Recruitment/Retention Review

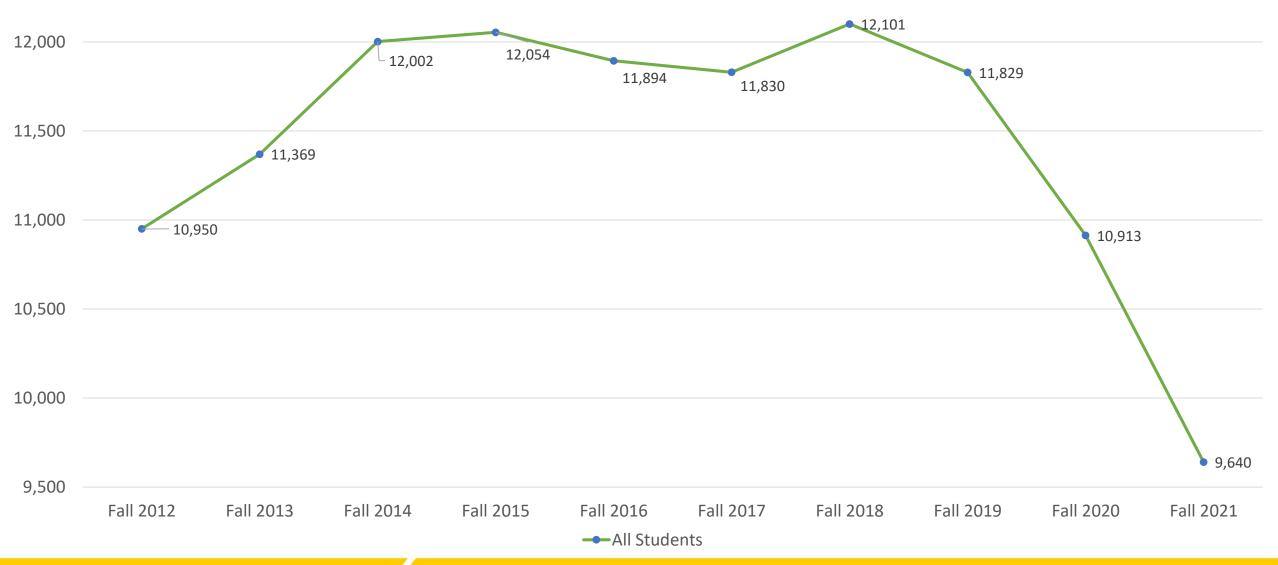
USPSC Meeting

February 2, 2022

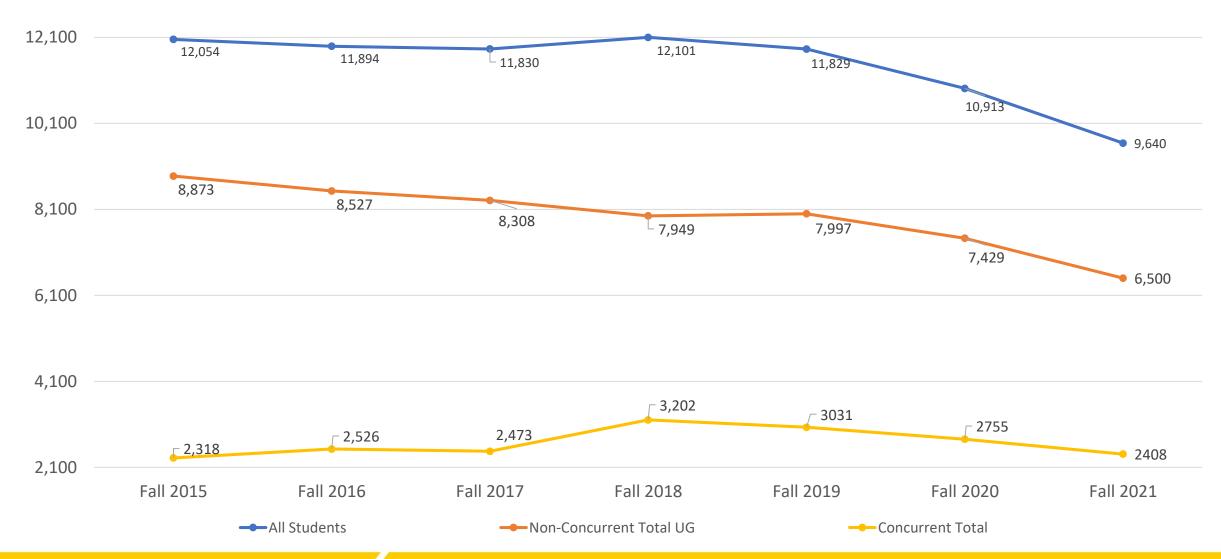


Recruitment

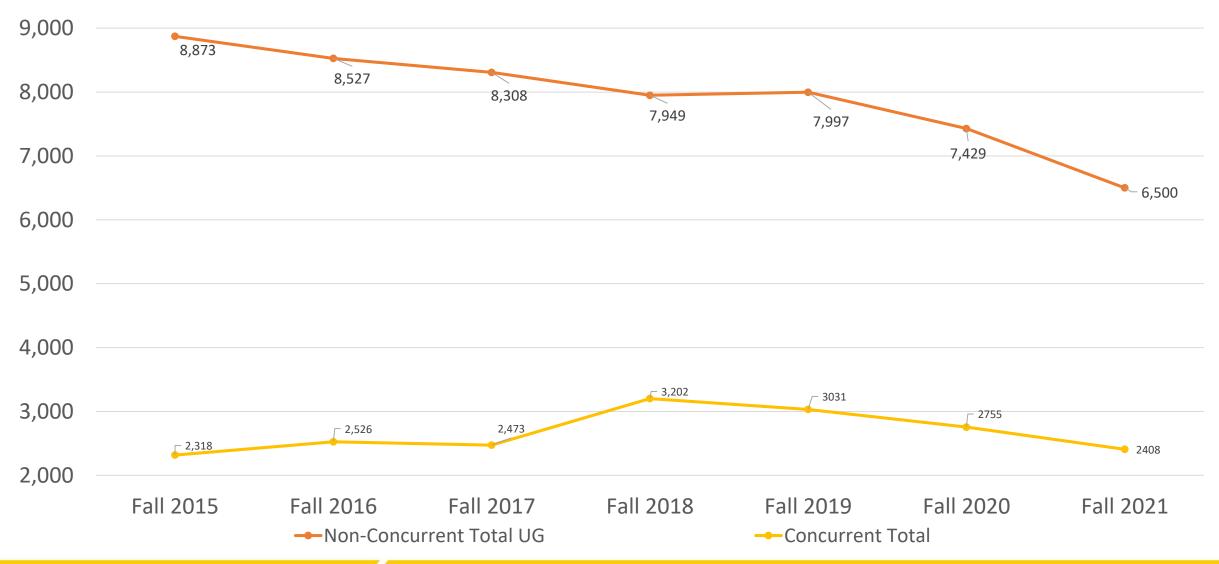




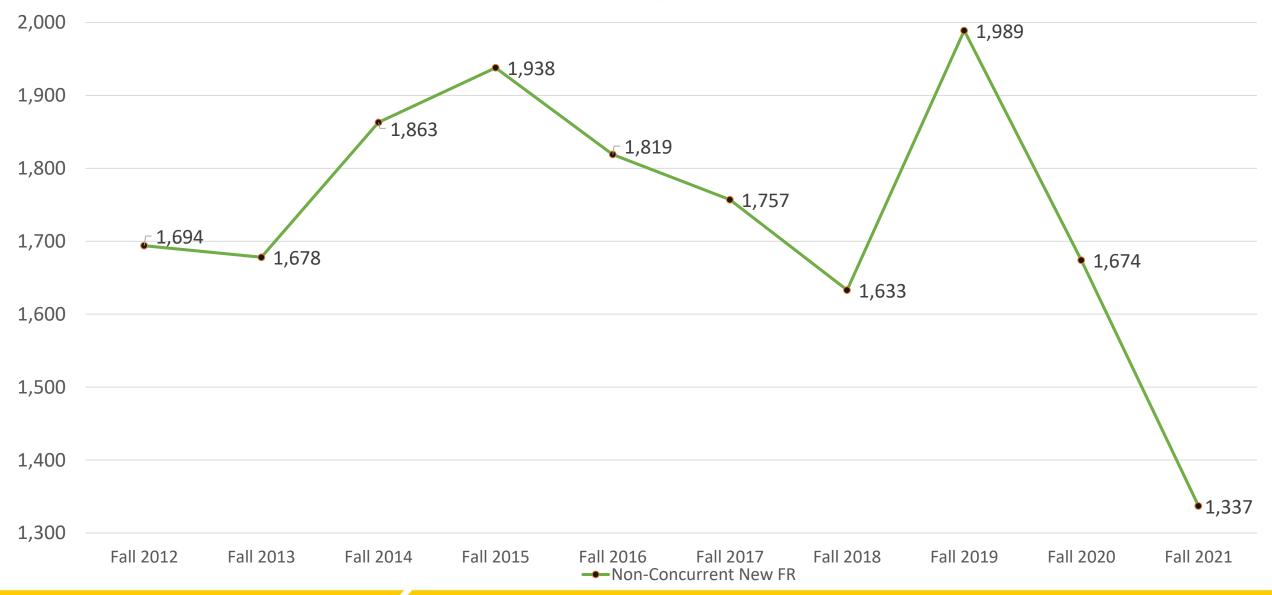




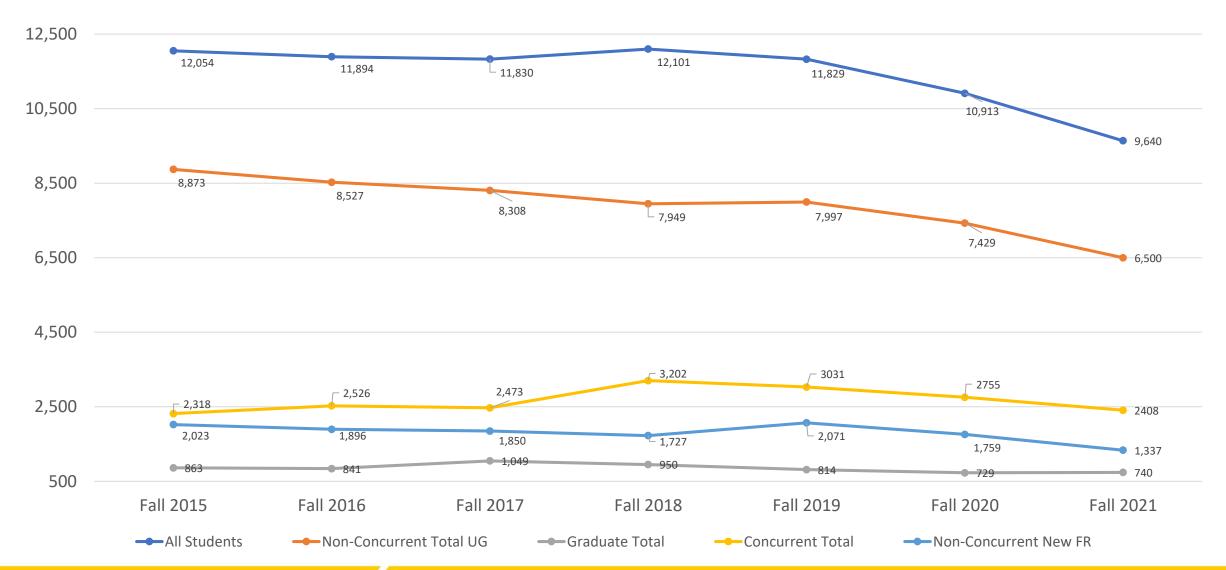














Arkansas Tech University

Market Share of High School Graduates by Year

*Uses the WICHE data for consistency

				Market Share			
Year (May Graduates, Fall Freshmen)	Arkansas HS Graduates	RsvI Freshmen	Ozark Freshmen	RsvI.	Ozark		
2014	30,947	1,566	264	5.44%	0.86%		
2015	31,214	1,617	299	5.52%	0.96%		
2016	31,144	1,480	303	5.11%	0.98%		
2017	30,904	1,451	283	5.05%	0.94%		
2018	31,126	1,309	306	4.56%	0.99%		
2019	31,315	1,615	369	5.51%	1.19%		
2020	31,264	1,326	324	4.58%	1.04%		
2021	30,835	1,008	285	3.60%	0.93%		
3 Year Totals	93,414	3,949	978	4.23%	1.05%		



Top Ten Competitors

School	Percent of admit pool (responders) taken
University of Central Arkansas	20%
University of Arkansas-Fayetteville	13%
Arkansas State University	6%
University of Arkansas-Fort Smith	5%
Henderson State University	4%
Ouachita Baptist University	3%
Southern Arkansas University	3%
ASU-Beebe	2%
Harding University	2%
Pulaski Technical College	2%



Comparisons to ATU

Reason	Overall (ATU)	Overall (SoC)	ATU (vs. UCA)	UCA (vs. ATU)	ATU (vs. ASU-B)	ASU-B (vs. ATU)
Had a lower cost of attendance	44.5%	35.4%	56.1%	9.1%	0%	100%
Contacted me more after I applied	30.0%	46.6%	25.4%	35.3%	20%	60%
Quicker decisions	29.5%	43.2%	25.8%	40.9%	40%	60%
Informed me of aid award sooner	22.7%	42.4%	23.5%	41.2%	20%	60%
Spent more personal time with me	21.5%	59.2%	27.1%	48.6%	40%	60%
Had more appealing student life	10.7%	61.7%	1.5%	79.1%	40%	40%
Had a better academic reputation	7.9%	64.9%	6%	76.1%	20%	60%
Contacted me more before I applied	29.3%	36.9%	25.0%	35.3%	40%	60%
Provided more financial aid	11.8%	63.2%	12.9%	58.6%	0%	100%
Was the campus I visited first	11.8%	59.9%	15.9%	63.8%	0%	100%



Scholarship Matrix

ACT Score	<u>Fall 2018</u>	<u>Fall 2019</u>	Fall 2020	<u>Fall 2021*</u>	Fall 2022*
30-36	\$10,000	\$10,000	\$9,000	\$8,000	\$8,000
28-29	\$9,000	\$8,000	\$8,000	\$6,000	\$6,000
26-27	\$8,000	\$7,000	\$7,000	\$6,000	\$6,000
25	\$6,000	\$6,000	\$6,000	\$4,000	\$4,000
24	\$4,000	\$5,000	\$5,000	\$4,000	\$4,000
23	\$2,000	\$4,000	\$4,000	\$2,000	\$2,000
21-22	\$2,000	\$3,000	\$3,000	\$2,000	\$2,000
17-20	\$2,000	\$2,000	\$2,000	\$1,000	\$1,000
Concurrent	\$1,000	\$1,000	\$1,000	\$1,000	\$500
Annul. T/F	\$9,068	\$9,255	\$9,255	\$9,533	\$9,819
Avg. Aid/FR	\$4,558	\$4,539	\$4,605	\$3,500	\$3,354
Avg. Gap	\$4,510	\$4,716	\$4,650	\$6,033	\$6,465



Scholarship Changes

New Tiers	Annual Amount
Tier 1 (GPA 3.00-3.49)	\$1,000
Tier 2 (GPA 3.50-3.74)	\$3,000
Tier 3 (GPA 3.75-3.99)	\$7,000
Tier 4 (GPA 4.00+)	\$11,000

New "Targeted" Scholarships	Annual Amount
First-Generation Scholarship	\$1,000
ATU Family Scholarship	\$1,000
ATU Promise Award	\$1,000



SERC Committee

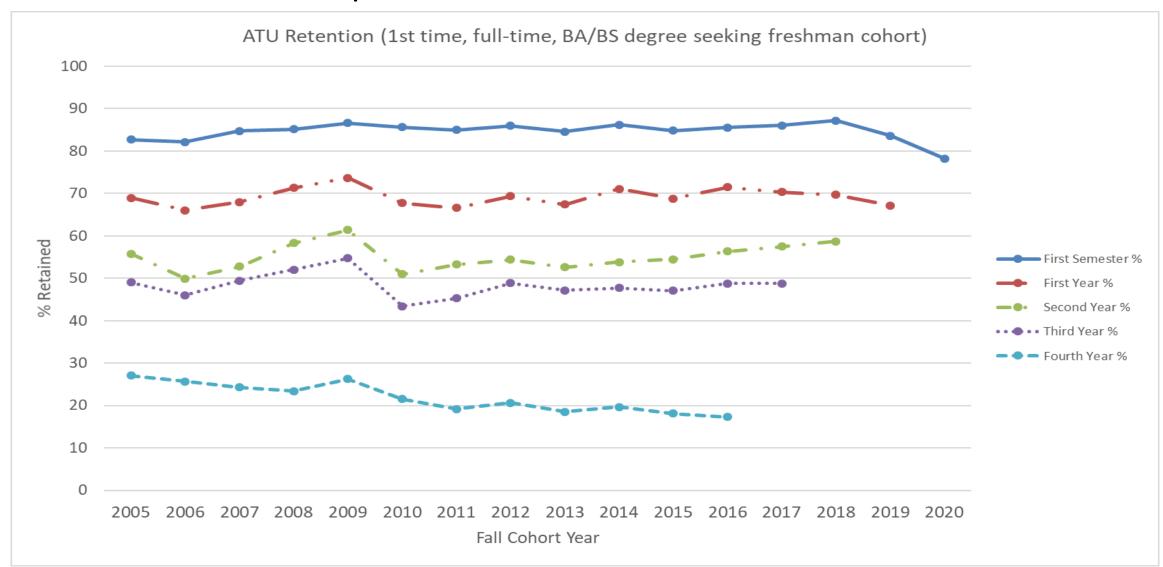
- With a primary focus on sustaining long-term student success and in accordance with Arkansas Tech University's mission and goals, the Strategic Enrollment and Retention Committee (SERC) will develop a holistic and integrated approach to enrollment management and retention models that support university-wide collaboration, engagement, creative thinking, and consensus building. The team will examine the issues of student academic success and perspective and recommend strategizes to maximize student success.
- The purpose of the SERC is to discuss enrollment strategies and to make recommendations that contribute to student access, recruitment, persistence, completion, and lifelong learning. In addition, the purpose is to monitor and report on adopted strategies.



Retention



Retention Snapshot





Retention Rate Report for Arkansas Tech University - Russellville Campus. Cohorts are defined as: First-Time, Full-Time, Degree Seeking, Russellville Campus Undergraduates for the given Fall Term.

	Number of Members	Sen	irst nester ention		t Year ention		nd Year ention		d Year ention		th Year ention		h Year ention		n Year ention
Cohort Year	N	N	%	N	%	N	%	N	%	N	%	N	%	N	%
2005	1317	1087	82.54%	905	68.72%	732	55.58%	643	48.82%	355	26.96%	151	11.47%	76	5.77%
2006	1292	1064	82.35%	856	66.25%	645	49.92%	594	45.98%	332	25.70%	125	9.67%	75	5.80%
2007	1363	1156	84.81%	928	68.09%	717	52.60%	669	49.08%	330	24.21%	143	10.49%	66	4.84%
2008	1258	1069	84.98%	893	70.99%	732	58.19%	653	51.91%	293	23.29%	120	9.54%	48	3.82%
2009	1468	1270	86.51%	1079	73.50%	897	61.10%	799	54.43%	384	26.16%	135	9.20%	64	4.36%
2010	1417	1212	85.53%	957	67.54%	719	50.74%	613	43.26%	305	21.52%	115	8.12%	61	4.30%
2011	1507	1278	84.80%	1001	66.42%	798	52.95%	678	44.99%	288	19.11%	109	7.23%	64	4.25%
2012	1453	1248	85.89%	1004	69.10%	787	54.16%	710	48.86%	300	20.65%	100	6.88%	60	4.13%
2013	1402	1181	84.24%	942	67.19%	729	52.00%	656	46.79%	259	18.47%	112	7.99%	57	4.07%
2014	1656	1427	86.17%	1173	70.83%	884	53.38%	779	47.04%	320	19.32%	113	6.82%	52	3.14%
2015	1689	1427	84.49%	1157	68.50%	914	54.11%	789	46.71%	304	18.00%	86	5.09%	43	2.55%
2016	1564	1337	85.49%	1116	71.36%	880	56.27%	764	48.85%	271	17.33%	94	6.01%		-
2017	1528	1313	85.93%	1075	70.35%	874	57.20%	742	48.56%	231	15.12%	-	-	-	-
2018	1387	1206	86.95%	962	69.36%	807	58.18%	668	48.16%						
2019	1695	1416	83.54%	1134	66.90%	887	52.33%	-		-	-				
2020	1417	1106	78.05%	884	62.39%	-									-
2021	1103		-		-	-	-				-				-

Graduation Rate Report for Arkansas Tech University - Russellville Campus. Cohorts are defined as: First-Time, Full-Time, Degree Seeking, Russellville Campus Undergraduates for the given Fall Term.

	Number of Members		uated e Year		uated Years		luated ee Years		duated ur Years		duated e Years		duated x Years		ntually luated
Cohort Year	N	N	%	N	%	N	%	N	%	N	%	N	%	N	%
2005	1317	•	,	2	0.15%	13	0.99%	284	21.56%	481	36.52%	564	42.82%	649	49.28%
2006	1292	1	0.08%	6	0.46%	21	1.63%	262	20.28%	476	36.84%	531	41.10%	620	47.99%
2007	1363		-	3	0.22%	9	0.66%	313	22.96%	501	36.76%	553	40.57%	661	48.50%
2008	1258			1	0.08%	16	1.27%	341	27.11%	512	40.70%	569	45.23%	640	50.87%
2009	1468		-	2	0.14%	26	1.77%	404	27.52%	616	41.96%	683	46.53%	779	53.07%
2010	1417		-	4	0.28%	29	2.05%	302	21.31%	480	33.87%	532	37.54%	600	42.34%
2011	1507	1	0.07%	4	0.27%	32	2.12%	400	26.54%	559	37.09%	606	40.21%	675	44.79%
2012	1453	1	0.07%	5	0.34%	30	2.06%	412	28.36%	569	39.16%	616	42.40%	681	46.87%
2013	1402	1	0.07%	10	0.71%	24	1.71%	386	27.53%	527	37.59%	568	40.51%	628	44.79%
2014	1656		-	9	0.54%	462	27.90%	616	37.20%	710	42.87%	747	45.11%	824	49.76%
2015	1689			8	0.47%	582	34.46%	725	42.92%	792	46.89%	805	47.66%	843	49.91%
2016	1564	3	0.19%	17	1.09%	633	40.47%	732	46.80%	774	49.49%		1 -	829	53.01%
2017	1528	1	0.07%	18	1.18%	514	33.64%	689	45.09%					753	49.28%
2018	1387		-	9	0.65%	491	35.40%				1.		-	501	36.12%
2019	1695	5	0.29%	27	1.59%		-	-	1.					32	1.89%
2020	1417	2	0.14%		-									3	0.21%
2021	1103	-	-		-		-		-						

Transfer Out Rate Report for Arkansas Tech University - Russellville Campus.

Cohorts are defined as: First-Time, Full-Time, Degree Seeking, Russellville Campus Undergraduates for the given Fall Term.

	Number of Members	Trans O in the Sem	ut First	C	ferred out e Year	C	eferred Out O Years		sferred Out ee Years	C	sferred Out r Years	C	sferred Out e Years	C	eferred Out Years
Cohort Year	N	Z	%	Z	%	z	%	N	%	z	%	z	%	z	%
2005	1317	53	4.02%	148	11.24%	220	16.70%	259	19.67%	287	21.79%	306	23.23%	322	24.45%
2006	1292	55	4.26%	169	13.08%	259	20.05%	312	24.15%	339	26.24%	353	27.32%	367	28.41%
2007	1363	50	3.67%	192	14.09%	280	20.54%	320	23.48%	344	25.24%	373	27.37%	388	28.47%
2008	1258	48	3.82%	164	13.04%	246	19.55%	287	22.81%	313	24.88%	329	26.15%	342	27.19%
2009	1468	51	3.47%	146	9.95%	233	15.87%	275	18.73%	308	20.98%	325	22.14%	344	23.43%
2010	1417	58	4.09%	216	15.24%	314	22.16%	361	25.48%	394	27.81%	414	29.22%	434	30.63%
2011	1507	73	4.84%	235	15.59%	308	20.44%	367	24.35%	393	26.08%	407	27.01%	418	27.74%
2012	1453	60	4.13%	190	13.08%	262	18.03%	291	20.03%	313	21.54%	329	22.64%	347	23.88%
2013	1402	71	5.06%	195	13.91%	257	18.33%	303	21.61%	324	23.11%	350	24.96%	369	26.32%
2014	1656	58	3.50%	209	12.62%	294	17.75%	323	19.50%	353	21.32%	370	22.34%	385	23.25%
2015	1689	69	4.09%	249	14.74%	333	19.72%	366	21.67%	393	23.27%	403	23.86%	403	23.86%
2016	1564	59	3.77%	222	14.19%	291	18.61%	316	20.20%	333	21.29%	333	21.29%	-	
2017	1528	49	3.21%	190	12.43%	240	15.71%	264	17.28%	264	17.28%			-	-
2018	1387	41	2.96%	176	12.69%	219	15.79%	219	15.79%	-	-	-	-	-	-
2019	1695	73	4.31%	191	11.27%	191	11.27%			-		-	-	-	
2020	1417	6	0.42%	6	0.42%	-				-	-	-	-	-	-
2021	1103	-			-	-			-		-		-		

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Most Recent Third Year Cohor	t (FR->SR): 2018		
Initial Cohort Size	Continuing N	3rd Year Retention	Prior 3-year average
1387	668	48.16%	48.04%
Most Recent Second Year Coh	ort (FR->JR): 2019		
Initial Cohort Size	Continuing N	2nd Year Retention	Prior 3-year average
1695	887	52.33%	57.22%
Most Recent First Year Cohort	(FR->SO): 2020		
Initial Cohort Size	Continuing N	1st Year Retention	Prior 3-year average
1417	884	62.39%	68.87%

GRADUATION RATES:

Nost Recent Six-Year Graduation	on Cohort: 2015		
Initial Cohort Size	Grad N	Grad Rate	Prior 3-year average
1689	805	47.66%	42.67%
Aost Recent Five-Year Graduat	ion Cohort: 2016		
Initial Cohort Size	Grad N	Grad Rate	Prior 3-year average
1564	774	49.49%	42.45%
ost Recent Four-Year Graduat	tion Cohort: 2017		
Initial Cohort Size	Grad N	Grad Rate	Prior 3-year average
1528	689	45.09%	42.31%

Other breakdowns

- Pell Students:
 - Pell Eligible: 62.61% 1st year, 50.60% 2nd year, 42.79% 3rd year
 - Not Pell Eligible: 72.00% 1st year, 66.98% 2nd year, 55.09% 3rd year

- First-Generation
 - Yes: 62.25% 1st year, 55.02% 2nd year, 41.96% 3rd year
 - No: 69.43% 1st year, 60.07% 2nd year, 52.72% 3rd year



Other breakdowns

Gender

• Male: 63.41% 1st year, 53.25% 2nd year, 46.59% 3rd year

• Female: 70.24% 1st year, 62.87% 2nd year, 50.60% 3rd year

Race/Ethnicity

• 1st year

• Black/AA: 53.17%

• Al/Alaskan: 70.00%

• Asian/PI: 77.78%

• Hispanic: 71.67%

• White: 68.08%

• Multiple: 67.68%

Race/Ethnicity

• 2nd year

• Black/AA: 35.83%

• Al/Alaskan: 66.67%

• Asian/PI: 53.85%

• Hispanic: 62.39%

• White: 60.31%

• Multiple: 53.25%

Race/Ethnicity

• 3nd year

• Black/AA: 27.61%

• Al/Alaskan: 12.50%

• Asian/PI: 50.00%

• Hispanic: 48.36%

• White: 52.19%

• Multiple: 50.70%



Academic Preparedness by Race/Ethnicity

Arkansas Tech University
High School GPA Quartiles by Race/Ethnicty for Entering Freshmen (fall 2016 through fall 2020)

			IPEDS Race/Ethnicity Category															
	All Race/Ethnicity Groups Total		American Indian or Alaska Native		Asian		Black or African American		Hispanics of any race		Native Hawaiian or Other Pacific Islander		Nonresident Alien		Two or more races		White	
	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%
HS GPA Quartile Group																		
1st Quartile (< 2.9)	2275	24.38%	20	30.76%	17	12.87%	386	48.92%	238	31.15%	3	33.33%	46	29.29%	113	24.30%	1452	20.90%
2nd Quartile (< 3.4)	2266	24.29%	13	20.00%	32	24.24%	233	29.53%	213	27.87%	3	33.33%	25	15.92%	121	26.02%	1626	23.40%
3rd Quartile (< 3.8)	2273	24.36%	21	32.30%	36	27.27%	122	15.46%	172	22.51%	3	33.33%	45	28.66%	119	25.59%	1755	25.26%
4th Quartile (> 3.8)	2265	24.28%	7	10.76%	47	35.60%	40	5.06%	127	16.62%			40	25.47%	104	22.36%	1900	27.34%
Missing	249	2.66%	4	6.15%			8	1.01%	14	1.83%			1	0.63%	8	1.72%	214	3.08%
Total	9328	100.00%	65	100.00%	132	100.00%	789	100.00%	764	100.00%	9	100.00%	157	100.00%	465	100.00%	6947	100.00%



Questions?

