

Southeast Tech
Fall 2017 Enrollment Report
EXECUTIVE SUMMARY

Purpose:

To provide the School Board an update on the Southeast Technical Institute enrollment numbers for the Fall 2017 semester.

While final enrollment numbers will not be available until September 8, 2017, overall Southeast Tech enrollments for Fall 2017 are expected to be 5% or more above the enrollment numbers for Fall 2016. Estimated final numbers will be posted next week prior to the Board meeting as soon as they are available.

In Fall 2016, Southeast Tech set its goal to increase brand new students to the institute to reach 850 for Fall 2017, an increase of 5.3% from Fall 2016. The institute will exceed this goal with numbers to be presented at the Board meeting.

Over the past year, Southeast Tech has implemented the following to help us meet our new student enrollment goals:

1. Streamlined entrance requirement process, eliminating previous barriers to acceptance
2. Increased communications with prospective students through the institute's JRM software
3. Stronger relationships with area high schools
4. Increased opportunities for students to visit the campus
5. Implemented Academic Advisement and Registration (AAR) Days to connect students with faculty during the registration process
6. Weekly scheduled tours and increased use of students as tour guides and outreach to prospective students, including calling students directly to build relationships.

To continue to meet industry needs, Southeast Tech Admissions will build on this year's success by developing ways to personalize each student's admissions journey, increase connections to regional high schools, improve AAR days, and increase and improve prospective student communications.

Administrative Recommendation to School Board:

Acknowledge the Fall 2017 Enrollment Report.

A decorative graphic on the left side of the page, consisting of a network of light blue lines and small circles, resembling a circuit board or data network. The lines are vertical and horizontal, with some diagonal connections, and the circles are placed at various points along these lines.

SOUTHEAST TECH ENROLLMENT FALL 2017 REPORT

NUMBERS – OVERALL

- 2285 students Fall 2017 (+123 students/+5.7%)*
 - 2162 students Fall 2016 (-34 students/-1.5%)
 - 2196 students Fall 2015 (-210 students/-8.7%)
 - 2406 students Fall 2014
-
- 28,112 credits Fall 2017 (+1,627 credits/+6.1%)*
 - 26,485 credits Fall 2016 (-541 credits/-2.0%)
 - 27,026 credits Fall 2015 (-3,182 credits/-10.5%)
 - 30,208 Credits Fall 2014

*Estimated – Final numbers Friday, Sept. 8, 2017

NUMBERS – NEW TO PROGRAM

- Fall 2017- 1278 (+129/11.2%)* Credits: 16,863 (+1,522/9.9%)*
- Fall 2016 – 1149 (-79/-6.4%) Credits: 15,341 (-1,091/-6.6%)
- Fall 2015 – 1228 (-77/-5.9%) Credits: 16,432 (-1,001/-5.7%)
- Fall 2014 – 1305 Credits: 17,433

Students Accepted into a New Program of Study

*Estimated – Final numbers Friday, Sept. 8, 2017

NUMBERS – NEW TO PROGRAM

- 1002 in 2 year programs Fall 2017 (+89/*+9.7%)
- 913 in 2 year programs Fall 2016 (-58/-6.0%)
- 971 in 2 year programs Fall 2015 (-35/-3.5%)
- 1006 in 2 year programs Fall 2014

- 276 in 1 year programs Fall 2017* (+40/16.9%)
- 236 in 1 year programs Fall 2016 (-21/-8.2%)
- 257 in 1 year programs Fall 2015 (-42/-14.0%)
- 299 in 1 year programs Fall 2014

*Estimated – Final numbers Friday, Sept. 8, 2017

NUMBERS – NEW TO SOUTHEAST

- Fall 2107 – 875 (+68/+8.4%) Credits: 12,183 (+1,235/+11.3%)*
- Fall 2016 – 807 (+15/+1.9%) Credits: 10,948 (+58/+0.5%)
- Fall 2015 – 792 (-111/-12.3%) Credits: 10,890 (-1,674/-13.3%)
- Fall 2014 – 903 Credits: 12,564

Students Not Attending Southeast Tech in the Past

*Estimated – Final numbers Friday, Sept. 8, 2017

NUMBERS

NUMBERS – DUAL CREDIT/L2L

- Dual Credit/Learners to Leaders Students
 - Fall 2017 – 169 students (+32/+23.4%)
 - Fall 2016 – 137 students (+4/+3.0%)
 - Fall 2015 – 133 students (+40/+43.0%)
 - Fall 2014 – 93 students

POSSIBLE REASONS FOR INCREASE

- Streamlined entrance requirement process, eliminated barriers
- Increased communications with prospective students - JRM software
- Built even stronger relationships with area high schools
- Increased opportunities for campus visits – weekly tours
- Increased use of students as tour guides and outreach to prospective students
- Increased the role of all employees in the recruitment process
- Implemented Academic Advisement and Registration (AAR) Days to connect students with faculty during the registration process
- Implemented certificate programs in Medical Coding and Welding

FUTURE PLANS FOR INCREASING ENROLLMENTS

- Personalize the Admissions journey
- Increase connections to regional high schools and counselors
- Improve AAR days
- Increase and improve prospective student communications
- Continue to increase all employee involvement in Student Recruitment
- Increase certificate options for students

The background is a teal-to-blue gradient. In the corners, there are white line-art graphics resembling circuit traces or neural network connections, with small circles at the end of the lines.

● Questions?