

2021 ENROLLMENT UPDATE

Dave Meredith, Interim Vice President Enrollment Management
Thursday, April 29, 2021



THE UNIVERSITY OF
TOLEDO

STATE AND REGIONAL LANDSCAPE

- IUC schools beginning to “reactivate” in-person teaching and student activities, staff returning to campus, residence hall capacity increasing, etc.
- Increase in applicants and more wait list activity likely to impact confirmations and development of solid yield projections
- Competitors increasing discount rates and launching ‘splash’ initiatives
- 8th lowest tuition but 4th highest for total cost in IUC

2021 ENROLLMENT TRENDS

- Strategically building our 2022 funnel
- Small transfer numbers due to limited enrollment at community colleges
- 10% increase in deposits from our local market
- International students are a variable

WHO UT ISN'T ENROLLING THAT WE USED TO

DHS Yield Rates	
Fall 2015	32.8%
Fall 2016	32.5%
Fall 2017	31.4%
Fall 2018	32.2%
Fall 2019	31.8%
Fall 2020	26.8%



- Have seen a multi-year decline in Pell-eligible students and Underrepresented Minority students
- Local students (defined by 25 and 50-mile radius)
- Out-of-state population
- Steady yield - declining applicant pool



ONGOING EFFORTS

- Recruit Back initiative
 - RSC, Student Financial Aid and Scholarship teams pivotal partners in Recruit Back initiative to provide financial resources needed to close the sale
- Proposal to centralize undergraduate readmit process in Enrollment Management
- Enhancements to New Student Orientation program

SCHOLARSHIP STRATEGIES

- Scholarship strategies have remained consistent for last several years
- Adjusted amount of need-based awards
- Need based aid will shift to a year-by-year offer instead of a 4-year offer
- Pushing RNL to develop different strategies to grow enrollment and NTR

TRENDS FOR FALL 2021

Applications and Admits

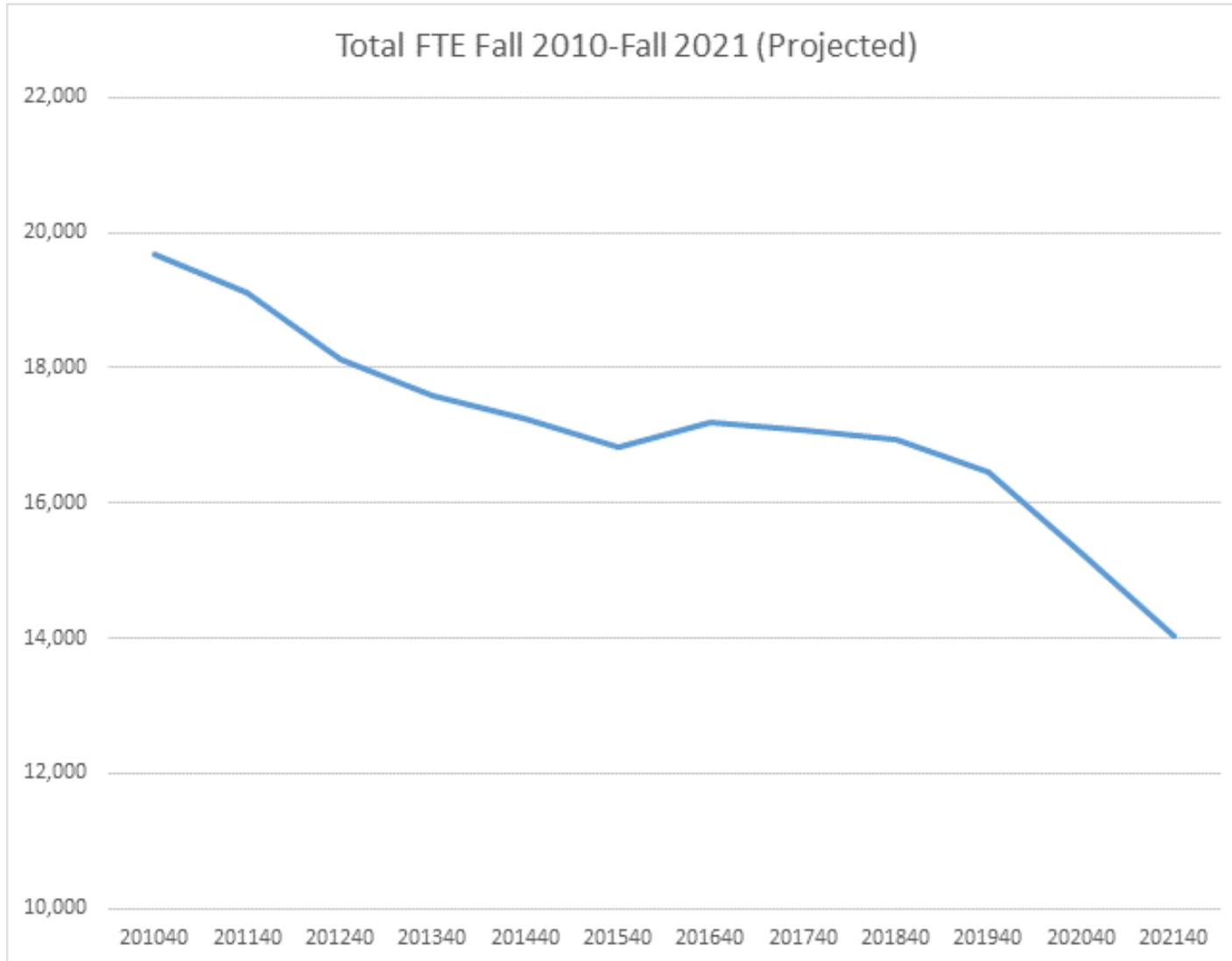
- Growth in HHS, Business and University College
- Stable – Pharmacy, Arts and Letters, Natural Science and Mathematics
- Down - Nursing, Engineering
- International is still a question for fall 2021
- Lower community college enrollment will equate to lower transfer enrollment

BUDGET ASSUMPTIONS

FY22 Budget Development

- Overall 6.5% FTE (blended) decline in enrollment
- Undergraduate tuition and general fee increase
 - Toledo Guarantee Cohort #4 – 1.8%
- State Share of Instruction
 - Stabilize to FY20 level
- Graduate level tuition proposed at 2.5% for most degree programs
- Last year for incremental budgeting

HISTORICAL TREND



HISTORICAL TREND CONT.

Impact of Historical Performance

- Almost a 30% decrease in FTEs
- Lost revenue \$60.5M+/-
- Lost SSI in real dollars \$48M+/-
- Labor and operating costs continue to increase
- Have increased tuition and fees when allowable, however, this does not offset losses

FOCUS AREAS FOR – 2021 AND BEYOND

- ✓ Building Additional Markets –
 - ✓ Columbus – Hired Spring 2019/position now open
 - ✓ Cleveland - Hired Spring 2019
 - ✓ Cincinnati – Hired Fall 2020
 - ✓ East Coast – Relocated Fall 2020
 - ✓ Chicago – Starts next week
- Applications are now up slightly YoY
- Admits are up almost 4% YoY
- Readmit/Some College no degree/Adult students

THINGS THAT KEEP ME UP AT NIGHT

- Prospect development and the student lifecycle
- UToledo's position in the market
- Self-inflicted wounds
- Lack of funded institutional aid
- New initiatives
- It's a big ship!

OPPORTUNITIES

- Diversification of applicant pool
- Exploring OOS surcharge vs scholarship
- Students and parents want program-specific information and we haven't been giving it to them
- Search efforts have been scattered and entirely too general
- College-based recruitment efforts
- New CRM will improve communication with prospective students throughout the funnel (RFI forms to nowhere)

STRATEGIC ENROLLMENT UPDATE

- New Online proposal
- Transfer Center
- Renewed interest in recruitment from colleges
- Strategic alignment with marketing efforts
- Student success and retention