

UNDERGRADUATE

# ENROLLMENT UPDATES

*Campus Advisory Board Meeting | Friday, November 3, 2023*





# *OVERVIEW*

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| FALL 2023 | OUTCOMES

| UT'S ENROLLMENT GROWTH

| FALL 2024 | EARLY INDICATORS

| FUTURE PLANNING



*FALL 2023*

# **OUTCOMES**



# NATIONAL LANDSCAPE

AN EARLY SNAPSHOT OF FALL 2023 ENROLLMENT

## UNDERGRADUATE

**+2.1%**

UNDERGRADUATE  
ENROLLMENT

FIRST INCREASE SINCE 2020

**+4.4%**

COMMUNITY COLLEGE  
ENROLLMENT

**+3.0%**

18-20 AGE GROUP  
UNDERGRADUATE ENROLLMENT

**+3.0%**

30+ AGE GROUP  
UNDERGRADUATE ENROLLMENT

## FIRST-YEAR

**-3.6%**

FIRST-YEAR  
ENROLLMENT

**-6.1%**

4-YEAR PUBLIC  
FIRST-YEAR ENROLLMENT

**-10%**

WHITE  
FIRST-YEAR ENROLLMENT

FIRST-YEAR ENROLLMENT DROPPED FOR  
EVERY RACIAL GROUP EXCEPT ASIAN



# TOTAL ENROLLMENT

FALL 2023 HIGHLIGHTS

**T** **36,304** TOTAL ENROLLMENT  
+ 2,499 | + 7.4%

**T** **28,883** UNDERGRADUATE ENROLLMENT  
+ 1,844 | + 6.8%

**T** **7,421** GRADUATE ENROLLMENT  
+ 655 | + 9.7%

**6,694** FIRST-YEAR ENROLLMENT  
- 152 | - 2.2%

**1,559** TRANSFER ENROLLMENT  
- 57 | - 3.5%

**T** **91.1%** FIRST-YEAR RETENTION RATE



# FIRST-YEAR HIGHLIGHTS

UT intentionally enrolled a smaller first-year class of **6,694** in Fall 2023 to deliver on the best Volunteer experience for all enrolled students. UT experienced record growth in first-year applications leading to the most competitive applicant pool in UT history.

**50,488**

FIRST-YEAR  
APPLICATIONS



**39.2%**

INCREASE IN  
APPLICATIONS  
FROM FALL 2022

INCREASES FROM FALL 2022

**+12.6%**

IN-STATE  
APPLICATIONS

**+50.7%**

OUT-OF-STATE  
APPLICATIONS

**+45.5%**

INTERNATIONAL  
APPLICATIONS

# APPLICATION FEEDERS

## FALL 2023 HIGHLIGHTS



### TOP 10 TN COUNTIES

1. SHELBY (1,847)
2. KNOX (1,687)
3. WILLIAMSON (1,565)
4. DAVIDSON (1,252)
5. HAMILTON (754)
6. RUTHERFORD (545)
7. SUMNER (420)
8. MONTGOMERY (364)
9. BLOUNT (286)
10. WILSON (280)



### TOP 10 STATES

1. GEORGIA (3,670)
2. ILLINOIS (3,591)
3. NORTH CAROLINA (2,994)
4. VIRGINIA (2,446)
5. FLORIDA (2,139)
6. OHIO (2,043)
7. CALIFORNIA (2,009)
8. NEW JERSEY (1,963)
9. NEW YORK (1,907)
10. TEXAS (1,825)

# FIRST-YEAR ENROLLMENT

**6,694**

FIRST-YEAR ENROLLMENT

**95.2%**

ACCESS RATE

Of all Tennessee applicants were offered a pathway to attend UT, Knoxville

**63.9%**

IN-STATE ADMIT RATE

**35.7%**

OUT-OF-STATE ADMIT RATE

**25–31**

MID-50% ACT COMPOSITE

**4.0–4.47**

MID-50% UT CORE WEIGHTED GPA







# PATHWAY PROGRAMS

INCREASING ACCESS TO UT KNOXVILLE

## PATHWAYS

**18,789** OFFERS

<b>VERTO VOLS</b>	<b>456</b> OPT-INS	<b>16</b> ENROLLED
<b>ROCKY TOP TRANSFER</b>	<b>329</b> OPT-INS	<b>17</b> ENROLLED
<b>UT ACCESS COLLABORATIVE</b>	<b>316</b> OPT-INS	<b>144</b> ENROLLED

## UT ACCESS COLLABORATIVE

**10,072** OFFERS

<b>UT CHATTANOOGA</b>	<b>302</b> OPT-INS	<b>135</b> ENROLLED
<b>UT MARTIN</b>	<b>77</b> OPT-INS	<b>9</b> ENROLLED
<b>UT SOUTHERN</b>	<b>65</b> OPT-INS	<b>0</b> ENROLLED



*UT'S ENROLLMENT GROWTH*

**A UNIVERSITY ON THE RISE**

# KEY DRIVERS OF GROWTH

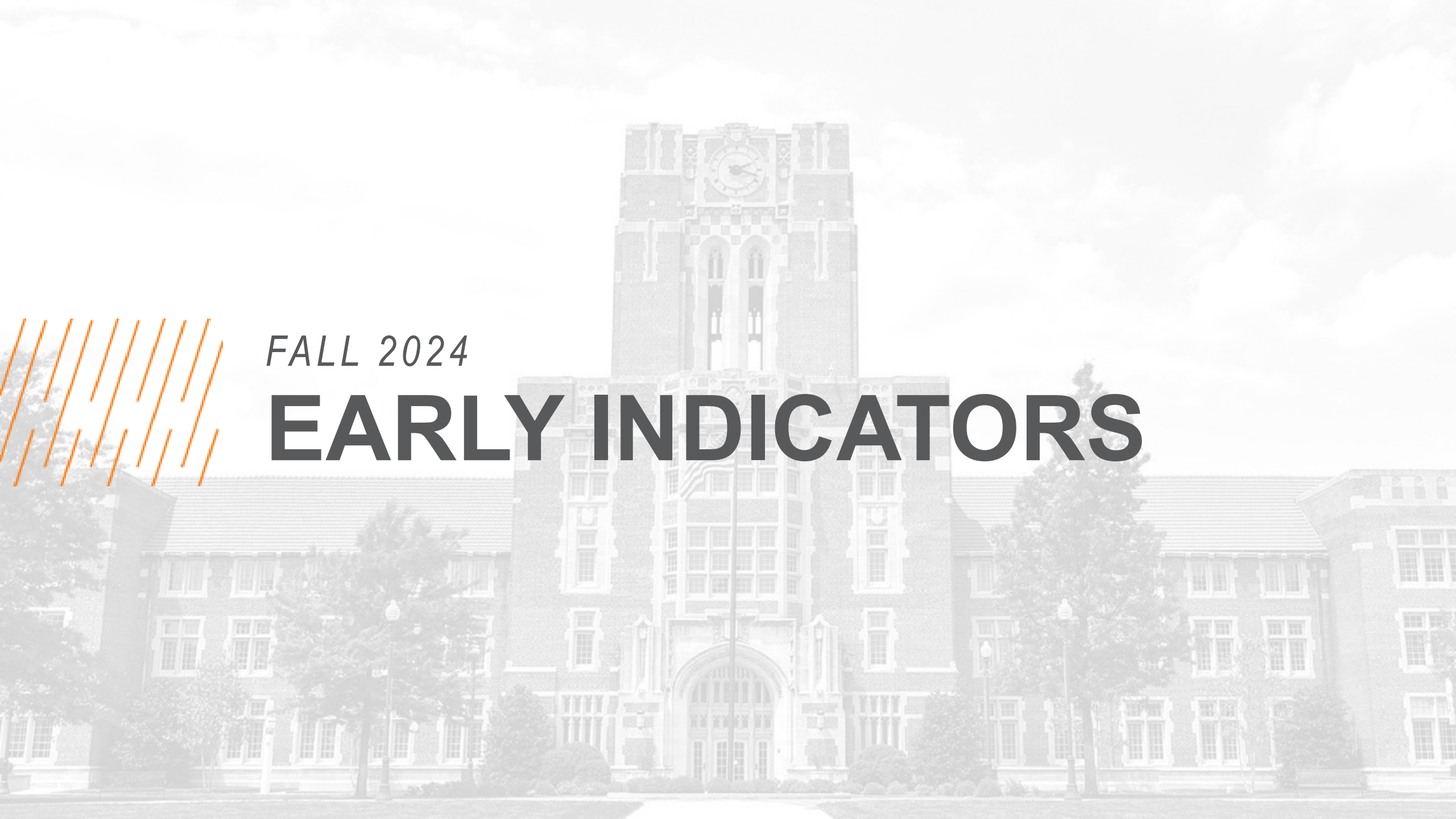


## STRATEGIC INVESTMENTS:

- Regional Recruitment Model
- Lead Generation | Building the Admissions Funnel
- Marketing & Communications Strategy
- Brand Expansion & Recognition
- Scholarship & Aid Strategy

## DEFINING THE VOLUNTEER EXPERIENCE

- Tours & Events
- Experiential Communications | *Rocky Top Music Card*
- Customer Service Language | *It's a Great Day on Rocky Top!*
- Campus-Wide Recruitment & Retention Culture
- Big Orange Fridays & Power T Branding



*FALL 2024*

# **EARLY INDICATORS**

# FIRST-YEAR APPLICATIONS

FALL 2024 PREVIEW

APPLICATIONS  
FROM ALL

**10**

ACADEMIC COLLEGES



APPLICATIONS  
FROM ALL

**95**

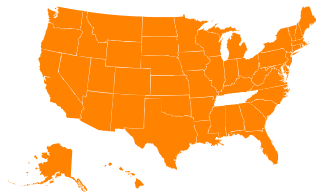
TN COUNTIES



APPLICATIONS  
FROM ALL

**50**

STATES



**43,996**

TOTAL APPLICATIONS

**10,359**

IN-STATE  
APPLICATIONS

**33,637**

OUT-OF-STATE  
APPLICATIONS

**↑ 34.2%**

INCREASE IN FIRST-  
YEAR APPLICATIONS

**↑ 22.0%**

INCREASE IN  
TENNESSEE  
APPLICATIONS

**↑ 38.4%**

INCREASE IN  
OUT-OF-STATE  
APPLICATIONS





# TOTAL ENROLLMENT

FALL 2024 PROJECTIONS

**38,203** TOTAL ENROLLMENT

+ 1,899 | + 5.2%

**6,900** FIRST-YEAR ENROLLMENT

+ 206 | + 3.1%

**30,703** UNDERGRADUATE ENROLLMENT

+ 1,720 | + 6.3%

**1,600** TRANSFER ENROLLMENT

+ 41 | + 2.6%

**7,500** GRADUATE ENROLLMENT

+ 79 | + 1.1%



# ***IMPORTANT DATES & DEADLINES***

## ***ADMISSIONS & ENROLLMENT***

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### **NOVEMBER 1 | Early Action Admission Application Deadline**

Apply by this date to be fully considered for competitive scholarships, University Honors programs & In-state Guaranteed Admissions policy.

### **DECEMBER 15 | Regular Admission Application Deadline**

Apply by this date for regular admission and to be considered for institutional scholarships, like the Volunteer Scholarship.

### **MID-DECEMBER | EARLY ACTION DECISION RELEASE**

### **DECEMBER | Estimated FAFSA Release**

### **FEBRUARY 15 | UT FAFSA Priority Deadline**

### **LATE FEBRUARY | REGULAR ADMISSION DECISION RELEASE**

### **MAY 1 | Confirmation Deadline**

All New Vols must confirm their enrollment to UT by this date.



# KEY INITIATIVES & FUTURE PLANNING

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- | Delivering on the Volunteer Experience | Service & Experience
- | Capacity Planning: Housing | Instructional | Parking
- | Scholarship & Financial Aid Strategy
- | Expanded Partnerships: UT Extension, Community Based Organizations, Distressed Counties
- | Enhanced Technology to Transform the Experience





*DISCUSSION* +  
**QUESTIONS**