An aerial photograph of a university campus during autumn. The central focus is a large brick building with a prominent clock tower and a tall steeple. The sun is shining from the top right, creating a lens flare effect. The campus is surrounded by lush green trees with some autumn-colored foliage. Other buildings and a parking lot are visible in the background.

Recruiting and Admissions Update
by:
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www.muw.edu

The
W

Fall 20 Projections

- Four year colleges may face a loss of up to 20% in fall enrollment.
- 10% of college-bound seniors who had planned to enroll at a four college before the Covid-19 outbreak have already made alternate plans.
- In mid-April 26% of college students said they were unlikely not returning to their current university.
- Gap years may be gaining in popularity. It is estimated that 3% of Freshman take a gap year.
- 41% of minority high school seniors say it's likely they won't go to college at all in the fall or "I'm still uncertain", compared to 24% of white high school seniors.



*Fall 2020 goal is 190 new Freshmen and 700 new Transfers for The W.

Constant Changes and Challenges Require Proactive and Targeted Strategies

Student Data

Demographic Shifts

Timing

National Decline in HS
Graduates

Program Delivery

Digital
Recruiting

New Markets

Pandemic

Unforeseen
Changes

New Audiences

New
Assessments



Fall 2020 Success

- Freshman enrollment increased by 22 students (12.6%).
- Freshman tuition revenue was slightly higher than 2019 despite slightly less average tuition revenue per student because of the increased enrollment.
- Increased freshman enrollment in top 3 tiers where retention has historically been higher; 21 additional students came from Tiers 2-3 where we made merit scholarship increases
- Maintained transfer academic profile despite being down about 80 students overall from last year.



Fall 2021 Opportunities



Fall 2021 Opportunities

Updated Freshman Scholarship

- Tier 4: Kincannon Award for those with 19 ACT and 3.37 GPA – Increase from \$750 to \$1,000
- This will provide a \$4,000 four-year award to these students who have a similar profile to your average but saw the least yield change in 2020.
- Closes the gap between the Tier 3 and 4 awards (currently \$2,000 and \$750)



Fall 2021 and Beyond

Challenges & Opportunities

- A robust print and digital communication plan is paramount to outreach with new inquiries, applications, and admits.
- Creative relationship building and alternatives to large campus visit events (preview days, scholarship recognition dinner, etc.) such as individual campus visits, meetings with faculty and students, and offered both in person and virtually.
- Continue building relationships with community colleges in Mississippi (model Gulf Coast CC) – College and program-specific articulations and transfer guides.
- Create a communication plan through new CRM that will begin a more intentional recruitment process for Juniors in high school.
- Plans to coordinate with Alumni Relations beginning this summer to create an ambassador program that will allow alums to assist with some in-state but mostly out-of-state recruitment.



Recruitment Goal For Fall 2021

First-Year Goal Summary

	2020-2021 Actual	2021-2022 Estimated	Change
Number of students admitted	526	454	-72
Number of students enrolled	197	190	-7
Yield	37.5%	41.9%	4.4%

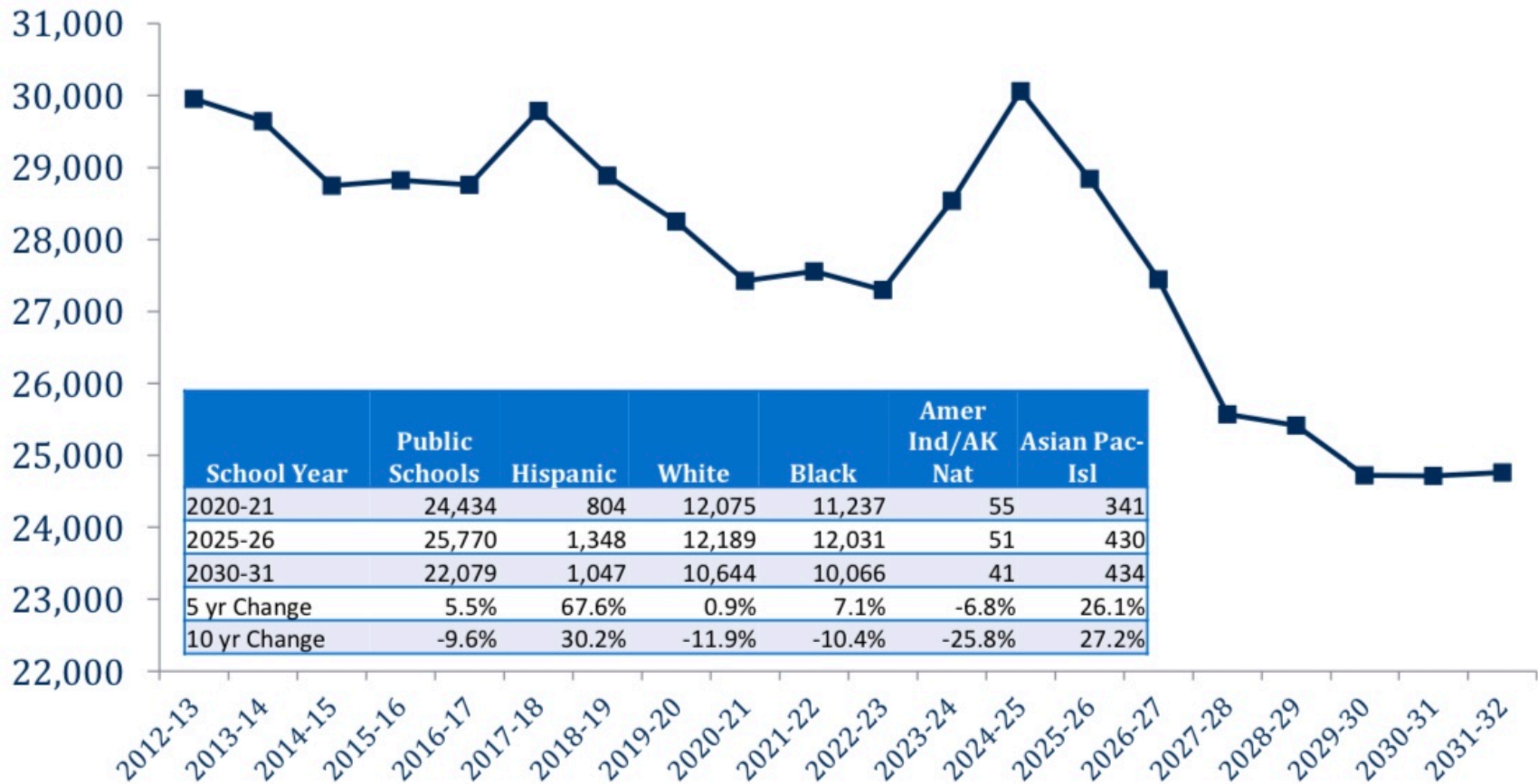
Transfer Goal Summary

	2020-2021 Actual	2021-2022 Estimated	Change
Number of students admitted	1043	1043	0
Number of students enrolled	672	672	0
Yield	64.4%	64.4%	0.0%



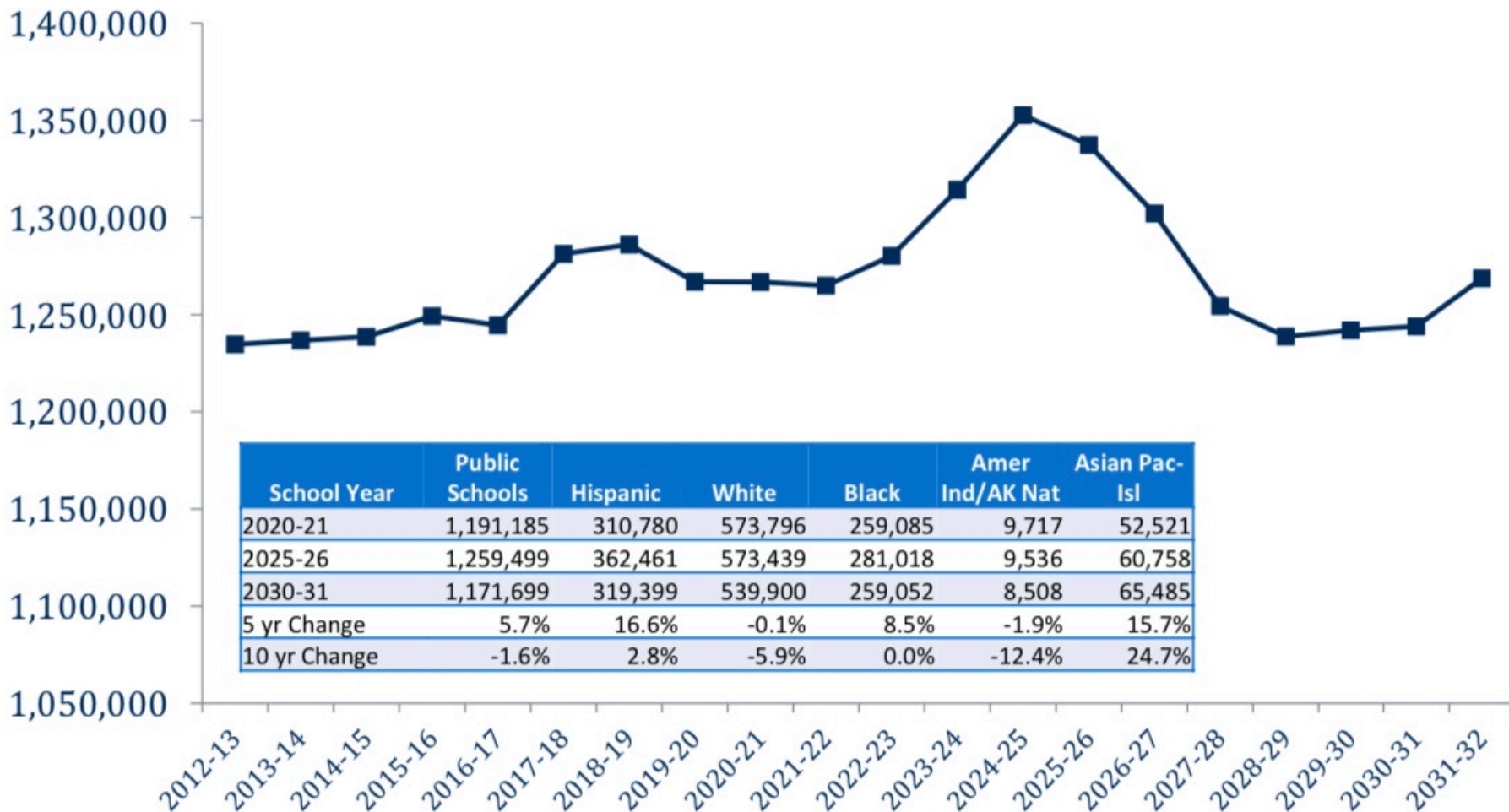
Projected Change in High School Graduates

Mississippi 2013-32



Projected Change in High School Graduates

South 2013-32



(AL, AR, DE, DC, FL, GA, KY, LA, MD, MS, NC, OK, SC, TN, TX, VA, WV)



Audience

Who are we recruiting

National Statistics

- 40% are full time students and work more than 30 hours a week
- 25% work full time and attend school full time
- 40% identify as African American, Latino, Asian, Native American, or Mixed race
- 25% are undergrad and 25 years or older
- 25% are single parents

The W's current students

- Current total- 2,811 students
- 84% are from MS
- 30 other states
- Avg. age is 24.7
- Over 38% African American
- 18% male
- Less than 2% International
- Avg. ACT is 22





Q & A

Thanks for your time!

The
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