

**Southeast Tech**  
2016 Enrollment Report  
**EXECUTIVE SUMMARY**

**Purpose:**

To provide the School Board an update on the final enrollment figures for the Fall 2016 semester.

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Overall enrolments for Fall 2016 fell slightly below the Fall 2015 enrollment count with 34 less students and 541 less credits. Of the 2,162 students enrolled for the Fall 2016 semester, 807 were brand new students to Southeast Tech, a slight increase over the 792 brand new students the institute saw in Fall 2015.

While the increase in brand new students is encouraging after a fall of nearly 100 brand new students from Fall 2014 to Fall 2015, enrolling new students will continue to be a challenge. Regional unemployment rates are at record lows, which is expected to continue and will be a challenge in recruiting students in the future; however, Southeast Tech is developing certificate options for employed individuals that can help them get a start on their education while continuing their employment.

The decreasing number of high school graduates in the region, as well as the increased competition for these graduates is also a challenge; however, Southeast Tech is working on ways to streamline its entrance requirement processes, increase communications with prospective students, develop stronger relationships with area high schools, and increase the opportunities to get these students to visit our campus.

Southeast Tech has set as its goal to increase brand new students to 850 for Fall 2017, an increase of 5.3% from Fall 2016.

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**Administrative Recommendation to School Board:**

Acknowledge the 2016 Enrollment Report.



# Southeast Tech Enrollment Fall 2016 report

# numbers

- ▶ 2162 students Fall 2016 (-34 students/-1.5%)
- ▶ 2196 students Fall 2015 (-210 students/-8.7%)
- ▶ 2406 students Fall 2014
  
- ▶ 26,485 credits Fall 2016 (-541 credits/-2.0%)
- ▶ 27,026 credits Fall 2015 (-3,182 credits/-10.5%)
- ▶ 30,208 Credits Fall 2014

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- ▶ New to Program Students Fall 2016 – 1149 (-79) Credits: 15,341 (-6.6%)
  - ▶ New to Program Students Fall 2015 – 1228 (-77) Credits: 16,432 (-5.7%)
  - ▶ New to Program Students Fall 2014 – 1305 Credits: 17,433
  
  - ▶ New To Southeast Tech Fall 2016 – 807 (+15/+1.9%) Credits: 10,948 (+0.5%)
  - ▶ New To Southeast Tech Fall 2015 – 792 (-111/-12.3%) Credits: 10,890 (-13.3%)
  - ▶ New To Southeast Tech Fall 2014 – 903 Credits: 12,564
    - ▶ Accepted into a program of study

numbers

# numbers

- ▶ 913 in 2 year programs Fall 2016 (-58)
- ▶ 971 in 2 year programs Fall 2015 (-35)
- ▶ 1006 in 2 year programs Fall 2014
  
- ▶ 236 in 1 year programs Fall 2016 (-21)
- ▶ 257 in 1 year programs Fall 2015 (-42)
- ▶ 299 in 1 year programs Fall 2014

# numbers

- ▶ Dual Credit Students
  - ▶ Fall 2016 – 137 students
  - ▶ Fall 2015 – 133 students
  - ▶ Fall 2014 – 93 students

# Possible reasons

- ▶ Less than 3% unemployment rate in Sioux Falls (worker shortage)
- ▶ Increased Competition – we are all fighting for the same students
- ▶ Decreasing number of high school graduates in region

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- ▶ Increase Opportunities for Campus Visits
    - ▶ Division Camps for High School Students
    - ▶ June Recruiting Event for Undecided Students
  - ▶ Certificate Options
  - ▶ Entrance Requirement Adjustments
  - ▶ Relationship Building – All Stakeholder Levels
    - ▶ CTE
  - ▶ Increased Communications
    - ▶ Messages from Faculty
    - ▶ More Recruiting Emails, Letters and Information about Southeast Tech
  - ▶ Text Messaging Using Office Computers and Phones
  - ▶ Program Target Levels
  - ▶ JRM Tracking and Data Functions

# Plans for Increasing Enrollments



▶ Questions?