

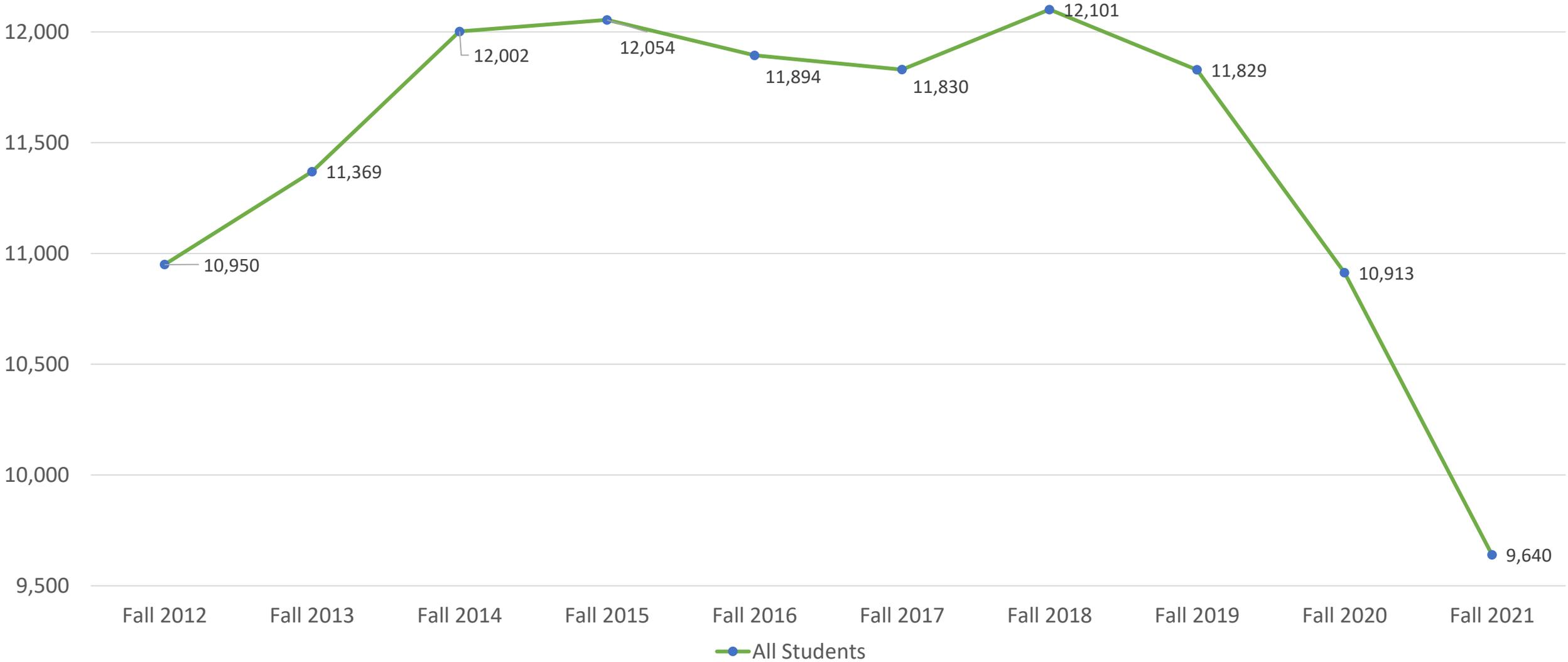
Recruitment/Retention Review

USPSC Meeting

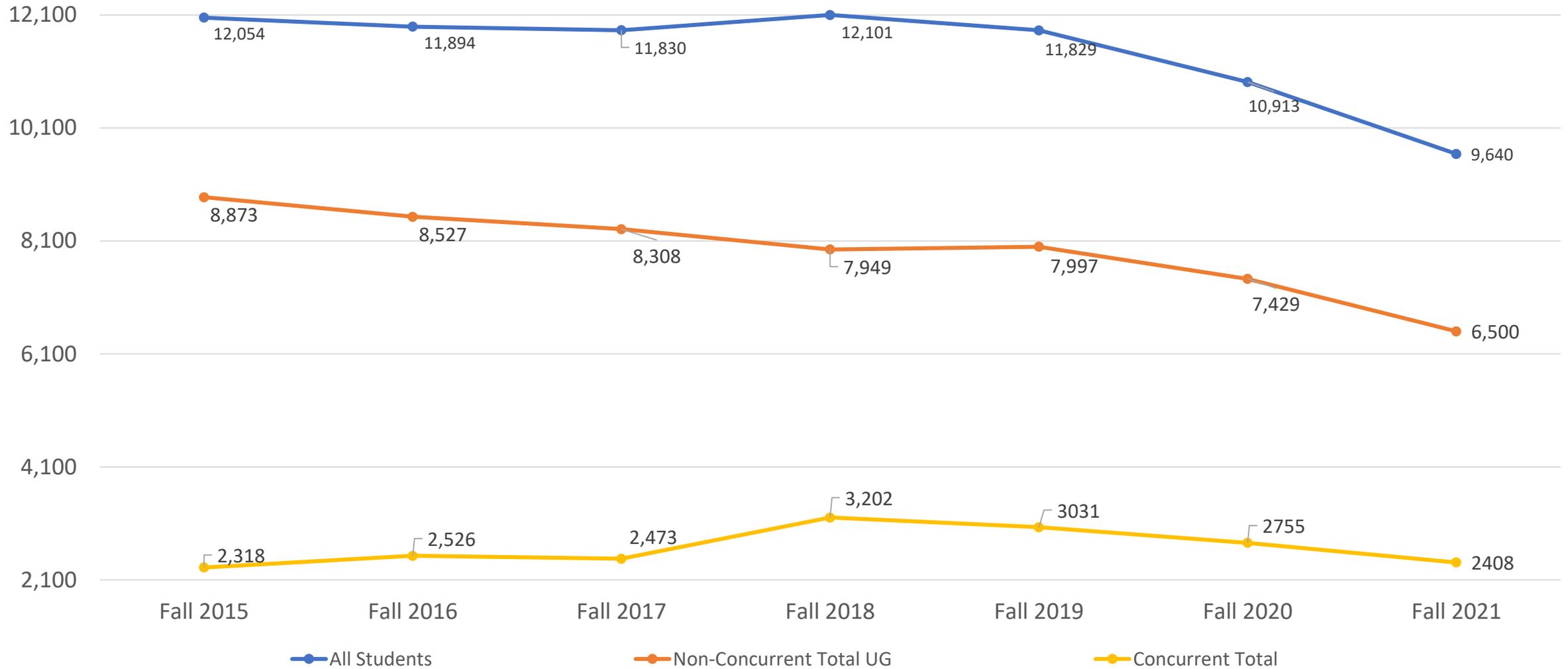
February 2, 2022

Recruitment

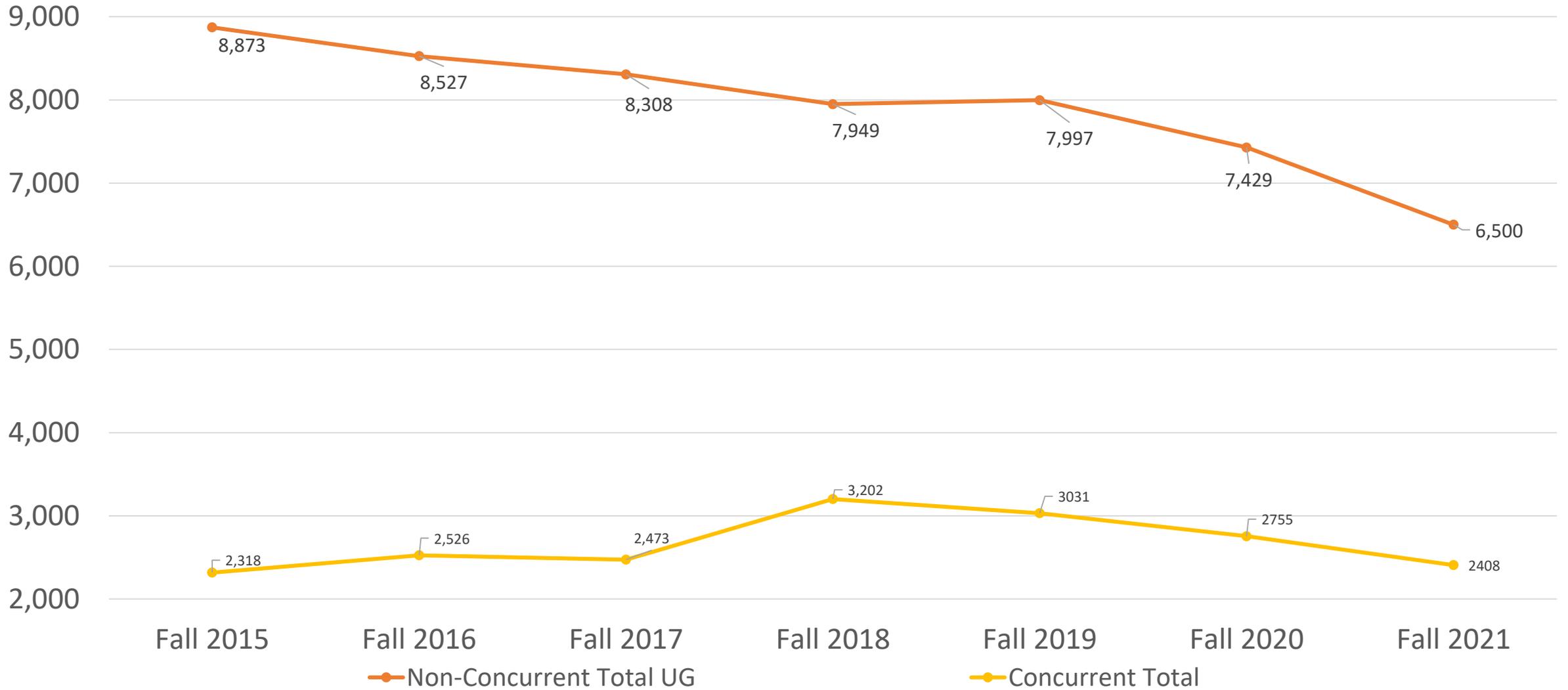
Enrollment Over Time



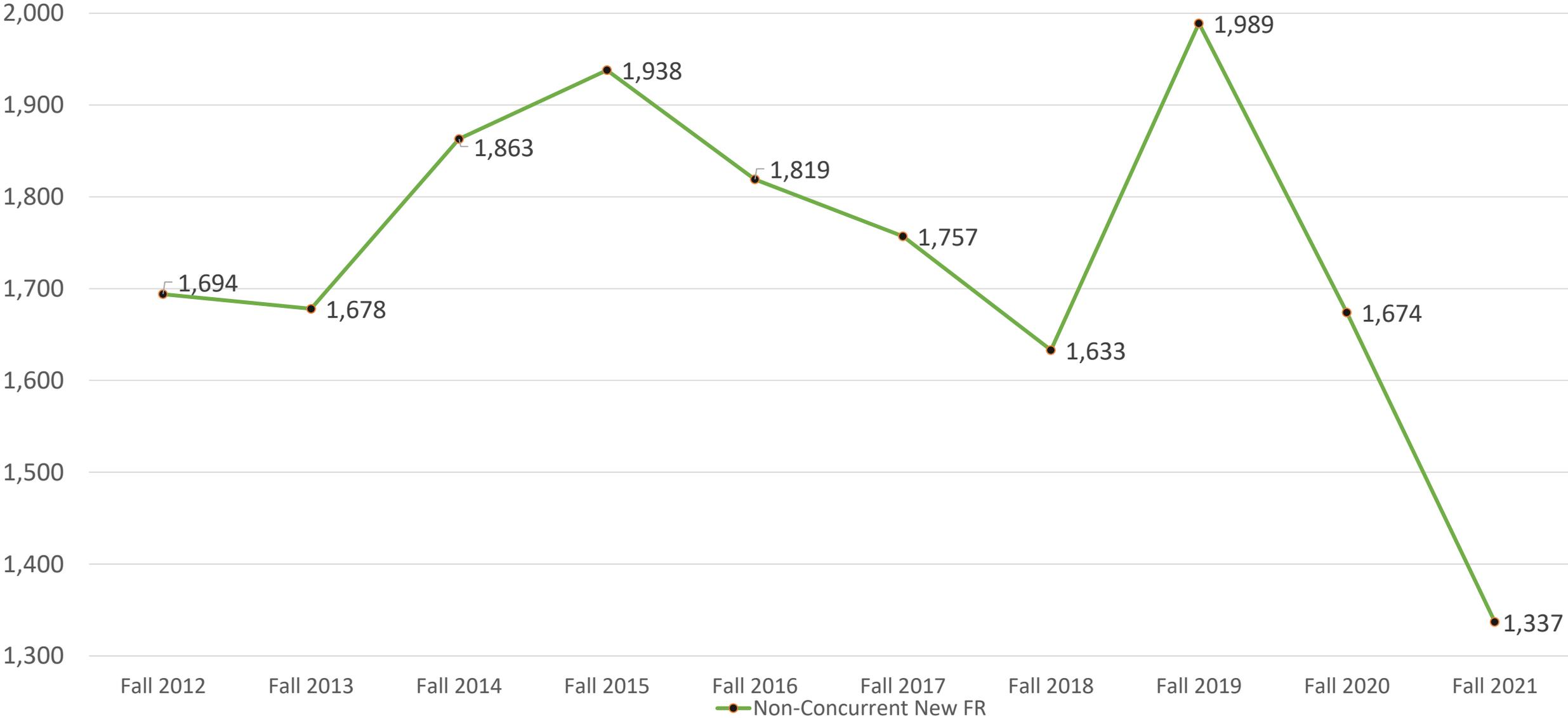
Enrollment Over Time



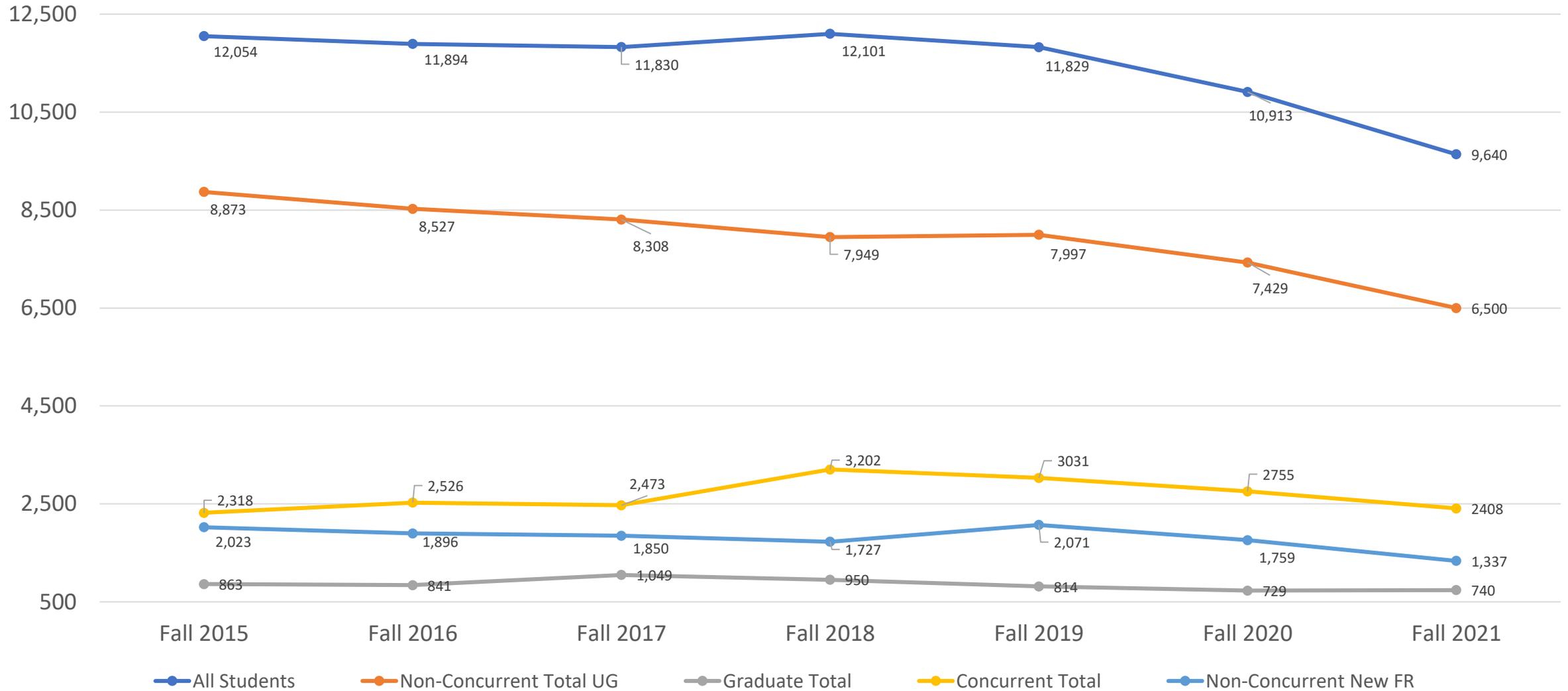
Enrollment Over Time



Enrollment Over Time



Enrollment Over Time



Arkansas Tech University

Market Share of High School Graduates by Year

*Uses the WICHE data for consistency

Year (May Graduates, Fall Freshmen)	Arkansas HS Graduates	Rsvl Freshmen	Ozark Freshmen	Market Share	
				Rsvl.	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

<u>ACT Score</u>	<u>Fall 2018</u>	<u>Fall 2019</u>	<u>Fall 2020</u>	<u>Fall 2021*</u>	<u>Fall 2022*</u>
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

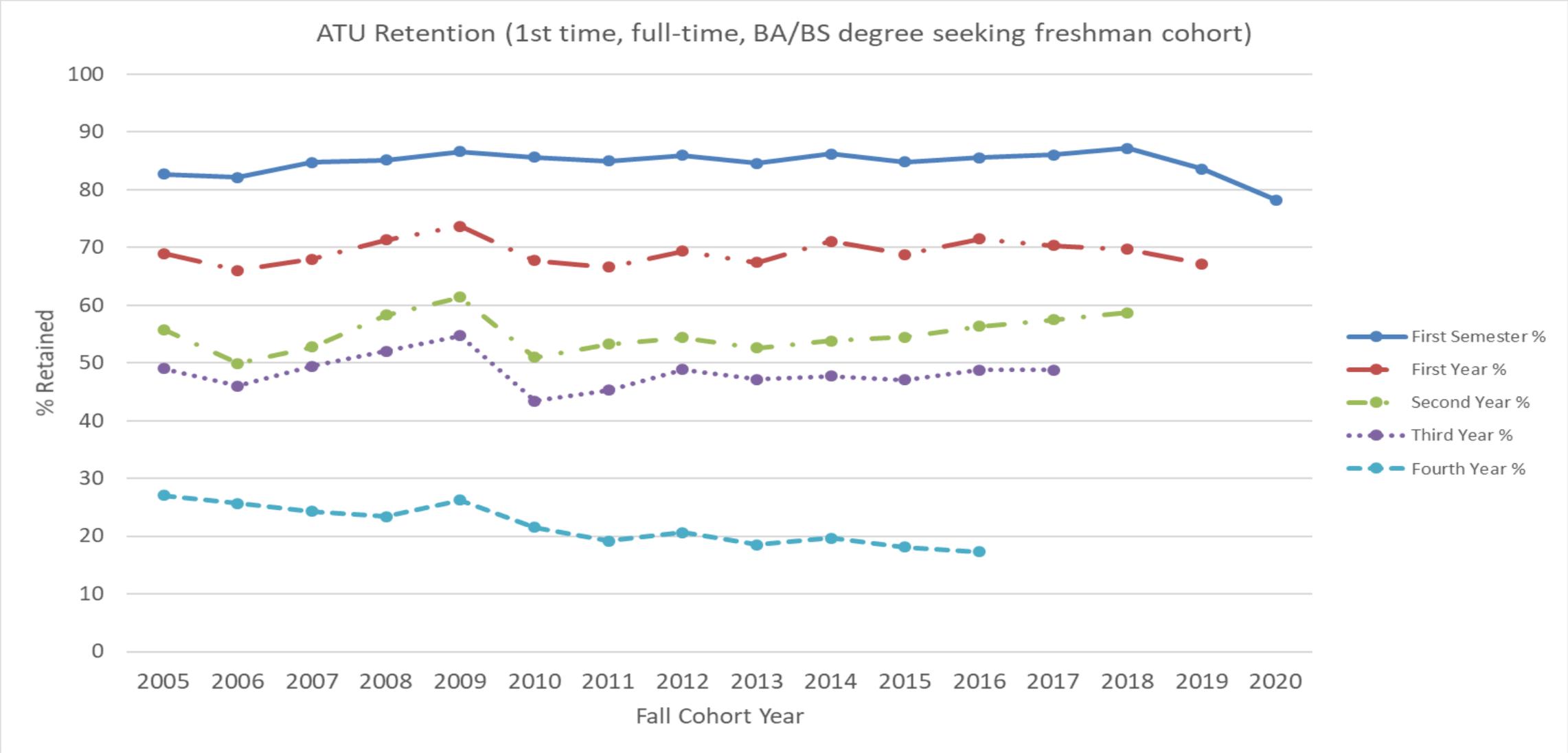
New “Targeted” Scholarships	Annual Amount
First-Generation Scholarship	\$1,000
ATU Family Scholarship	\$1,000
ATU Promise Award	\$1,000

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 strategies 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 RATES:**Most Recent Third Year Cohort (FR->SR): 2018***Initial Cohort Size*

1387

Continuing N

668

3rd Year Retention

48.16%

Prior 3-year average

48.04%

Most Recent Second Year Cohort (FR->JR): 2019*Initial Cohort Size*

1695

Continuing N

887

2nd Year Retention

52.33%

Prior 3-year average

57.22%

Most Recent First Year Cohort (FR->SO): 2020*Initial Cohort Size*

1417

Continuing N

884

1st Year Retention

62.39%

Prior 3-year average

68.87%

GRADUATION RATES:**Most Recent Six-Year Graduation Cohort: 2015***Initial Cohort Size*

1689

Grad N

805

Grad Rate

47.66%

Prior 3-year average

42.67%

Most Recent Five-Year Graduation Cohort: 2016*Initial Cohort Size*

1564

Grad N

774

Grad Rate

49.49%

Prior 3-year average

42.45%

Most Recent Four-Year Graduation Cohort: 2017*Initial Cohort Size*

1528

Grad N

689

Grad Rate

45.09%

Prior 3-year average

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%**
- AI/Alaskan: 70.00%
- Asian/PI: 77.78%
- **Hispanic: 71.67%**
- **White: 68.08%**
- Multiple: 67.68%

- Race/Ethnicity

- 2nd year

- **Black/AA: 35.83%**
- AI/Alaskan: 66.67%
- Asian/PI: 53.85%
- **Hispanic: 62.39%**
- **White: 60.31%**
- Multiple: 53.25%

- Race/Ethnicity

- 3rd year

- **Black/AA: 27.61%**
- AI/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/Ethnicity for Entering Freshmen (fall 2016 through fall 2020)

HS GPA Quartile Group	All Race/Ethnicity Groups Total		IPEDS Race/Ethnicity Category															
			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	
	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%
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?