

MTSU fall 2022 new student and total enrollment

	Fall 2018	Fall 2019	Fall 2020	Fall 2021	Fall 2022
		Increased guaranteed scholarship amounts	First year of COVID, on-line in fall	First year returning to on-campus classes	
First-time freshmen	2,846	3,259	3,075	2,738	2,779
First-time transfers	1,967	2,048	1,879	1,752	1,604
Other new undergrads	94	86	54	71	84
New dual enrollment students	910	969	801	541	867
New graduate students	649	613	1,167	720	636
Total new students	6,466	6,975	6,976	5,822	5,970
Total MTSU headcount	21,630	21,721	22,080	20,857	20,086
Total MTSU FTE	17,672	17,755	17,900	16,805	16,075

Special populations, MTSU versus UTK

THEC Fact Book, 2021-22

	Fall 2020		Fall 2021		Fall 2022 * as publicly	
	MTSU	UTK	MTSU	UTK	MTSU	UTK
Pell-eligible students	49.10%	29.40%	48.80%	27.60%	n/a	n/a
Adult students	15.30%	5.20%	15.70%	4.60%	n/a	n/a
students	17.90%	5.60%	16.10%	5.00%	17.14%	4.70%
Hispanic students	6.90%	4.60%	7.50%	5.10%	8.09%	5.62%
Part-time students	29.00%	22.00%	26.50%	15.40%	29.80%	11.80%
Out-of-State	11.30%	23.00%	12.00%	27.40%	10.98%	32.00%

Who are our new transfers, fall 2022?

Top community college feeders

	2020	2021	2022
Motlow	364	302	279
Columbia State	39	220	195
Nashville State	184	187	146
Vol State	142	137	116
Pellissippi	47	43	37
Chattanooga State	31	31	33

Community College Enrollments

Fall 2021 to Fall 2022 Change

	Headcount	FTE
Motlow State Community College	-3.7%	-1.5%
Columbia State Community College	-7.5%	-9.8%
Nashville State Community College	-0.4%	-2.5%
Volunteer State Community College	-6.2%	-5.6%
Pellissippi State Community College	-4.3%	-4.3%
Chattanooga State Community College	-2.2%	-8.6%

CHALLENGES AHEAD: Statewide College-Going Rate Fall 2016 - 2020

Fall Term	Public High School Graduates	College Enrollees	College-Going Rate
2016	62,339	39,485	63.3%
2017	63,486	40,480	63.8%
2018	63,912	39,967	62.5%
2019	64,061	39,568	61.8%
2020	63,519	36,095	56.8%
2021	62,238	32,856	52.8%

Source: National Student Clearinghouse Student Tracker, P20 Connect, THECSIS

What the ACT national data tell us

- The average ACT Composite score declined by 0.5 points. **It is the first time that the average Composite score has been below 20.0 since at least as far back as 1991. It's the 5th consecutive year of declines. (MTSU average freshman ACT score this year was 22.74. Last year, 22.87.)**
- **More than 40% of ACT-tested graduates in the class of 2022 (42%) met none of the four ACT College Readiness Benchmarks.**
- **A record number of students in this cohort took the ACT** as part of state and district school-day testing—16 states tested more than 75% of their students. For the 2022 graduating class, 60 percent of students tested at least once through the program.
- For the class of 2021, **the college enrollment rate was 57 percent, down from 59 percent** for the previous class.

How should MTSU respond?

Expand guaranteed scholarship eligibility and award amounts

ACT	36	35	34	33	32	31	30	29	28	27	26	25	24	23	22
	3.5 +34-36 ACT			3.5 + 30-33 ACT			3.5 +25-29 ACT				3.5 + 22-24 ACT				
MTSU	\$8000/yr			\$5000/yr			\$4500/yr				\$3500/yr				
	3.8 +34-36 ACT			3.8 + 30-33 ACT			3.8 + 28-29 ACT		No scholarships ACT 27 or below						
UTK	\$9000/yr			\$5000/yr			\$3000/yr		N/A						
Competitive/Not guaranteed	3.75 + 29-36 ACT						3.4 + 25-28 ACT				3.2 + 22-24 ACT				
UT Chattanooga	\$5000/yr						\$4000/yr N				\$3000/yr				
	3.5 + 30-36 ACT				3.25 +28-29 ACT		3.25 + 24-27 ACT				No ACT + 3.8GPA				
Memphis	\$6000/yr-resident		\$7,000-non-resident		\$4000/yr		\$3000/yr				\$500 to \$3000/year				
Competitive/Not guaranteed	3.75+ 33-36 ACT			3.4 GPA 24-32 ACT							3.4GPA + 23-24 ACT				
TN Tech	\$5000/yr			\$4000/yr							\$3000/yr		N/A		
	3.9 + 30-36 ACT				3.5 + 27-29 ACT			3.5 + 26 ACT	3.5 + 25 ACT	4.0 + 22-24 ACT					
ETSU	\$5000/yr				\$4000/yr			\$3000/yr	\$2000/yr	\$2,000/yr					
Competitive/Not guaranteed	NO ACT REQUIREMENT, 4.0 GPA						NO ACT, 3.85 GPA			NO ACT, 3.7 GPA		NO ACT, 3.5 GPA			
APSU	\$6000/yr						\$3500/yr			\$2000/yr		\$1500yr			
TSU--no information available															

MTSU

Scholarship

ACT

GPA

Per Year

Centennial Scholar

34–36

3.5

\$8,000

National Merit/Achievement/Hispanic Semifinalist

\$6,000

Trustee Scholarship

30–33

3.5

\$5,000

Presidential Scholarship

25–29

3.5

\$4,500

True Blue Scholarship

22–24

3.5

\$3,500

NEW

NEW

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Key initiatives that we know work, and that will continue

Bringing prospective students to campus:

- In 2021-22, 8,968 students took a **campus tour**. Of the seniors who toured, 31.2% enrolled at MTSU. All students who tour receive a handwritten postcard from a tour guide after the tour. **As of November 8, tour participation is up by 13.5 %; 6,431 prospective students already have toured this fall since August.**
- Last year, 1,194 prospective students attended one of four **True Blue Preview** events. Of the seniors that attended, **57.1% enrolled at MTSU**. **In the two True Blue Preview events this fall, 741 prospective students have attended, an increase of 51.5% over last fall.**



We are where the students are!

- As of November 8, MTSU admissions recruiters have attended **185 college fairs** and made **145 visits to high schools and community colleges** through Tennessee and in Kentucky, Georgia and Alabama.
- Our recruiters and other admissions staff have **mailed out over 180,000 recruitment pieces** through the US Postal Service, and **sent more than 1.4 million emails to prospective students**.
- Recruiters have sent over **137,468 text messages** to prospects this year.
- We've launched a new initiative to collect **contact information from parents** so that we can launch a series of communications developed to speak directly to parents.



Faculty involvement in yield efforts

- This semester, Provost Byrnes is meeting individually with each department chair and school director, along with their deans, to discuss past and future yield plans.
- In the past 12 months, academic departments have engaged in the following yield activities:
 - sent emails
 - phone calls to prospects
 - mailed letters
 - gave departmental tours
 - gave away items like t-shirts
 - invited students to campus events
 - made recruitment videos*
 - mailed postcards*
 - made faculty or staff visits to schools
 - sent text messages *



*Will receive more focus moving forward

Other key initiatives currently underway

- Refreshing our **primary MTSU.edu landing pages**
- Implementation of an **upgraded Customer Relations Management (CRM) product**
- Enhanced **marketing to the parents** of prospective students
- Partnership with the Nashville “**Conexion Americas**” to enhance Hispanic recruitment and retention activities
- **Current prospect numbers** we’re working with:
 - 2023 (Seniors) – 66,146
 - 2024 (Juniors) – 10,728
 - 2025 (Sophomores) – 3,310
 - 2026 (Freshmen) – 246
 - **Total = 80,430**
- Engaging a **consulting group to work with a financial aid optimization study** next year to see if there is a more effective way to distribute our limited scholarship dollars.

Where do we stand for fall 2022, as of November 1?

UNDERGRADUATE ADMISSION STATISTICS by LEVEL

Fall 2023 as of November 1, 2022

Point in Time Application Activity Comparison

Categories	RECEIVED			+/-	%	ADMITTED			+/-	%
	2021	2022	2023	Chg	Change	2021	2022	2023	Chg	Change
Freshman	4,405	7,021	8,218	1,197	17.0%	1,482	3,462	4,193	731	21.1%
Transfer	286	284	347	63	22.2%	98	109	127	18	16.5%
Readmit	14	13	17	4	30.8%	5	11	13	2	18.2%
Special	4	3	8	5	166.7%	0	0	1	1	
TOTAL	4,709	7,321	8,590	1,269	17.3%	1,585	3,582	4,334	752	21.0%

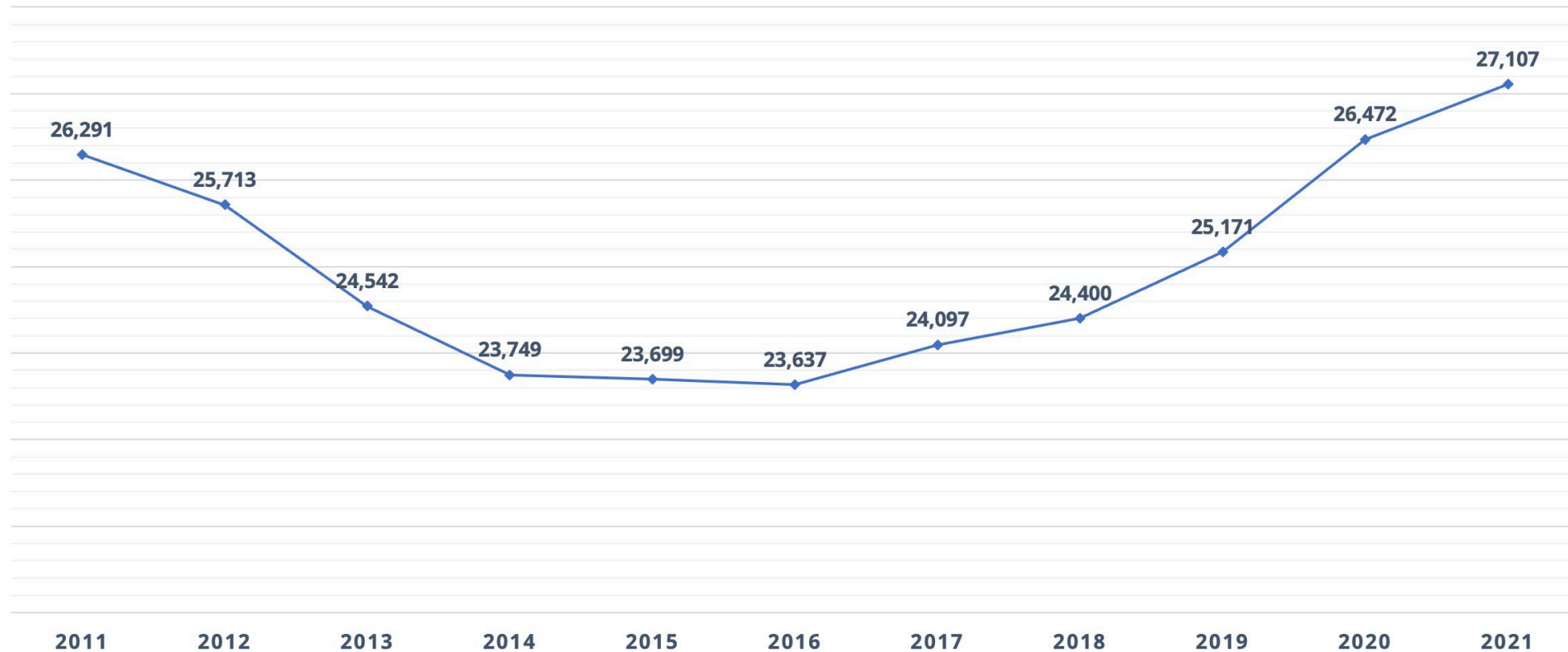
College of Graduate Studies

Dr. Dawn McCormack

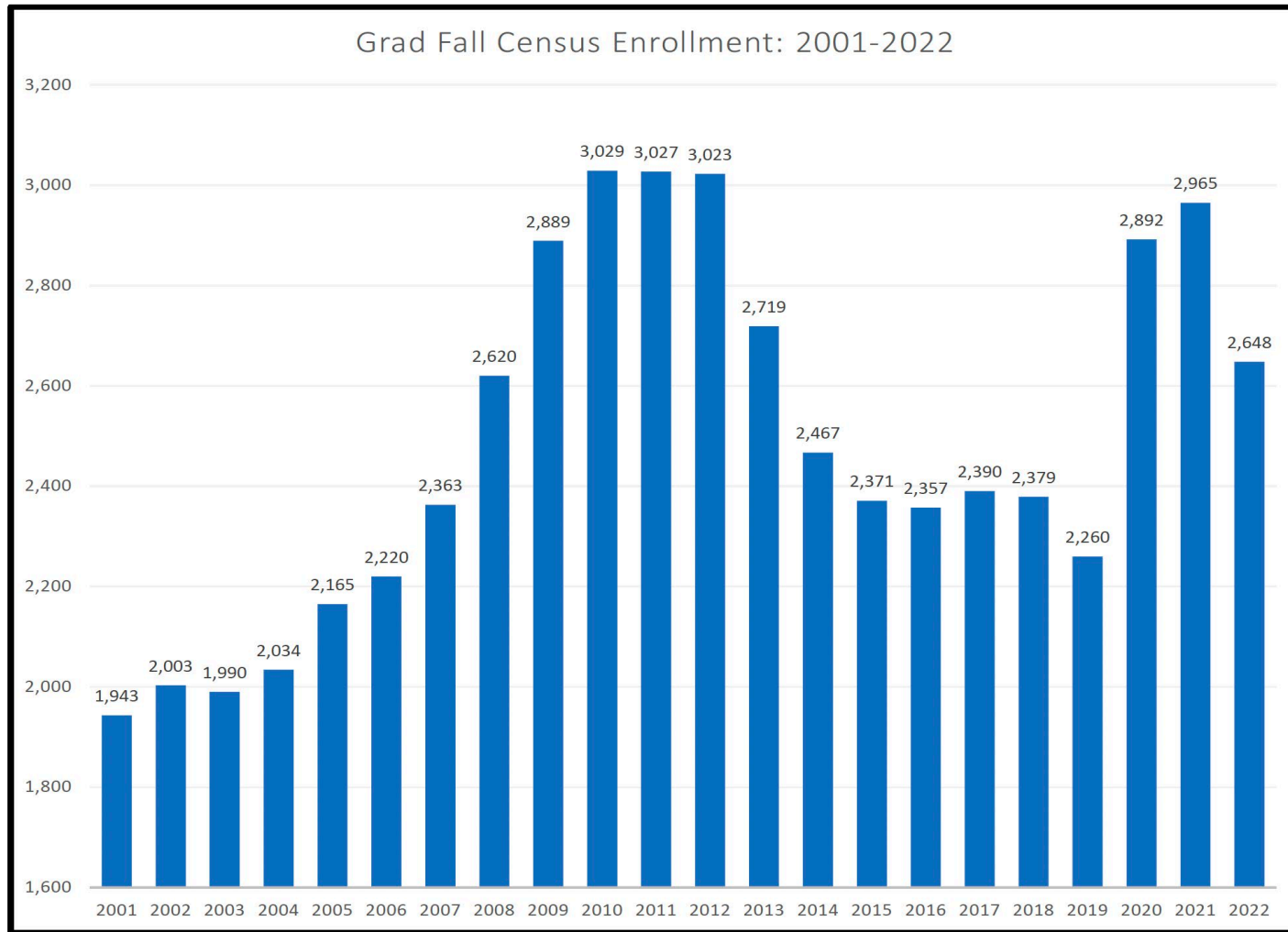
Associate Dean, College of Graduate Studies

Graduate Enrollment in Public Universities in TN

Total Graduate Enrollment



MTSU Graduate Student Enrollment



Enrollment and Yield Effort in the College of Graduate Studies

- Digital marketing of MTSU as a graduate school destination in the Middle Tennessee market
- Growth of the MTSU Graduate degree portfolio in the coming years to catch up to our peers (currently 53 graduate degrees)
- Increasing use of technology for quality customer service and seamless recruiting and retention
- Automated engagement emails are sent to newly admitted students, prospective students, MTSU sophomores – juniors – seniors, & family members of MTSU undergraduates
- Monthly emails are sent to currently enrolled graduate students – can include content similar to scholarship opportunities, workshops and networking opportunities, counseling services, etc.
- Personalized texts are sent from CGS three times a week to prospective students who have submitted website or advertising interest forms
- Continual partnership with MTSU News, the Alumni and Career Centers, & individual Colleges, to promote events and news worthy moments via Graduate Studies social media channels (Facebook, LinkedIn, Instagram & Twitter)
- Significant increase in campus tours for prospective students given by Graduate Studies by golf cart and meetings with program directors
- August Virtual Scavenger Hunt (1st year of implementation) resulted in more than 50 participants. One participant said, ““Again, thank you for hosting this! It was so creative, a lot of fun, and I genuinely learned a lot about resources on campus I wasn’t aware of before.”
- In-person student engagement event for online students is being planned for December

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