

Marketing and Enrollment in the College of Business

Presentation to the
Enrollment and Marketing
Working Group

The Process

- University Environment
- College of Business Environment
- Marketing Actions
- Enrollment Results
- Future Needs

University Environment

ATU Mission Statement

Arkansas Tech University, a state-supported institution of higher education, is dedicated to nurturing scholastic development, integrity, and professionalism. The University offers a wide range of traditional and innovative programs which provide a solid educational foundation for life-long learning to a diverse community of learners.

What Does It Mean to Me?

We educate the children of the working families of Arkansas with the widest range of accredited programs possible in the most efficient manner possible in an environment where the students are comfortable and are prepared to become professionals in their field.

ATU Value Proposition

Consists of a welcoming and student-centered campus culture, a beautiful physical plant, many new or recently renovated academic and other facilities, a wide variety of nationally accredited programs, a faculty with a teaching focus, and the lowest total cost to students of the top five state universities in Arkansas.

2010 Freshman Profile

“Tommy and Tammy Tech”

- 22.4 on ACT
- 52.5% male
- 56.5% 1st Generation College (self report)
- 32.3 % plan to work 11 to 20 hrs. per week
- 71.5% from Arkansas' 65 smallest counties
- 3.21 H.S. GPA
- 91% Traditional Student age
- 83.4% White/Caucasian
- 33.2% high dropout proneness
- 31.5% need academic assistance
- 28.2% low financial security

College of Business Environment

“What do you think of Tech business majors?”

- Good work ethic – hard working
- Know what they need to know on Day 1
- But.....not ready to meet clients on their own until they ‘season’ more
- If I can only get 2 of 3 above, I’d take first two

Who Chooses a Business Major?

Predicted Probabilities of Choosing Business Major

Family Income	Predicted Probability - Female	Predicted Probability - Male
\$0 – \$49,999	6%	11%
\$50,000 - \$99,999	7%	15%
\$100,000 - \$149,999	9%	19%
\$150,000 - \$199,999	11%	24%
\$200,000 - \$249,999	13%	30%
\$250,000 - \$299,999	16%	37%
\$300,000 - \$349,999	19%	45%
\$350,000 - \$399,999	23%	52%
\$400,000 and up	27%	60%

Source: Noel-Levitz study

Arkansas Tech University

Main Campus Freshman Enrollment (First-Time, Full-Time)

	2007	2008	2009	2010	2011	2012	2013	2014	2015
ATU	1368	1260	1472	1422	1511				
COB	128	121	108	107	92				
% COB	9.4%	9.6%	7.3%	7.5%	6.1%				

College of Business Enrollment Management Model

TOTAL ENROLLMENT	FRESHMAN (1st Time)	TRANSFER	CHANGE MAJOR	STOP OUTS	RETURNING
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College of Business

Fall Enrollment Trends

YEAR (Fall)	FRESHMAN (1st Time)	TRANSFER	CHANGE MAJOR	STOP OUTS	RETURNING	TOTAL (Fall)*
2007	128	37	97	42	379	689
2008	121	26	77	45	385	659
2009	108	25	98	40	357	631
2010	107	34	85	69	354	658
2011	92	36	88	49	364	637
2012						
2013						
2014						
2015						

* Includes double majors

Student Satisfaction Scores

2009 - 2015

Academic Year	I have accepted a full time post graduate job.	I plan to attend graduate school within the next year	Overall opinion of your experience in the COB	Ability to get appropriate advising from your dept. advisor	Extent your courses prepared you for your future career	Academic instruction	Job opportunities following graduation
2009-10	13.3%	30.5%	3.59	3.44	3.54	3.46	2.98
2010-11	23.2%	30.3%	3.74	3.65	3.57	3.59	3.24
2011-12	23.9%	23.3%	3.70	3.57	3.31	3.53	3.05
2012-13							
2013-14							
2014-15							

Note: Attitudinal items use the following four-point scale:

1=Dissatisfied / 2=Somewhat dissatisfied / 3=Somewhat satisfied / 4=Satisfied

Marketing Actions

Commonalities of Excellent Colleges of Business

- 1. Faculty/staff coalesce around a shared mission*
- 2. Garner sufficient resources and expertise to achieve mission*
- 3. Share responsibility of connecting students to professional career*

New COB

Mission Statement

We produce quality business professionals prepared to meet the demands of our dynamic marketplace from among a campus population where business students are underrepresented.

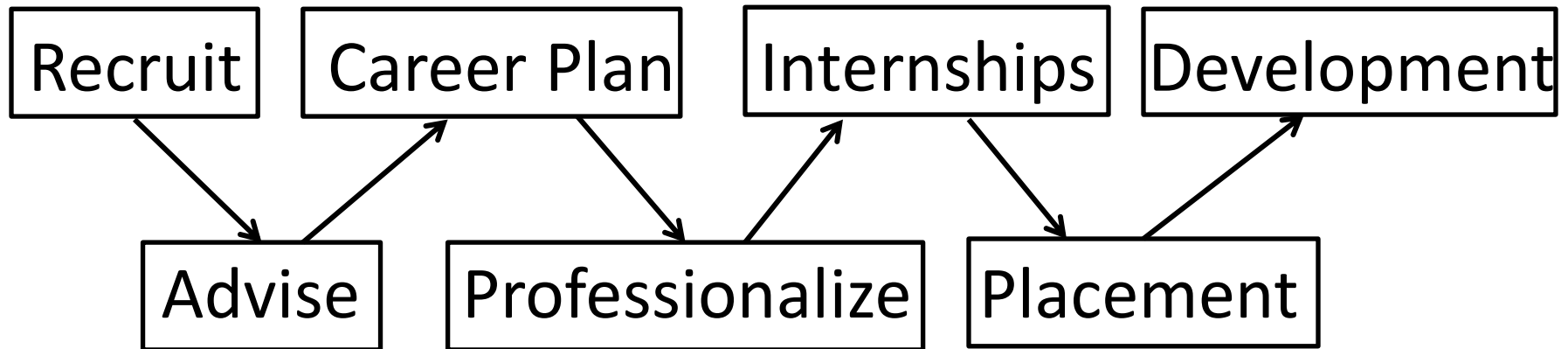
New COB

Vision Statement

We will be known for the opportunities we create for our students. Keys to our success will be to help make our students career-ready by:

- proactively crafting relationships and experiences,
- guiding professionalism, and
- attracting appropriate resources.

College to Career Center Concept



College to Career Center

Major Functions

- Recruit H.S. students, transfers, and undecided ATU majors
- Academic advising for current COB majors
- Career planning and professional development
- Internship development and coordination
- Placement coordination
- Information tracking and development coordination

Office of Student Engagement

- Recruit ~~H.S. students~~ freshmen, transfers, and undecided ATU majors from ATU students
- ~~Academic advising for current COB majors~~
- Career planning and professional development (shared with ATU Career Services)
- ~~Internship development and coordination~~ (mostly done by faculty)
- Placement ~~coordination~~ (resume critiques, etiquette and interview tips)
- ~~Information tracking and development coordination~~ (Office of Dean)
- Coordinate and schedule College engagement events

Selected Activities

- College to Career Conference
- Business Data Analytics major
- Master of Science in Business Administration
- Dean's Leadership Class
- Business Advisory Council
- Online option for MGMT/MKTG major
- Arkansas Tech Business Index

Results

Arkansas Tech University

Main Campus Freshman Enrollment (First-Time, Full-Time)

	2007	2008	2009	2010	2011	2012	2013	2014	2015
ATU	1368	1260	1472	1422	1511	1457	1407	1680	1722
COB	128	121	108	107	92	112	112	159	170
% COB	9.4%	9.6%	7.3%	7.5%	6.1%	7.7%	8.0%	9.5%	9.9%

College of Business

Fall Enrollment Trends

YEAR (Fall)	FRESHMAN (1 st Time)	TRANSFER	CHANGE MAJOR	STOP OUTS	RETURNING	TOTAL (Fall)*
2007	128	37	97	42	379	683 + 6
2008	121	26	77	45	385	654 + 5
2009	108	25	98	40	357	628 + 3
2010	107	34	85	69	354	649 + 9
2011	92	36	88	49	364	629 + 8
2012	112	27	97	55	323	614 + 9
2013	112	42	121	65	348	688 + 7
2014	159	44	80	99	339	721 + 15
2015	170	55	90	142	378	835 + 9*

- * Official 11th day enrollment to ADHE does NOT include double degrees (Total UG +14.7% vs. LY)
- Note: 66 MSBA students and 9 ELI not included (**total 919**) (+13.3% vs. LY)

College of Business SSCH Trends

YEAR (Fall)	FACE-TO-FACE	ONLINE	% ONLINE	TOTAL
2011	5820	711	10.9%	6531
2012	5225	1131	17.8%	6356
2013	4655	1982	29.9%	6637
2014	4948	1961	28.4%	6909
2015	5903	3008	33.8%	8911

***Includes ELI students**

Student Satisfaction Scores

2009 - 2014

Academic Year	I have accepted a full time post graduate job.	I plan to attend graduate school within the next year	Overall opinion of your experience in the COB	Ability to get appropriate advising from your dept. advisor	Extent your courses prepared you for your future career	Academic instruction	Job opportunities following graduation
2009-10	13.3%	30.5%	3.59	3.44	3.54	3.46	2.98
2010-11	23.2%	30.3%	3.74	3.65	3.57	3.59	3.24
2011-12	23.9%	23.3%	3.70	3.57	3.31	3.53	3.05
2012-13	20.0%	18.6%	3.74	3.69	3.56	3.55	3.18
2013-14	28.6%	22.9%	3.84	3.76	3.63	3.67	3.48
2014-15	34.0%	30.0%	3.85	3.72	3.64	3.73	3.44

Note: Attitudinal items use the following four-point scale:

1=Dissatisfied / 2=Somewhat dissatisfied / 3=Somewhat satisfied / 4=Satisfied

Future Needs

Arkansas Tech University

Main Campus Freshman Enrollment (Projections for First-Time, Full-Time)

	2011	2012	2013	2014	2015	2016	2017	2018	2019
ATU	1511	1457	1407	1680	1722	1756	1792	1827	1864
COB	92	112	112	159	170	175	179	183	186
% COB	6.1%	7.7%	8.0%	9.5%	9.9%	10.0%	10.0%	10.0%	10.0%

Assumptions: 2% ATU growth and COB Freshmen = 10% of ATU main campus enrollment

College of Business

Fall U.G. Enrollment Trends

YEAR (Fall)	FRESHMAN (1st Time)	TRANSFER	CHANGE MAJOR	STOP OUTS	RETURNING	TOTAL (Fall)*
2011	92	36	88	49	364	637
2012	112	27	97	55	323	623
2013	112	42	121	65	348	695
2014	159	44	80	99	339	759
2015	170	55	90	142	378	853
2016	<i>175</i>	<i>60</i>	<i>95</i>	<i>120</i>	<i>400</i>	<i>875</i>
2017	<i>179</i>	<i>65</i>	<i>100</i>	<i>130</i>	<i>425</i>	<i>924</i>
2018	<i>183</i>	<i>70</i>	<i>105</i>	<i>140</i>	<i>434</i>	<i>957</i>
2019	<i>186</i>	<i>75</i>	<i>110</i>	<i>150</i>	<i>455</i>	<i>1,001</i>

* Total includes double degrees and ELI students (estimate 10 double majors and 15 ELI in 1026-19)

Arkansas Tech University

COB Enrollment

	2011	2012	2013	2014	2015	2016	*2017	2018	2019
UG	637	623	695	759	853	875	924	957	1,001
GRAD	0	0	37	52	66	40	50	80	100
TOTAL	637	623	732	811	919	915	974	1,037	1101

Note: MSBA is withdrawn after 2016 and MBA begins 2017

SSCH Fall 2011 – Fall 2015

SEM	UNIVERSITY			COLLEGE OF BUSINESS		
	F2F	ONL	TTL	F2F	ONL	TTL
F2011	47.0	65.1	48.7	88.2	64.6	78.7
F2012	45.1	58.0	46.6	73.6	59.5	64.9
F2013	43.7	56.8	45.3	76.3	66.1	70.6
F2014	45.6	58.8	47.5	72.8	57.7	65.8
F2015	50.6	63.1	53.0	78.7	81.3	75.5
AVG	46.4	60.4	48.2	77.9	65.8	71.1

Short-Term Needs

- ECON – Currently averaging 350 students in each ECON 2003 & 2013 each semester
 - Large F2F and online sections
 - Adjuncts are aging and distancing from careers
 - Short one ECON/FIN elective each semester
- MKT – Only two MKT tenure-track instructors
 - Large F2F and online sections
 - Limited ability to use adjuncts
 - Short one MKT elective each semester

Short-Term Needs

- MBA Coordinator – Phasing out of MSBA and transitioning to online MBA with an expected size of 100 students
 - Dedicated advising concerns for graduate students
 - Administrative and promotional needs specific to graduate students
 - Campus community advocate for MBA program

Questions?