Fall 2020 Online, Graduate, International & Retention Enrollment Update

Jim Coleman, Provost & Executive Vice Chancellor
Karen Bull, Dean, UNCG Online
Kelly Burke, Vice Provost & Dean, The Graduate School
Maria Anastasiou, Associate Provost for International Programs
Andrew Hamilton, Associate Vice Provost for Student Success & Dean of Undergraduate Studies
Record first time, full time Freshman retention at 80.5%, up over 5% from last year

<table>
<thead>
<tr>
<th>Student Category</th>
<th>Fall 2019 Census</th>
<th>Fall 2020 Census</th>
<th>Difference</th>
</tr>
</thead>
<tbody>
<tr>
<td>New Undergraduate Enrollment</td>
<td>5472</td>
<td>4866</td>
<td>-606 (-11%)</td>
</tr>
<tr>
<td>Continuing Enrollment *</td>
<td>11,065</td>
<td>11,097</td>
<td>32 (.02)</td>
</tr>
<tr>
<td>Total Undergraduate</td>
<td>16,537</td>
<td>15,963</td>
<td>-574 (-3.5%)</td>
</tr>
<tr>
<td>New Graduate Enrollment</td>
<td>1,265</td>
<td>1,494</td>
<td>229 (18%)</td>
</tr>
<tr>
<td>Continuing Graduate Enrollment</td>
<td>2,350</td>
<td>2275</td>
<td>-75 (-.03%)</td>
</tr>
<tr>
<td>Total Graduate</td>
<td>3,615</td>
<td>3769</td>
<td>154 (4.3%)</td>
</tr>
<tr>
<td>TOTAL ENROLLMENT</td>
<td>20,196</td>
<td>19,764</td>
<td>-432 (-2.1%)</td>
</tr>
</tbody>
</table>
Karen Bull
Dean of Division Online Learning
Online Student Enrollment

**TOTAL Online Enrollment**

- **Fall 2016**: 2,074 (9%)
- **Fall 2017**: 2,262 (16%)
- **Fall 2018**: 2,621 (11%)
- **Fall 2019**: 2,897 (5%)
- **Fall 2020**: 3,055

**Graduate Online Enrollment**

- **Fall 2016**: 833 (1%)
- **Fall 2017**: 840 (16%)
- **Fall 2018**: 972 (11%)
- **Fall 2019**: 1,080
- **Fall 2020**: 1,274 (18%)
UNCG Online 2020

Key Focus
- Stackable Credentials
- Market Analysis
- Corporate Partnerships

Key Services
- Online Student Success Model
- Online Program Health Reports
Kelly Burke
Vice Provost &
Dean of the Graduate School
Graduate Total Enrollment

11.7% increase over five years

<table>
<thead>
<tr>
<th>Year</th>
<th>Head Count</th>
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</thead>
<tbody>
<tr>
<td>2016</td>
<td>3372</td>
</tr>
<tr>
<td>2017</td>
<td>3483</td>
</tr>
<tr>
<td>2018</td>
<td>3465</td>
</tr>
<tr>
<td>2019</td>
<td>3618</td>
</tr>
<tr>
<td>2020</td>
<td>3769</td>
</tr>
</tbody>
</table>
2020 New Graduate Programs

New Programs
- MS Sustainability (O)
- MED Instructional Technology (O)
- MA Economics (O)
- MS Applied Statistics (G)

New Certificates – Online
- Economics/Health Analytics
- Quantitative Business Economics
- Taxation
- Health and Wellness Coaching
- Workplace Wellness
2020-21 Graduate School Initiatives

PhD in Computer Science (pending System approval)
Interdisciplinary College as incubator for new ideas and administering programs that cross multiple established disciplines

Partnering with Online Learning
• eSports – Certificate
• Speech & Pathology – Explore Move Online
• Artificial Intelligence – Explore New Online
• Justice Studies - Certificate
• Micro-Credentials & Stackable Credentials
What are Micro-Credentials?
Maria Anastasiou
Associate Provost for International Programs
International Student Enrollment and Retention

UNDERGRADUATE
- **NEW**
- **TRANSFER**
- **CONTINUING**

<table>
<thead>
<tr>
<th>Year</th>
<th>NEW</th>
<th>TRANSFER</th>
<th>CONTINUING</th>
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</thead>
<tbody>
<tr>
<td>2018</td>
<td>189</td>
<td>11</td>
<td>13</td>
</tr>
<tr>
<td>2019</td>
<td>166</td>
<td>134</td>
<td>21</td>
</tr>
<tr>
<td>2020</td>
<td>141</td>
<td>18</td>
<td>13</td>
</tr>
</tbody>
</table>

GRADUATE
- **NEW**
- **CONTINUING**

<table>
<thead>
<tr>
<th>Year</th>
<th>NEW</th>
<th>CONTINUING</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018</td>
<td>272</td>
<td>90</td>
</tr>
<tr>
<td>2019</td>
<td>298</td>
<td>96</td>
</tr>
<tr>
<td>2020</td>
<td>245</td>
<td>61</td>
</tr>
</tbody>
</table>

• High retention rates (90% - 95%)
• Numbers are in line with national trends
• Major factors affecting recruitment: US immigration policies, increased global competition for international students, decreased interest in traditional English language programs, COVID-19
Andrew Hamilton
Associate Vice Provost &
Dean of Undergraduate Studies

1. A Challenge
2. A Strategy
3. Next Steps
Student Persistence/Retention

UNCG First-Year Retention  System Peers First-Year Retention  Six-Year Graduation Rate

Percent of Cohort

We can do a lot better.

90% First-Year Retention
80% Retention to the Junior Year
70% Six-Year Graduation Rate
What our students **do** when they get here probably matters more for their success than any other factor.
Second Year Persistence By First Year Hours
F14 Cohort (n = 2,592)

Percent Retained

89.2  80.8  71.8  71.9  59.2  55.3  38.4  12.8
0  10  20  30  40  50  60  70  80  90  100

('Persistence' here is any enrollment in the fall of the second year.)

*Of this group, 1,062 (70.6%) enrolled in >30 hours.
Fall 14 Cohort AY1 Hours vs SAT/ACT

\[ R^2 = 0.0141 \]
How Do We Get To 90/80/70?

Strategic Admissions (Admit to Retain)

Infrastructure for 30-Hour AY Completion

Improve Ratio of Hours Attempted/Hours Earned

Progress Toward Graduation Requirements

Address Big Obstacles: GPAs, DFWs, and Unmet Need

Improve Inter-Semester Retention Efforts

World-Class FYE, Including Gen Ed