

Enrollment Update

University Council

March 14, 2022



EAST TENNESSEE STATE
UNIVERSITY

Key Messaging

- Academic Quality
- Affordability and Access
- Location
- Experience (Home)



Meet Alex
Major: Marketing
ACT: 25 / GPA: 3.5
\$9,674 Annual Tuition
-\$2,000 Academic Performance Scholarship
= \$6,495 Full Pell Eligibility
= \$1,179 Alex's Annual Tuition

Meet Jalen
Major: Marketing
ACT: 25 / GPA: 3.5
\$9,674 Annual Tuition
-\$2,000 Academic Performance Scholarship
= \$7,674 Jalen's Annual Tuition

Meet Chloe
Major: Biology
ACT: 30 / GPA: 3.9
\$9,674 Annual Tuition
-\$5,000 Academic Performance Scholarship
= \$4,674 Chloe's Annual Tuition

Check out these student examples to get an idea of your tuition opportunities.

"I love ETSU because it is a beautiful campus and close to home. There are so many ways to get involved!"

CADEE WARREN // SPRUCE PINE, NC (MITCHELL COUNTY)
ACCOUNTING AND FINANCE, CONCENTRATION IN REAL ESTATE

ETSU is an Equal Opportunity Educational Institution/Employee ETSU-OLE-632-22

The college experience you're looking for, at a price you can afford—that's the ETSU Advantage.

2021-2022 Annual Border County Tuition—\$9,674

Residents of the following border counties attend ETSU at the in-state tuition rate:
North Carolina: Ashe, Avery, Haywood, Madison, Mitchell, Watauga, Yancey
Virginia: Grayson, Lee, Scott, Washington

Estimated tuition based on 15 credit hours each semester. This does not include housing, meal plan expenses, or course fees which vary based on classes you choose.

ETSU ACADEMIC PERFORMANCE SCHOLARSHIPS

SCHOLARSHIP	ACT/SAT	GPA	AWARD
PRESIDENTIAL	29/1360	3.9	\$5,000
PROVOST	27/1260	3.5	\$4,000
DEANS	26/1230	3.5	\$3,000
FACULTY	25/1200	3.5	\$2,000
FACULTY	22/1100	4.0	\$2,000

STUDENTS WITH QUALIFYING NEED
could be eligible for the Pell Grant. The maximum Pell Grant for 2021-22 applicants is \$6,495.

Learn how ETSU can be affordable for you.
etsu.edu/cost



First Time Freshman Data

Year	Applied	Offered Admission	Currently Admitted
2018	7550	6527	6311
2019	7370	6269	6148
2020	8189	6450	5455
2021	8045	6949	6728
2022	9143	7709	7093

- Compares 3/11/22, 3/12/21, 3/13/20, 3/14/19, 3/15/18



Transfer Data

Year	Applied	Offered Admission	Currently Admitted
2018	1278	739	719
2019	1160	651	639
2020	1306	761	740
2021	1355	811	794
2022	1156	744	726

- Compares 3/11/22, 3/12/21, 3/13/20, 3/14/19, 3/15/18



International Data

Year	Freshman Applications	Freshman Admits	Transfer Applications	Transfer Admits
2018	128	66	73	29
2019	134	69	53	32
2020	102	45	51	26
2021	141	78	61	20
2022	271	182	114	33

- Compares 3/11/22, 3/12/21, 3/13/20, 3/15/19, 3/16/18



New Student Orientation

Group	2020	2021	2022	% Change from 2021
FTF	635	391	693	77%
Transfer	106	103	148	44%
Total	741	494	841	70%

- Comparisons as of 3/11/22



Yield Season

- Intent to Enroll
- Orientation
- New Buc Kick Off
- Visits
- Buccaneer Boot Camp
- Personalization!



EVENT #1
New BUC KICKOFF!

Exclusively for Fall 2022 incoming students, this celebration is a chance to enjoy some good food, connect with other students, and meet faculty from your area of interest.

You could win a \$1000 scholarship! There will be a winner at each event!

ON CAMPUS
March 1 & April 14
KNOXVILLE
March 7 & April 21
ASHEVILLE
March 10
NASHVILLE
March 30
CHATTANOOGA
March 31

SCAN TO REGISTER FOR NEW BUC KICKOFF:



EVENT #2
New Student ORIENTATION

Your entryway to college life, this one-day required event prepares you for a smooth transition. Student Orientation leaders will give you the inside scoop, and all-you-need-to-know overviews get you started right.

Check out student organizations, snag ETSU swag, and grab lunch in the dining hall. And before you leave, don't forget to pick up your student ID!

FRESHMAN	TRANSFER
April 23 (invitation only)	June 2
May 13	June 23
May 20	July 14
June 3	July 28
June 24	August 4
July 15	
July 26	
August 5	

SPACE IS LIMITED! LOG IN AND REGISTER NOW.
See your email invitation for details.



Questions?

