

# ENROLLMENT MANAGEMENT UPDATES



THE UNIVERSITY OF  
**TENNESSEE**  
KNOXVILLE



# 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

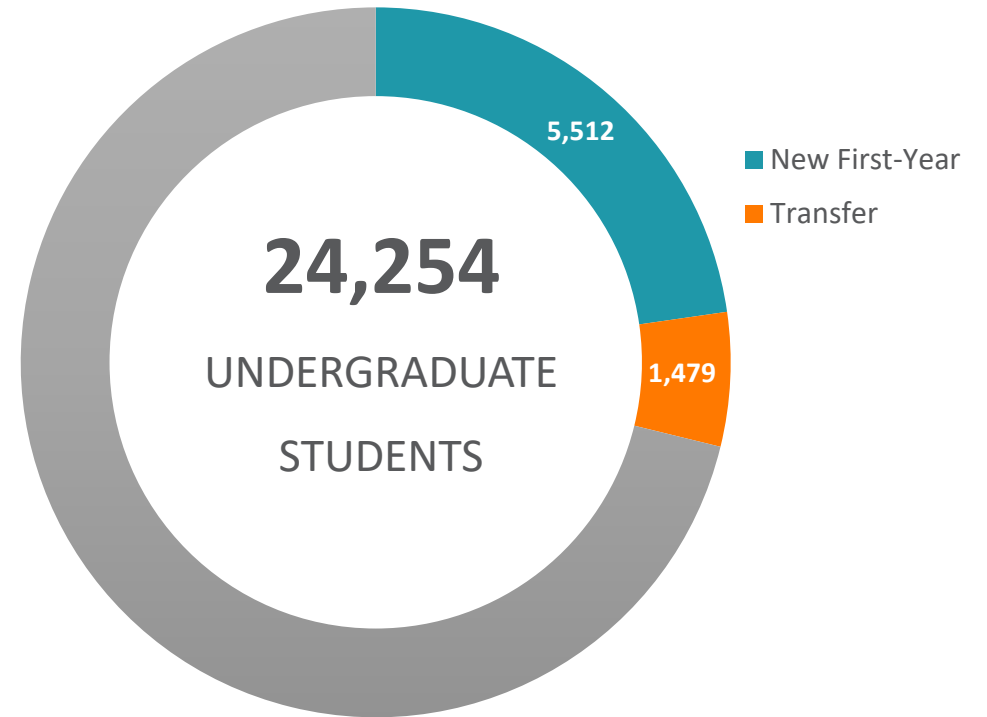
- Increases total net tuition revenue
- Funds growth in tenure-track faculty and graduate education
- Contribute to long-term fiscal stability

# IT'S A GREAT TIME TO BE A TENNESSEE VOLUNTEER!

Welcomed over 30,000 students in Fall 2020

-  Highest enrollment in 20+ years
-  Record first-year class

Fall 2020 Enrollment	UT	Nationally
Undergraduate Students	+4%	-4%
New First-Year Students	+5%	-16%
Transfer Students	+7%	-22.7%



48 states & 25 countries represented

# ENROLLMENT LANDSCAPE 2021

## The Pandemics Impact on Enrollment

### COVID 19

### RACIAL INJUSTICE

### ECONOMIC

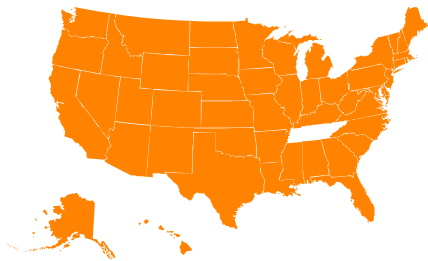
- **Virtual Fatigue:** virtual engagement for majority of enrollment cycle
- **Limited Access:** to ACT and/or SAT
- **Shrinking Pipeline:** national application volume down across first-year and transfers with demographic shifts underway
- **Financial Challenges:** high unemployment projected for the next decade
- **Competition:** Institutions who failed to meet 2020 goals expected to be more aggressive
- **Equity:** disproportionate impact on students of color and underrepresented communities



# RECRUITMENT + OUTREACH

## Explore UT

- 950+ Virtual Event Attendees
- 760+ Virtual Tour Engagement
- 7900+ In-Person Campus Visitors



## Test-Optional Program

**31%** of Fall 2021 Applicants have applied test-optional

## Decision Release Dates

### MID-DECEMBER

Early Action

### MID-FEBRUARY

Regular Admission



# ACCESS + DIVERSITY

## Tri Star Scholarship Program

### FLAGSHIP

80 First Year Scholars  
285 Total

### UT PROMISE

102 First Year Scholars  
413 Total

### PLEDGE

675 First Year Scholars  
2033 Total



# 38 Total

Tennessee Flagship Schools



Guaranteed Tuition & Fees  
Scholarship  
(when combined with HOPE)

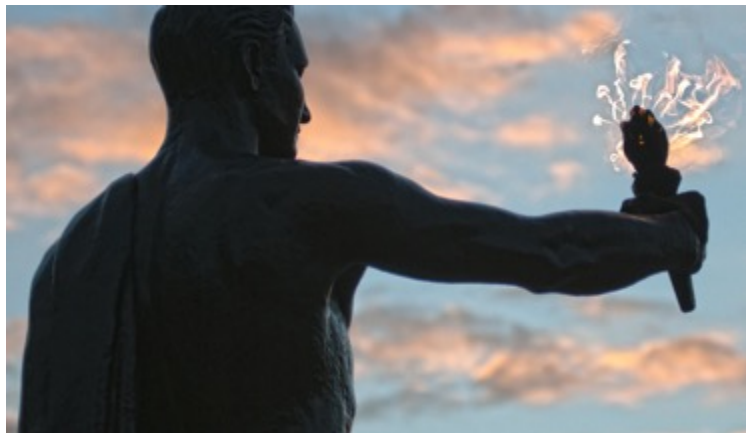
"It was like I won the lottery today. It opens up opportunities for those hardworking families that are struggling to get by and making ends mean, it's truly amazing. It's an amazing opportunity and just a great way to remove barriers for our families."

—Andrew Brown, Central HS Principal

# ECONOMIC: VALUE OF A UT DEGREE



Financial Wellness Center | Opened Spring 2020



**\$83  
million +**

UT is investing MORE IN SCHOLARSHIPS AND AID than ever before

**84%**

of graduates report they're EMPLOYED OR IN GRADUATE SCHOOL WITHIN SIX MONTHS OF GRADUATION

**50%**

of UT students GRADUATE DEBT FREE

**\$27k**

UT average debt AT GRADUATION

**69%**

of students borrow NATIONALLY

**\$29.9k**

average debt at graduation NATIONALLY

# NEW STUDENTS | FALL 2021 EARLY INDICATORS

## UT Fall 2021 Applications

 **11.4%**

21,960 Total  
+ 2,243

 **8.2%**

7,779 Total  
- 697  
IN-STATE

 **26.2%**

14,054 Total  
+ 2,918  
OUT-OF-STATE

## National Application Trends

 **8%**

decrease among all COMMON APP member institutions

 **60%**

COMMON APP MEMBER INSTITUTIONS are down in applications vs. this time last year

 **16%**

APP FEE WAIVERS have decreased among COMMON APP Members

*Application numbers as of November 19, 2020*



# CONTINUING STUDENTS | CURRENT INDICATORS

## Fall 2020 Graduates

**1,799**

Total Graduates

+112 graduates  
+6.6%



**1,213**

Undergraduates

+116 graduates  
+10.6%



## Spring 2021 Registrations

**21,146**

All Students

+1,493 registrations  
+7.6%



## Spring 2021 Registrations

**89%**

first to second year  
RETENTION RATE for fall  
2019 cohort



*\*87% for 2018 Cohort*

# THANK YOU!

