



Enrollment Presentation

November 20, 2012

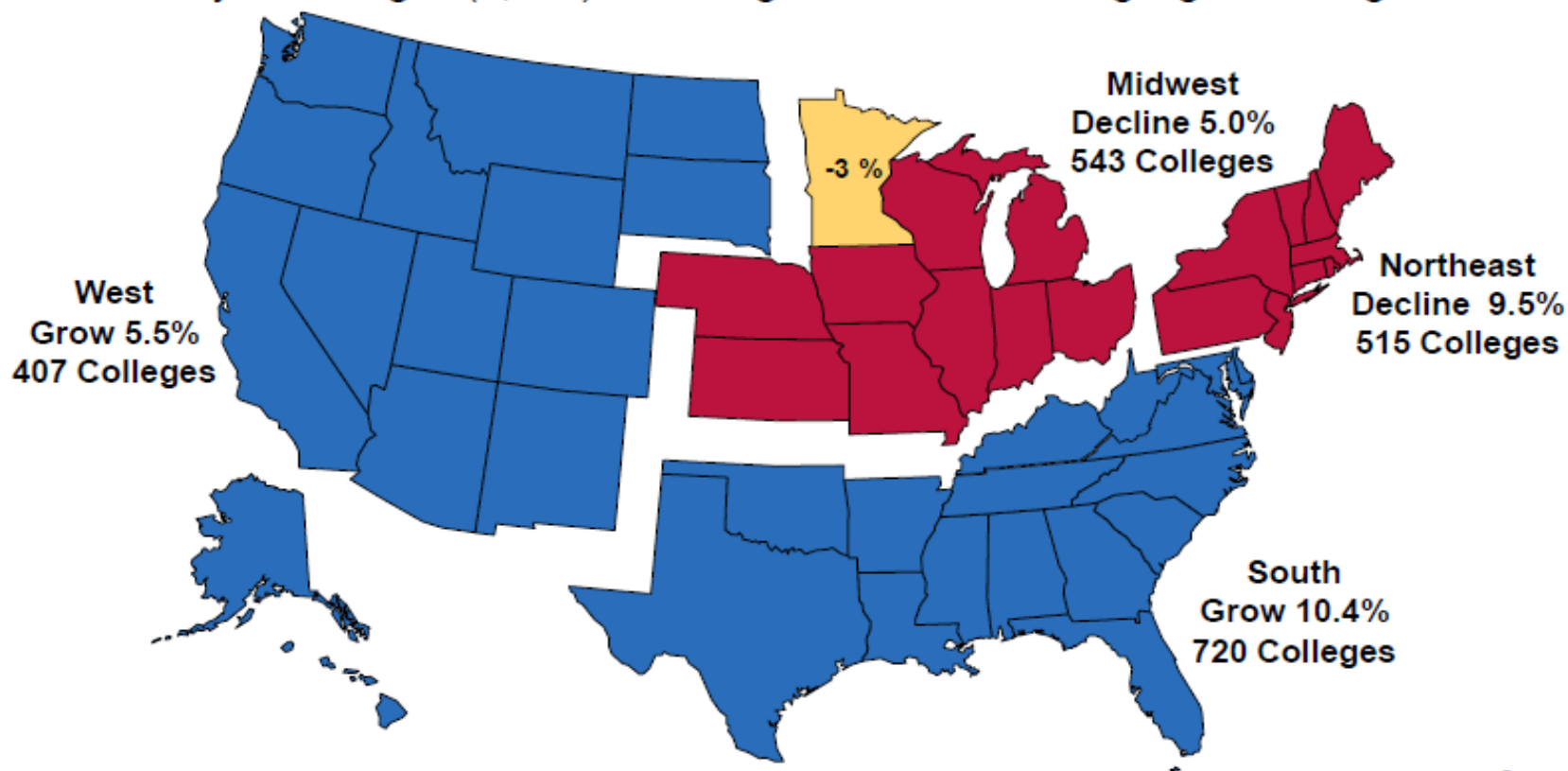
UNIVERSITY OF MINNESOTA
MORRIS

Agenda

- Education Landscape
- Fall 2012 Enrollment Data
- Gender Comparisons
- Scholarship Changes

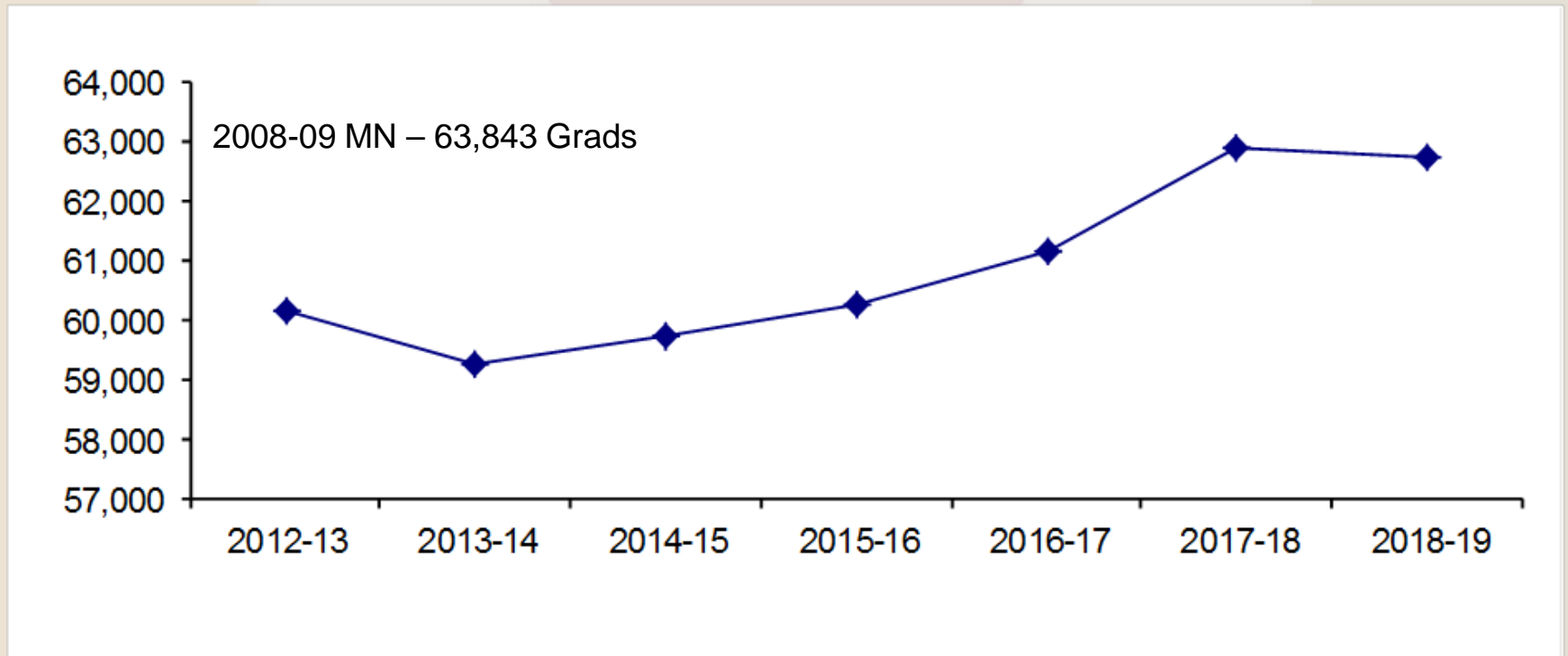
Changes in high school graduates 2010/11 – 2021/22

- 48% of 4-year colleges (1,058) are in regions with declining high school graduates
- 52% of 4-year colleges (1,127) are in regions with increasing high school graduates



Source: National Center for Education Statistics

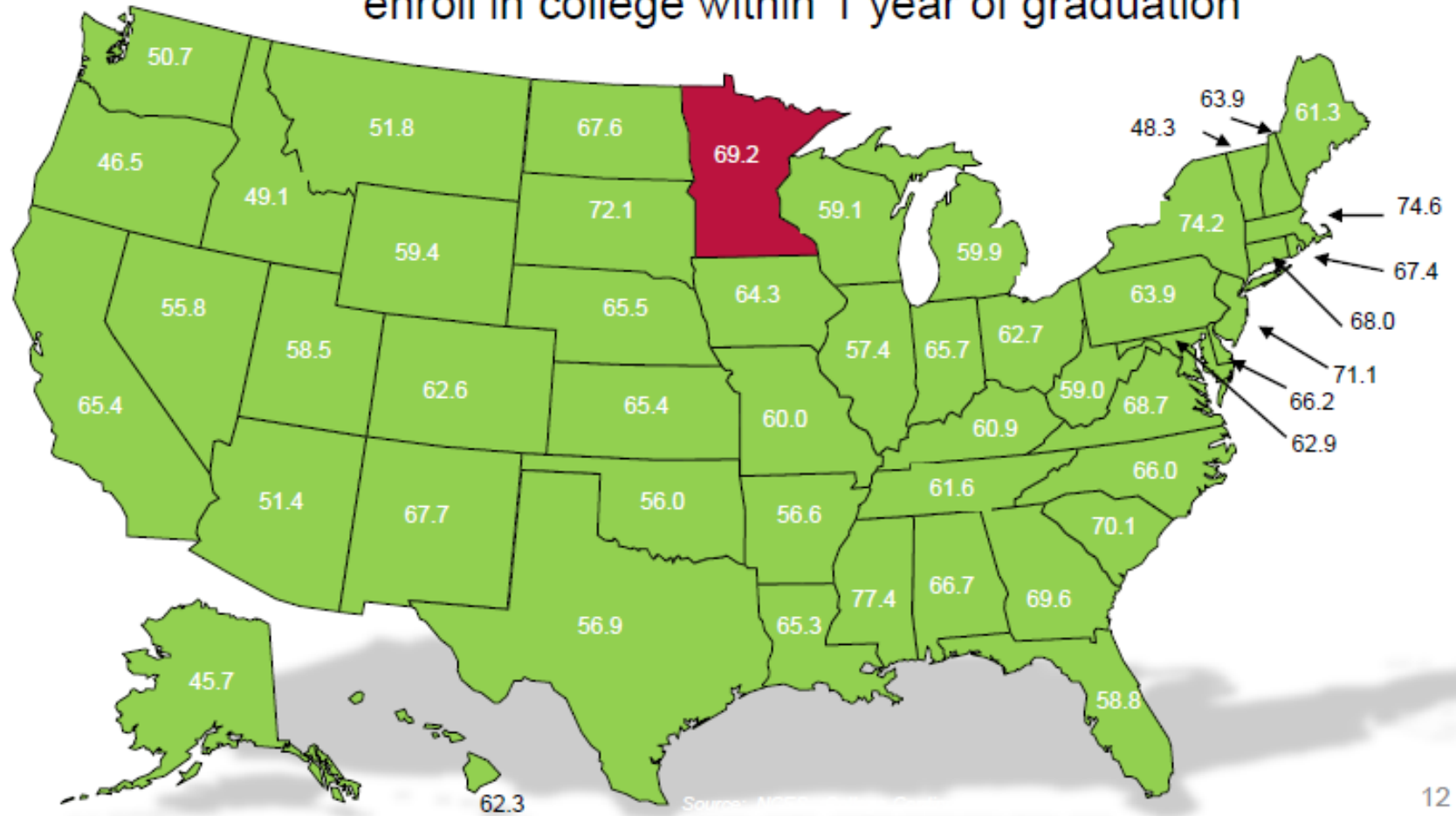
Projected number of public and nonpublic high school graduates in Minnesota



Source: Western Interstate Commission for Higher Education
Knocking at the College Door March 2008

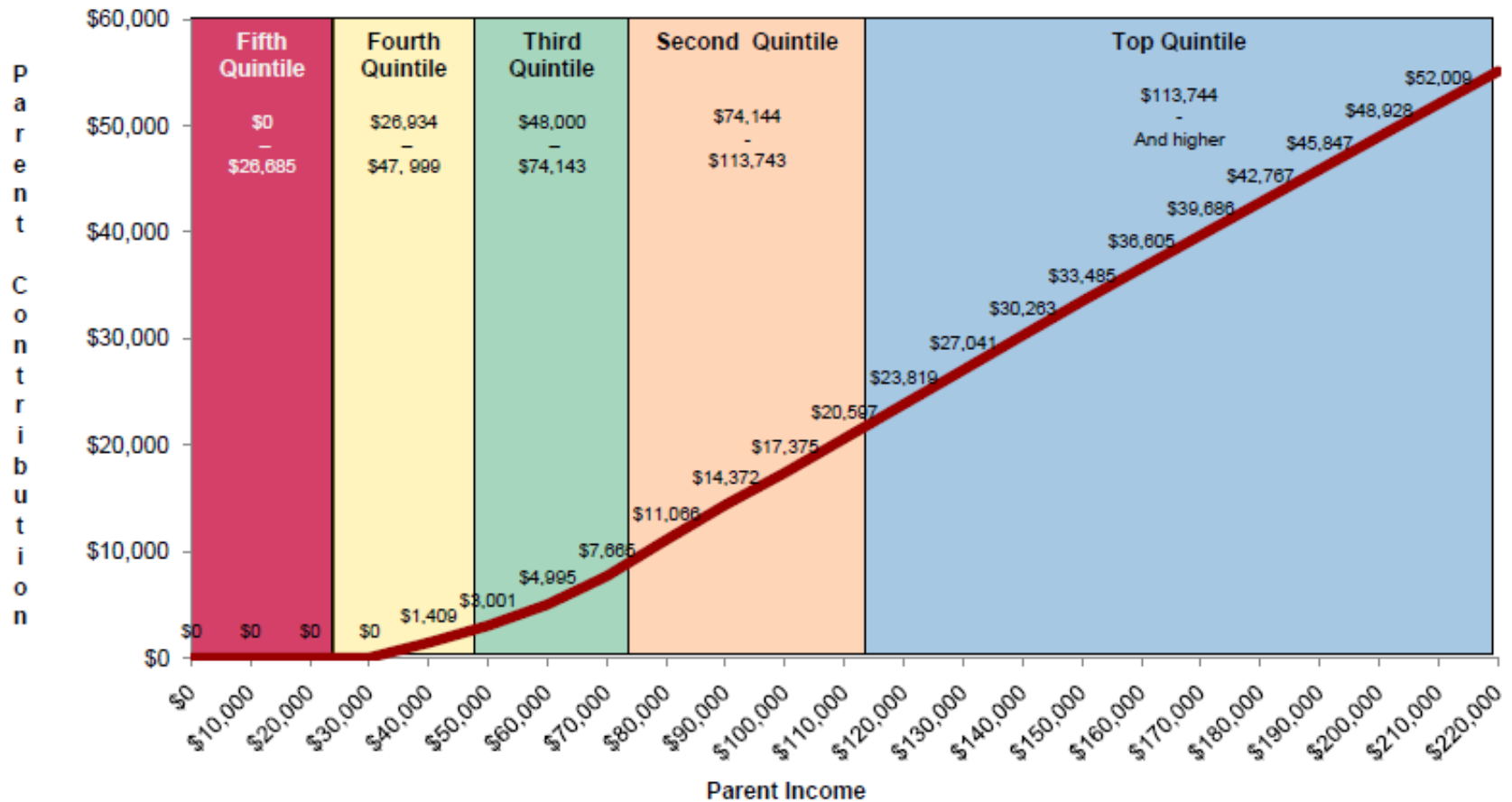
Percentage of high school students enrolling in college

Nationwide = 63.3% of high school graduates enroll in college within 1 year of graduation



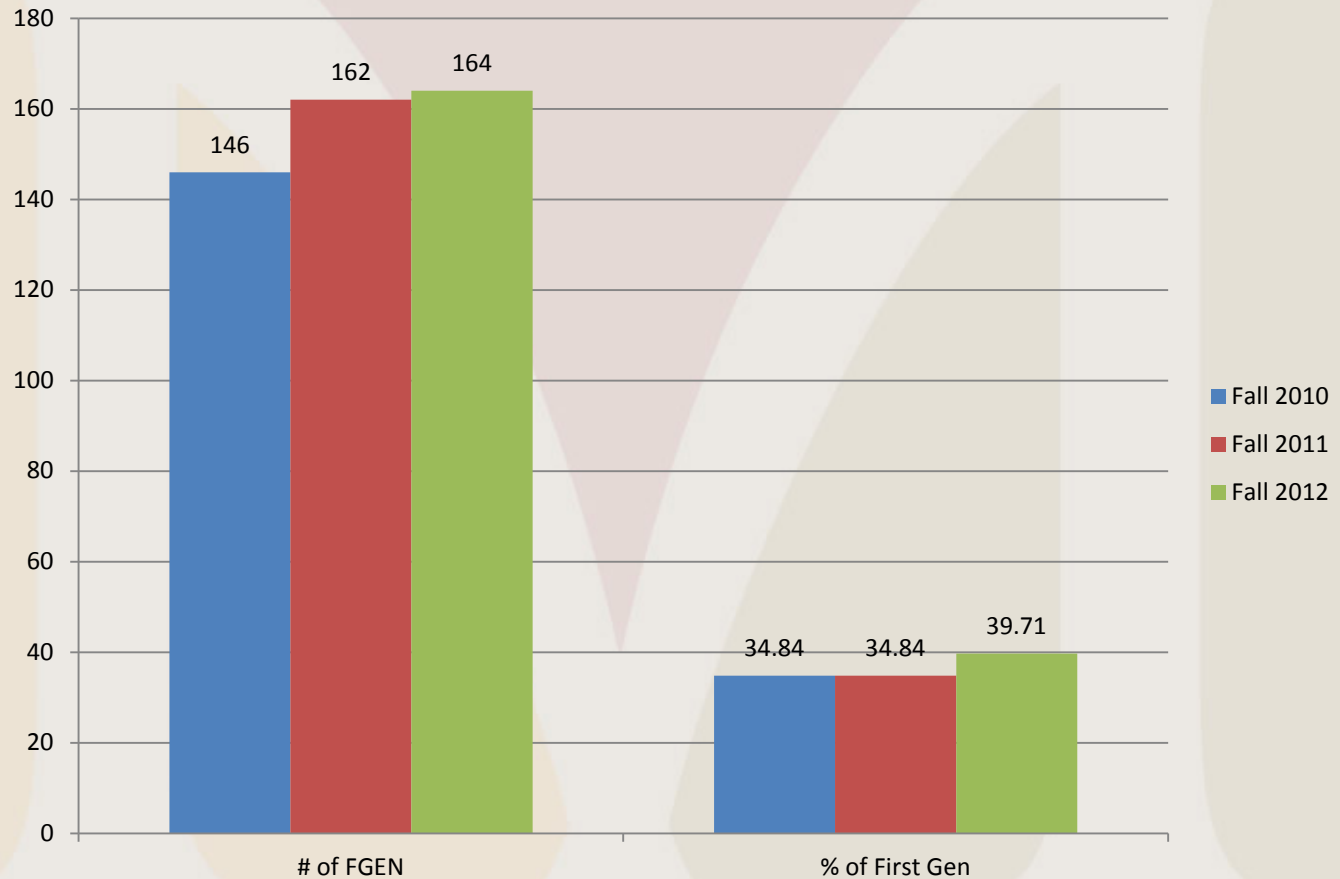
College affordability

Parent Contribution from Income, Distribution of Family Incomes & College Tuition, Fees, Room & Board Cost



Source: U.S. Census Bureau family income, the College Board

First Generation Students



Value of Web site content

64% of students could change their mind about your campus if they don't like your web site

Value of Web site content in the college search process	Students	Parents
If I don't find what I need on the school's Web site, I'll probably drop it from my list	17%	16%
A bad experience on a school's site may have some negative effect on my perception of the school	47%	57%
The school's Web site isn't really an important resource for me	36%	25%

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2011 E-Expectations Report: *The Online Expectations of Prospective College Students and Their Parents*

First link students look for on a school's Web site

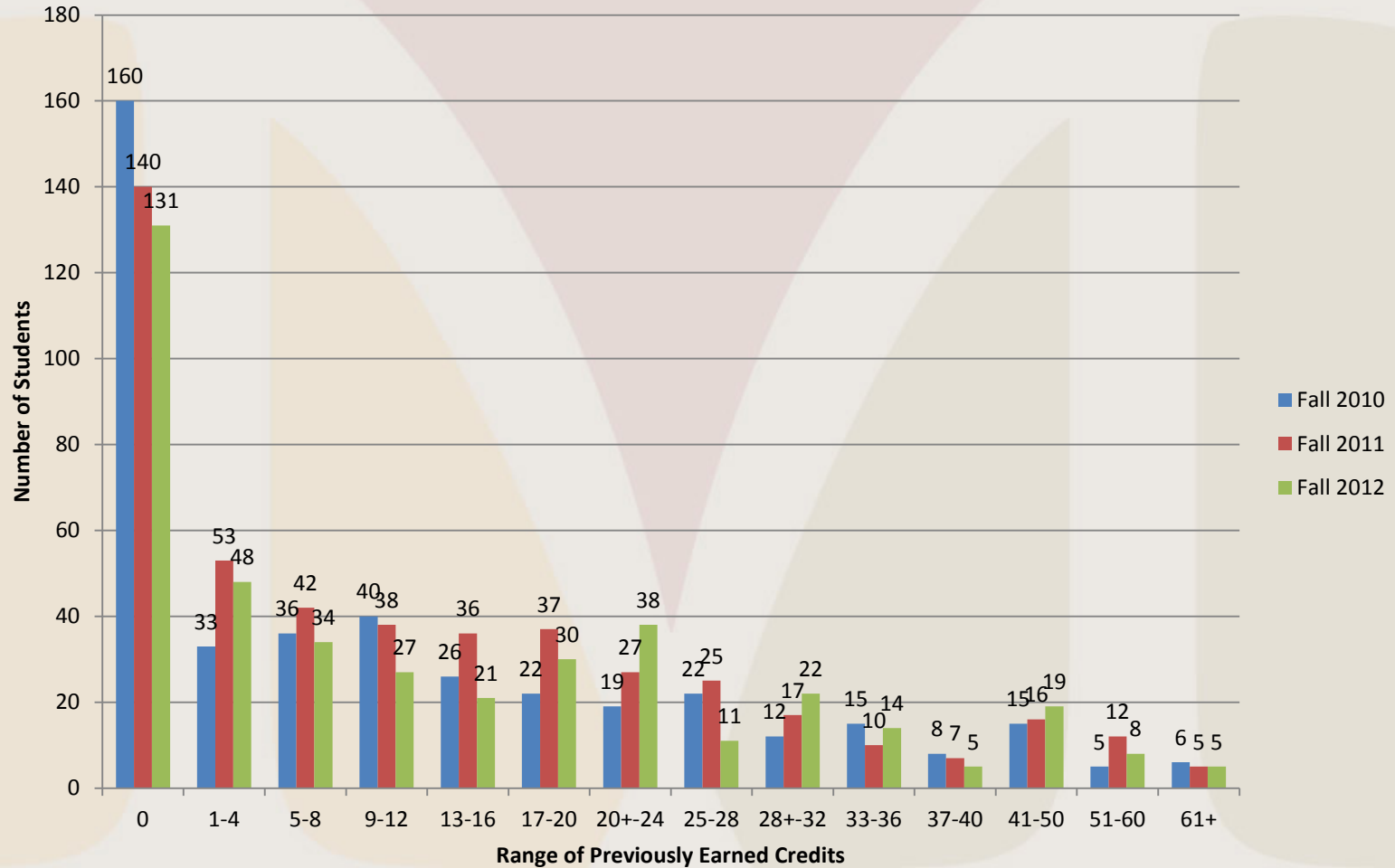
What is the first link you'll look for on a school's Web site?

Students		Parents	
Academic programs	38%	Academic programs	42%
Enrollment and admissions information	24%	Enrollment and admissions information	21%
Cost	8%	Cost	13%
Scholarships	7%	Financial aid	10%
Other information	7%	Student life information	6%
Student life information	7%	Other information	5%
Financial aid	5%		
Campus visit details	3%		
Housing details	1%		

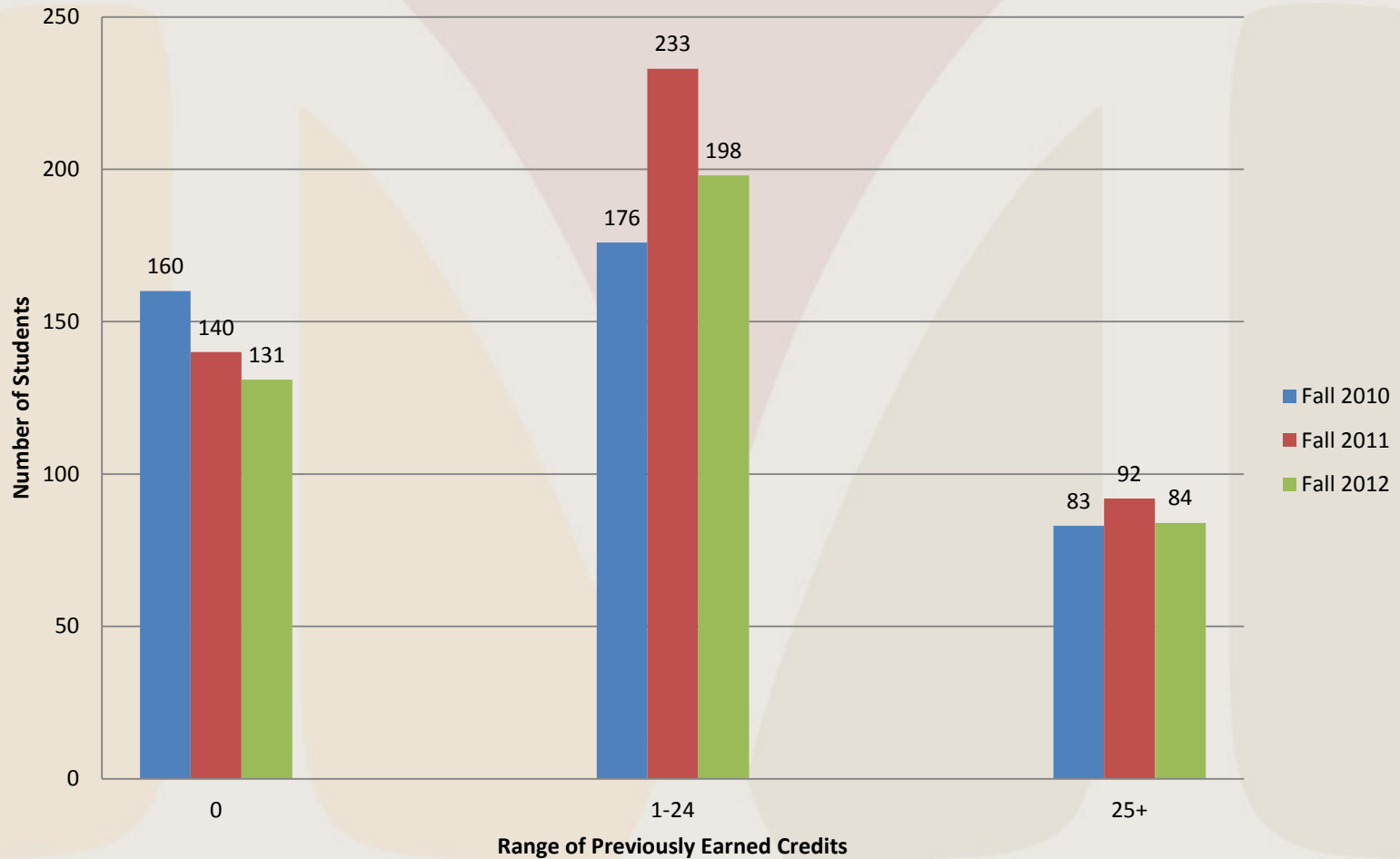
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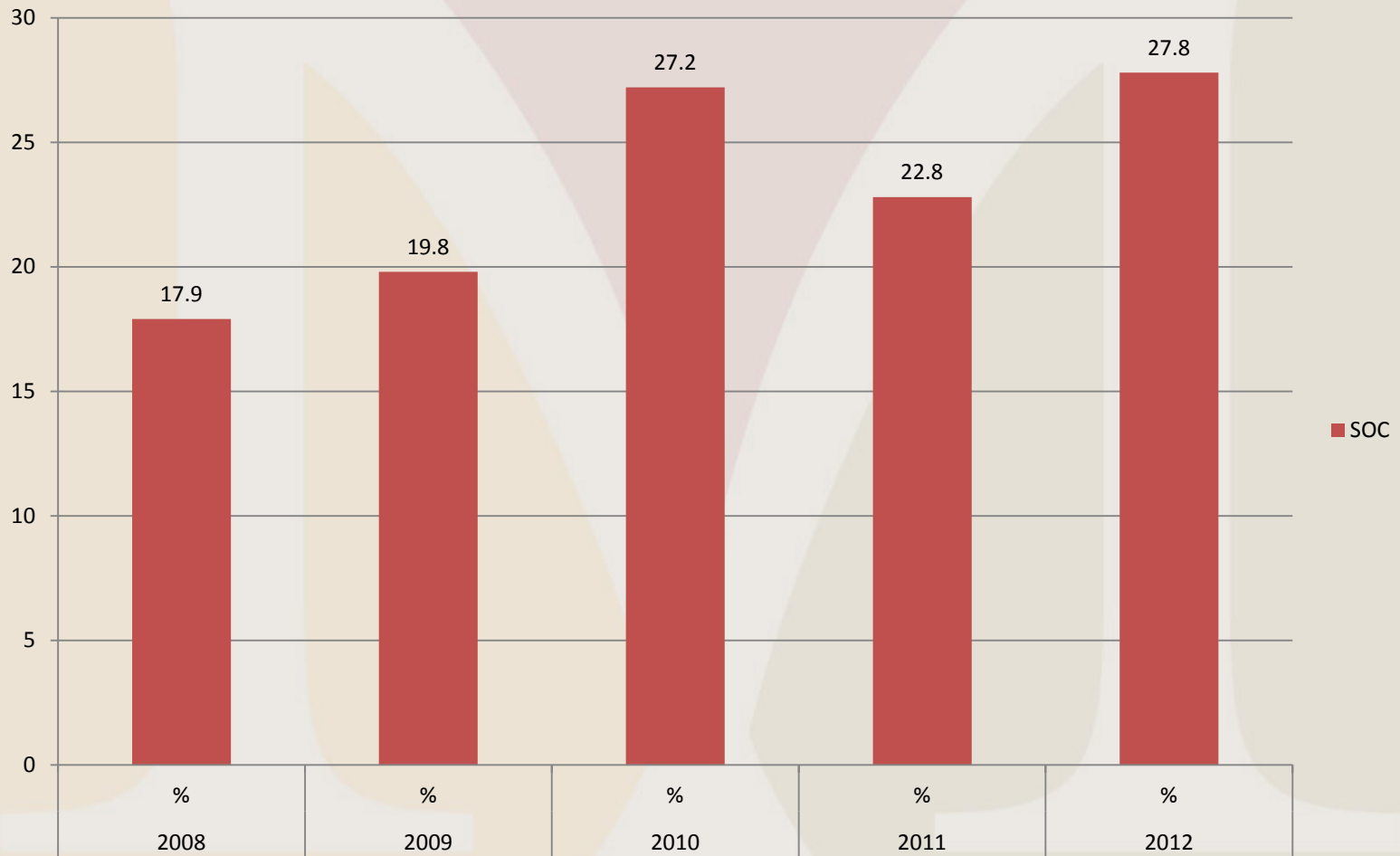
Previously Earned Credits by NHS Enrollees



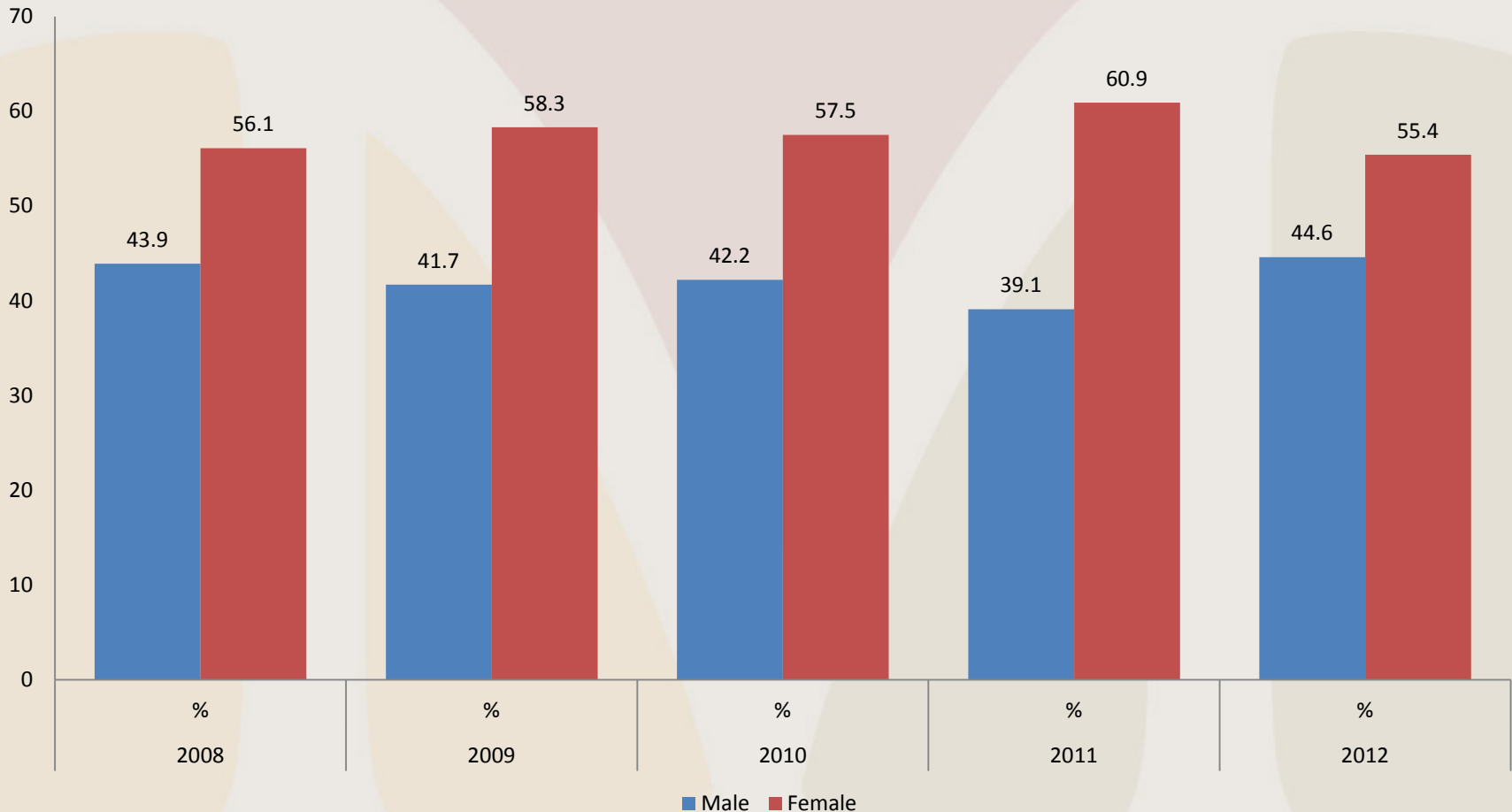
Previously Earned Credits by NHS Enrollees



Student of Color NHS Enrollees



Gender Breakdown





Questions