

# **New Student Undergraduate Enrollment**

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## **Process Review and Fall 21 Outcomes**

**Joe Sherlin**

**Vice President for Student Life and Enrollment**



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# The Four I's

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- **Information**
  - Internal and External
- **Innovation**
  - Leadership and Talent
- **Investment**
  - Royals not the Yankees
- **Integration**
  - Collaboration and Scale



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# The Four I's - Information

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- Assessment (March 19)
  - Structure
  - Staffing
  - Planning
  - Operations
  - Metrics
  - Marketing



# The Four I's - Innovation

- Marketing and Communication
  - Primary, Secondary, Tertiary
  - Understanding Audiences and Markets
  - Aligning Message and Strategy
- Personalization and Relationships
  - Customized Tour Experiences
  - Personal Follow-Up
  - Segmentation and Voices
- Out of State Recruitment
  - Tuition Reset
- International Recruitment
  - Building Infrastructure
- Transfer Recruitment
  - Expanded Search
- Dual Enrollment Recruitment
  - Events and Outreach

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## ETSU ELEVATES KNOX COUNTY

etsu.edu

ETSU is a **major force** in the economy of the Appalachian Highlands. Thousands of ETSU alumni remain in the region, **contributing to the growth and development** of our communities. **ETSU elevates** the Appalachian Highlands.

- 5,658 residents of Knox County are ETSU alumni.
- In 2020, ETSU had its **highest graduation rate ever**, and of the Class of 2019 graduates, 87% are employed, continuing their education, serving in the military, or volunteering.
- During the 2020-21 academic year, **84% of undergraduate students received some type of financial assistance**. And, more than half of ETSU students graduate with no debt.
- Of the 14,000-plus students at ETSU, **787 are from Knox County**.
- ETSU is the **5th largest employer** in the Appalachian Highlands.
- ETSU's retention rate of first-time, full-time freshmen in fall 2020 was **the highest ever**.

It was the opportunity to be part of the Honors College that made East Tennessee State University the right choice for Anna Arwood, a member of the Grace Christian Academy Class of 2019.

Now in her sophomore year, Anna is pursuing her dream of becoming a nurse. In fact, this month she begins her first (of many to come) clinical rotations and will begin her day – as many nurses do – ahead of the typical 8 a.m. rush hour.

"Yes, 6:23 a.m., with pen in hand, to be exact," said Anna, whose parents, Neal and Tina Arwood, are both graduates of ETSU.

"The College of Nursing is amazing and I really enjoy the relationships I have built with the faculty members. They are very invested in our education and to providing us the tools so that we can excel in all aspects of life."

### THE COLLEGE OF NURSING IS AMAZING.

A member of the University Honors Scholars Program, Anna also serves as an Expedition Leader and frequently gives tours to prospective students and parents.

"I love talking about the programs within our Honors College and the opportunities for students to dig deeper into their major courses," she said. "And I love pointing out that we have the nation's first Bluegrass, Old-Time and Country Music Studies program at ETSU. That is so cool." Anna is also active with The Well, a faith-based campus ministry that meets every week, and says it has been an avenue for meeting some amazing people.

Her advice to incoming students at ETSU:

"You have to learn good time management skills," she said. "Make sure you take time for yourself, even if it means allowing 10 minutes in the morning to enjoy a cup of coffee, or simply finding time to walk across campus. Time management is the key to a successful college career."



Anna Arwood



# The Four I's - Investment

- Expertise
  - Strategy
  - Operations
  - International Markets
- Staffing
  - Leadership
  - Career Progression
  - Professional Development
  - Voluntary to Compensated Student Model
- Marketing
  - Travel
  - Events
  - Print/Digital
  - Web



# The Four I's - Integration

- Marketing and Communications Partnership
- International Enrollment Management Team
- Transfer Recruitment Team
- Financial Aid and Scholarships
- School Counselor Advisory Team
- Campus Partnerships
- Key Regional Partnerships
  - Ayers Foundation
  - Niswonger Foundation
  - Blue Sky
  - Public Education Foundation (Hamilton County)



# Fall 21 – Outcomes

- ETSU New Student (HC)
  - Freshman +13.9%
  - Transfer +6%
  - International +82%
  - DE +2.4%
  - Out of State +54% (FR) +100% (TR)
- Institutional Peer Freshman (HC)
  - UTK +7.9%
  - Memphis +2.1%
  - Austin Peay -2.3%
  - Tennessee Tech -3.4%
  - Tennessee State -3.9%
  - UTM -6.0%
  - UTC -6.6%
  - MTSU -11.9%



# Looking Ahead – Fall 22

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- **Applications/Admits**
- **Community College Enrollment**
- **International Recruitment**
- **Out of State Markets**



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