Total enrollment has fluctuated over the past ten years with 2018 marking a high at nearly 29,000.
Executive Summary | Strategic Enrollment Plan

STRATEGIC ENROLLMENT PLAN: 2018 - 2022

MULTI-YEAR PLAN TO GROW UTK UNDERGRADUATE ENROLLMENT TO 25,000+ STUDENTS BY 2022 (15% GROWTH)

TOTAL ENROLLMENT MANAGEMENT APPROACH
• Recruitment of New Students
• Retention - Student Success
• Graduation - Degree Production

SUPPORTS STRATEGIC AND ACCESS IMPERATIVES FOR UT
• Improve access for Tennesseans
• Align with Drive to 55 and Complete College Tennessee
• Reinforce student success and talent pipeline goals

GROW UT’S RESOURCE BASE IN THE CURRENT ENVIRONMENT
• Increases total net tuition revenue
• Funds growth in tenure-track faculty and graduate education
• Contribute to long-term fiscal stability
After a period of fluctuation and enrollment decline, UT began a period of sustained undergraduate enrollment growth in 2013.

**Total Undergraduate Enrollment, Fall 2007 to Fall 2018**

SINCE 2013: +8.5% GROWTH

+1,782 STUDENTS
The strategic enrollment plan builds on recent growth and establishes a goal of over 25,000 undergraduates by 2022.

Total Undergraduate Enrollment, Fall 2012 to Fall 2022 (Projected)

2016 BASELINE: +15% GROWTH
+3,561 STUDENTS
The strategic enrollment plan established a goal of 25,000+ undergraduate students by 2022, representing 15%+ growth from 2016 baseline.
Strategic Enrollment Plan - Targets

25,000+ Undergraduate Enrollment by 2022
15% Growth in Total Undergraduate Enrollment

+15% New Freshmen
2016: 4,851
2022: 5,500 to 5,600

Grow market share of college bound Tennessee graduates

Growth in out-of-state and international markets

+15% New Transfers
2016: 1,367
2022: 1,500 to 1,600

Volunteer Bridge program growth

New targeted programs (veterans, international)

New Pathway Programs

+6% First-Year Retention
2016: 86%
2022: 92%

92% first-to-second year retention for Fall 2022 incoming class

80% six-year graduation rate for Fall 2022 incoming class
YEAR ONE OUTCOMES – FALL 2018

UT achieved 2% growth in total undergraduate enrollment, including record outcomes in first-time freshman growth and 1st YR Retention.

**NEW FRESHMEN**
6% growth achieved in Fall 2018
- Record freshman applications (20,000+)
- Growth in out-of-state applications (10,000+)
  - 38% increase over baseline year
- Increase in GPA and ACT
- Increase in number of FTF under-represented minorities

**FIRST-TO-SECOND YEAR RETENTION**
86.8% for Fall 2017 entering class
- Highest 1st YR Retention rate on record
- Professional Academic Advising Model
- Academic Coaches and Transitional Advisors
- Faculty engagement with Academic Alert system

**TRANSFERS**
Steady / No growth projected
- Largest Volunteer Bridge Cohort: 206
YEAR TWO PROGRESS – 2019 PROJECTIONS

Early indicators show that UT is on track to meet 2019 SEP targets for new freshmen and is projecting 1-2% growth in total undergraduate enrollment.

**NEW FRESHMEN**

- Fall 2019 Target: 5200-5300
- Record freshman applications (21,676+ / +6.5%)
- Growth in out-of-state applications (11,479+ / +14.5%)
- Steady ACT and GPA indicators

**FIRST-TO-SECOND YEAR RETENTION**

- Fall 2019 Target: 88-89%
- FTF spring to fall registrations up 0.2% vs. last year
- First Generation Initiative
- HOPE Recovery Program

**TRANSFERS**

- Fall 2019 Target: 1350-1400
- Volunteer Bridge Confirms: 221
- Spring Entry Initiative: Verto

EARLY INDICATORS:

- Record freshman applications (21,676+ / +6.5%)
- Growth in out-of-state applications (11,479+ / +14.5%)
- Steady ACT and GPA indicators
- FTF spring to fall registrations up 0.2% vs. last year
- First Generation Initiative
- HOPE Recovery Program
- Volunteer Bridge Confirms: 221
- Spring Entry Initiative: Verto
A base case of 23,000+ students is predicted for fall 2019, but more aggressive growth could occur based on recruitment and retention outcomes.

**Undergraduate Enrollment**

Fall 2016 Baseline to Fall 2019 (Projected)

- **Base Case Assumptions**
  - Total: 23,141 (+326 / 1.4%)
  - Freshmen: 5,215
  - Transfer: 1,300
  - Retention: 86.3%

- **High Case Assumptions**
  - Total: 23,276 (+461 / 2%)
  - Freshmen: 5,300
  - Transfer: 1,350
  - Retention: 86.3%
THANK YOU!

David Manderscheid
Provost & Senior Vice Chancellor
Email: dmanders@utk.edu