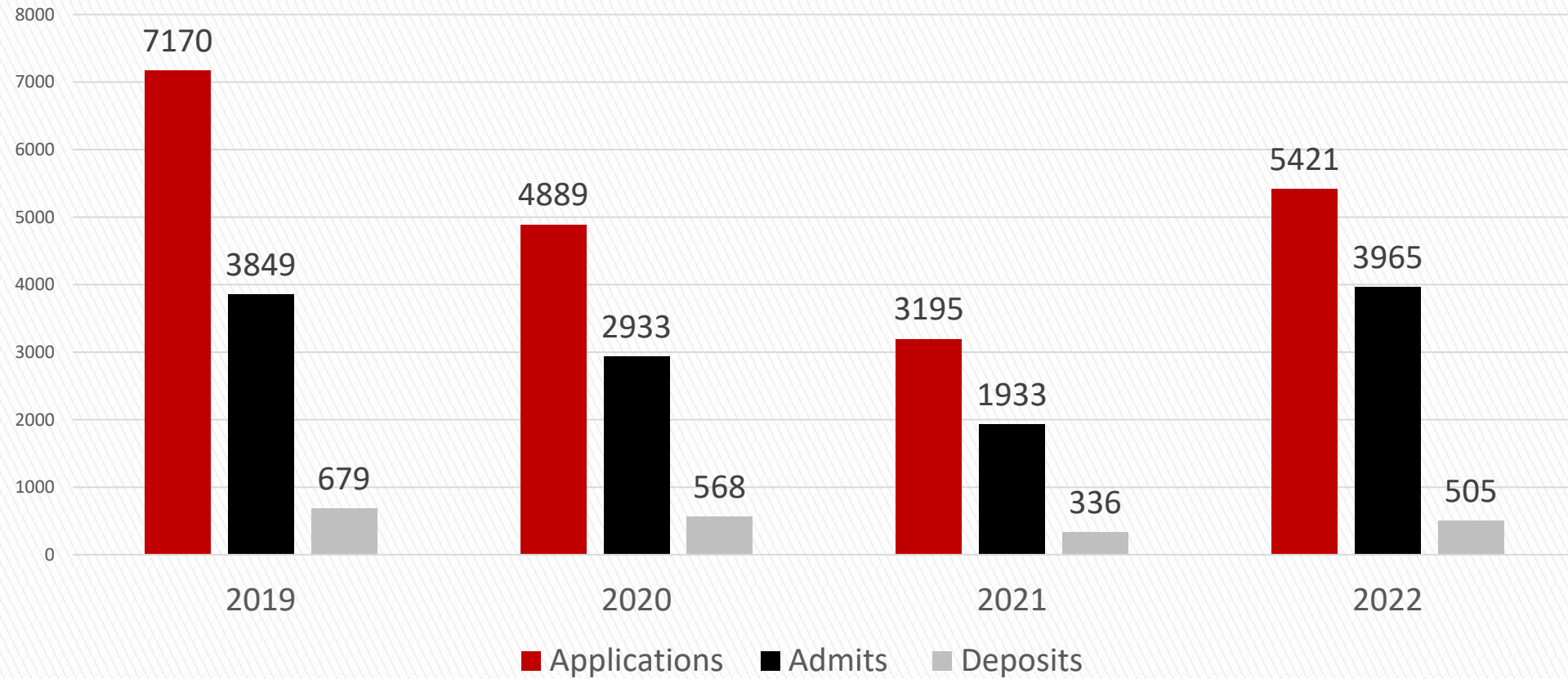
Fall 2022 Enrollment *

Student Type	Fall 2021	Fall 2022		
Undergraduate	Headcount	Headcount	N	% Change
First-Year	298	335	37	12.4%
Transfer	62	62	0	0.0%
Readmit	29	11	-18	-62.1%
Continuing	766	634	-132	-17.2%
All	1,155	1,042	-113	-9.8%

Graduate	Fall 2021	Fall 2022	N	% Change
First-Year	7	6	-1	-14.3%
Continuing	69	90	21	30.4%
All	76	96	20	26.3%

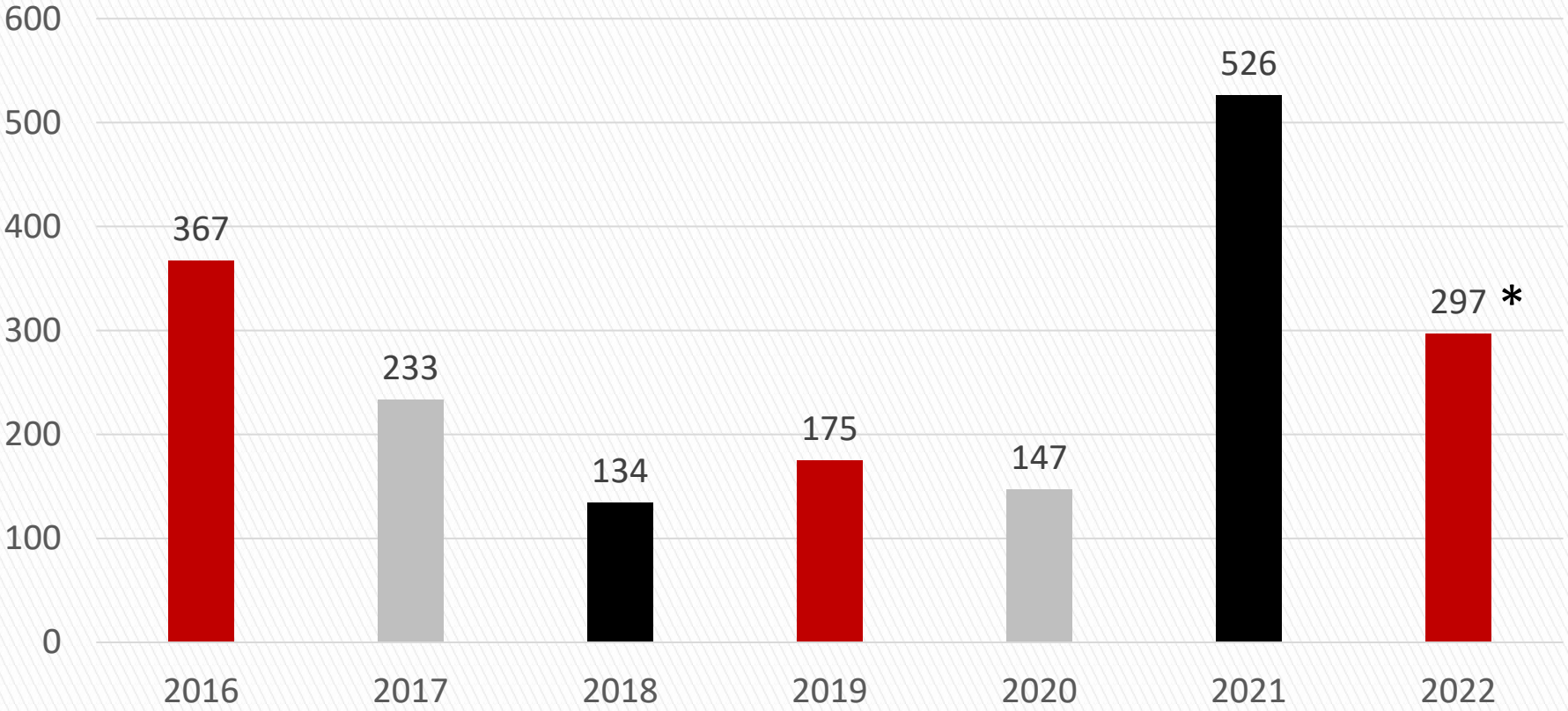
* Data as of April 4, 2022

Fall 2022 First-Time Students *



** Data as of April 4, 2022*

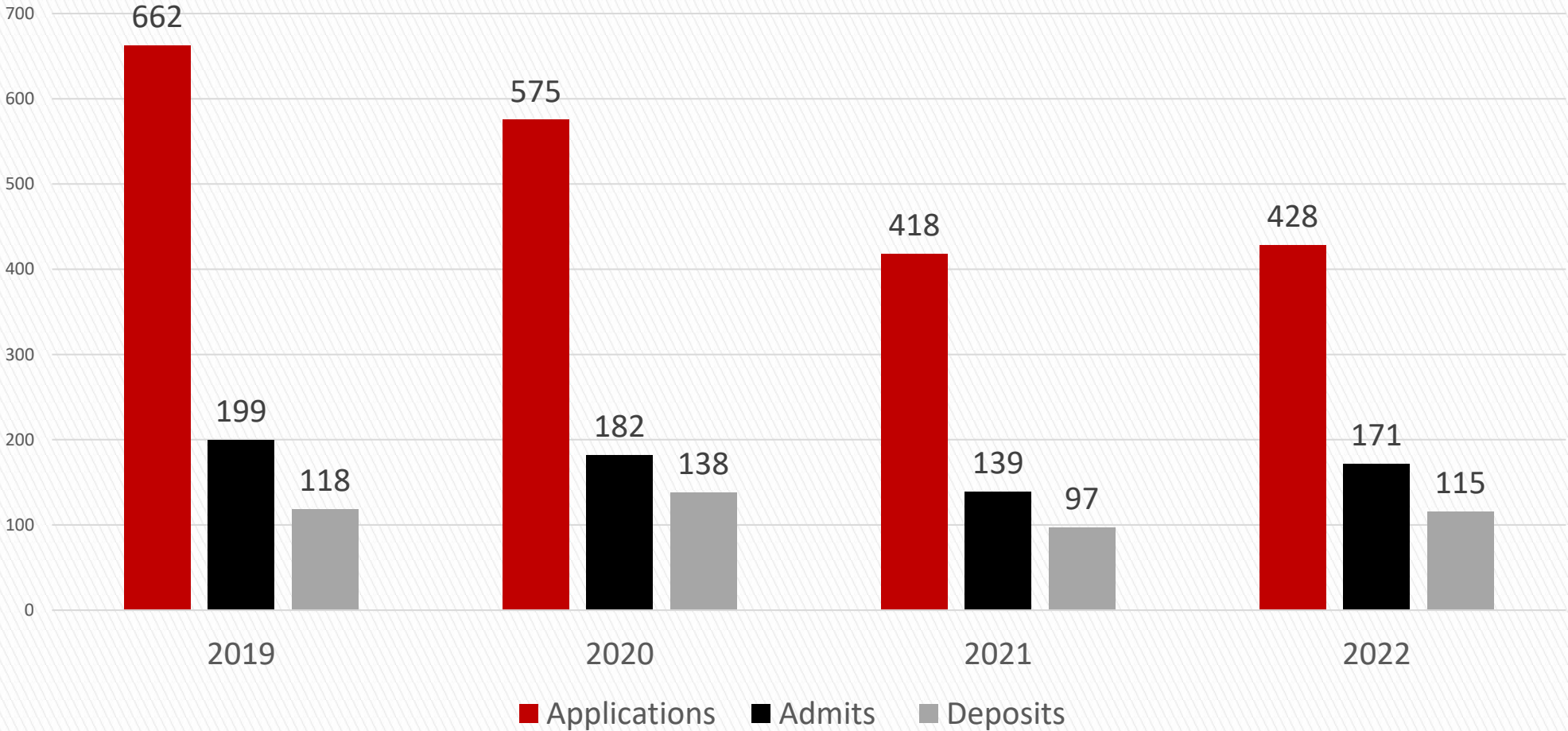
East Stroudsburg University - High School Visitation



** 2022 data as of March 28, 2022*



Fall 2022 Transfer Students *



** Data as of April 4, 2022*

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**