**Planning and Finance Committee Minutes**

**November 18th, 2015**

***Cal to Order:***

 The previous meeting’s minutes were deferred due to incorrect editing and distribution.

 Presentation by Dr. Troy Johnson to provide context on the enrollment market, enrollment

projections, and the relationship of enrollment to revenue collection.

***Presentation:***

 Some of the information in this presentation is from the Board of Trustees Retreat.

 For successful enrollment, involvement is necessary from all university personnel. There is a

history of teamwork regarding enrollment at Illinois State Unviersity.

 The focus of our enrollment strategy is on recruitment and retention.

 A primary basis of our recruitment is our high graduation rates and our strong retention facts.

 We are currently analyzing data to see if our strategy is working. This data is from sources like

our Open House Surveys. The preliminary results suggest our strategy is working.

**Our new student population has grown substantially, from roughly 11,500 to 12,400 over the past**

**two years compared to the two years before that. Four years ago, our new student population was**

**11,100.**

 This illustrates the multi-year effect of enrollment. Smaller or Larger class sizes effect overall

enrollment numbers.

 Continuing to bring in large freshman classes is as high priority.

 Without any specific data, there is a sense of correlation with the number of high achieving

students recruited and the increased honors participation.

 An area of concern is a decrease of 200 to 300 graduate students enrolled for next year. Our

current enrollment is set to be the second highest in recent history, but the composition of our

student body is shifting increasingly to undergraduates.

 Because undergraduate students tend to pay more in tuition and fees, revenue has been driven up

by the recent larger freshman classes.

 About two out of five of our current graduates are transfer students. We have around 2500 new

transfer students each year.

 The overall market for transfer students is getting smaller. In spite of this, our transfer enrollment

was steady last fall. Our share of the market is strong, which supports these consistent numbers.

We spend a lot of energy on our market share, but we have been able to uphold our standards of

high quality recruitment.

 A concern is the current report of enrollment for spring transfers. Our enrollment is down 21%

from the spring enrollment last year.

 Fall fresman admission applications are up 2% from last year.

 We retain 86% of our freshman. Most that we lose go to college somewhere else, rather than

dropping out.

 Most of the transfer students that we receive are here by their junior year.

 Many of our students take general education courses at community colleges, and we do lose some

revenue as a result of this. We cannot do much to combat this. Students and families are smart

about value, so we cannot get students to take our courses when they are already inclined to take

courses elsewhere. One aspect that helps make up some of the revenue is the fact that transfer

students have tuition rates locked in a couple years later than they would have if they started as

freshmen at ISU. The increase of tuition each year nominally keeps pace with inflation, at around

2.5%.

***Enrollment Market:***

 We compete in a market with other universities for students. Recently, we’ve taken some of

Depaul’s share in the market. They plan to counter this by offering more freshmen scholarships.

 Our competition is the fiercest with the Big Ten schools and out of state universities.

 One of our big, long-term concerns is the declining graduation numbers in Illinois at the highschool

level.

 Through 2022, we are expected to have a decline of 5% in high-school graduates. We’re looking

at targeting marketing to states with increased graduation numbers to hedge against this.

 The fact that we do not have a location mentioned in our name is great. It helps our brand. In

both the enrollment and bond markets, this has helped us perform at a higher level than many

similar instutions.

 We have a stronger reputation than Northern, Western and Eastern Universities. Our students

have higher ACT scores coming in and stronger records of achievement.

 The idea of building a national presence and brand for ISU warrants further consideration, but our

high out-of-state tuition cost currently would hinder our efforts.

 As the higher education market looks like it may face significant conflict in the coming years, we

and The University of Illinois are potentially well positioned to take advantage of market

conditions that will challenge our competition.

***Adjournment***