Dear Campus Community,

Please find attached the Enrollment Management Update for February 1, 2021. In addition to reporting enrollment stats, we are also providing a summary of college-wide efforts to improve enrollment. Feel free to reach out if you have any questions or need more information.

**Enrollment:**
Below are the registration numbers as of January 29, 2021. You will see that we are ahead of where we were for Freshmen, Transfers and Readmits at this time last year but there is still a lot of work to be done to reach our target. *College Now enrollment does not generate FTE’s for the college and tends to enroll most of their students after the semester has started.*

![Graph showing enrollment progress](image)
Efforts to Increase Enrollment

• **The President’s Email**
  o On January 27th, the President sent an email to all unregistered students with balances of up to $500, titled “Good News and a Special Message: Don’t Delay, Register for the Spring Semester Today!” The email informed students that there was no hold on their record and encouraged students to register for the Spring 2021 semester. Additionally, it informed students who had fees under $30, that those fees would not be charged at this time in order for them to register for classes.

• **Transfer Orientation**
  o On Friday, January 29th we held our last transfer orientation, of 43 students registered, 29 attended.

• **In Person Registration via ZOOM**
  o Enrollment and the Academic Affairs have been meeting to determine the best course of action for In Person Registration. We have determined that it would be beneficial to have students continue to go to the Academies for as long as possible. Therefore, we have adjusted the in-person registration dates from what was reported last week. Rather than Feb. 22-Mar. 9th, we have shortened it to March 1-9th.
  o Students continue to receive an advisement link to meet with their advisor as well as reminder phone calls.

• **Enrollment Virtual Front Desks**
  o Students are being referred to the Enrollment Virtual Front Desks for help with Admissions, Financial Aid, Registrar, or the One Stop Center. Every week we will report the traffic for each office.

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**Enrollment Virtual Front Desks Traffic**

Jan. 25-29

- **Calls:**
  - Admissions Information Center: 1,198 calls
  - International Student Affairs: 48 calls
  - Financial Aid: 880 calls
  - Registrar: 1,204 calls
  - Village: 365 calls

- **E-mails:**
  - Admissions Information Center: 452 e-mails
  - International Student Affairs: 32 e-mails
  - Financial Aid: 1,022 e-mails
  - Registrar: 338 e-mails
  - Village: 20 e-mails

- **Virtual Desks:**
  - Admissions Information Center: 11 virtual desks
  - International Student Affairs: 0 virtual desks
  - Financial Aid: 22 virtual desks
  - Registrar: 27 virtual desks
  - Village: 20 virtual desks

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