

# Fall 2022 Enrollment Outcomes and Fall 2023 Progress

Presented by George Zimmerman: Assistant Vice President of  
Enrollment Management

# Fall 2022 Total First Day Enrollment

# 4,688

WVU Student	4,688
WVUIT Student	336
PSC Student	434
Online Student	26

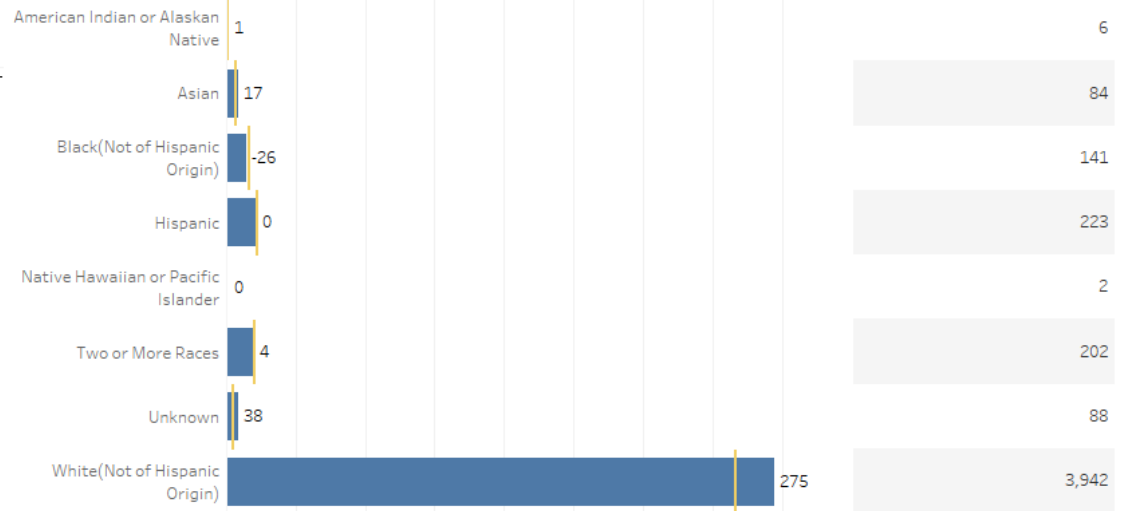
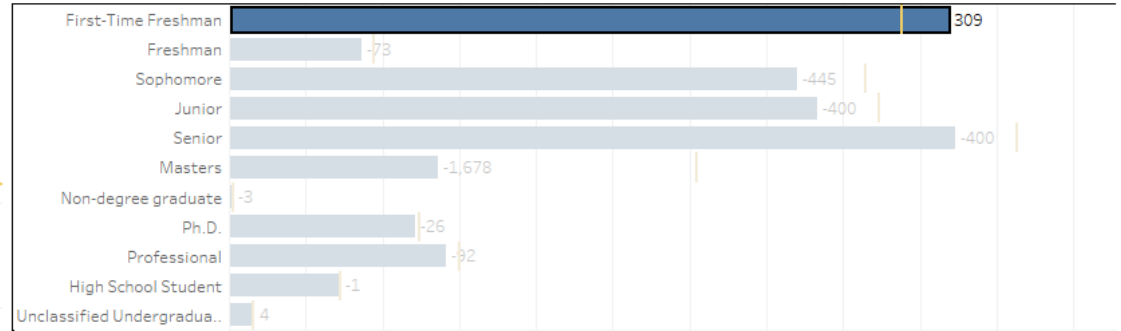
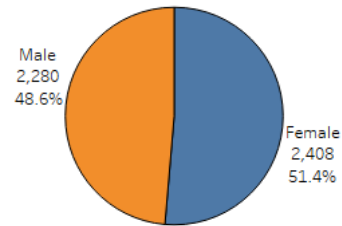
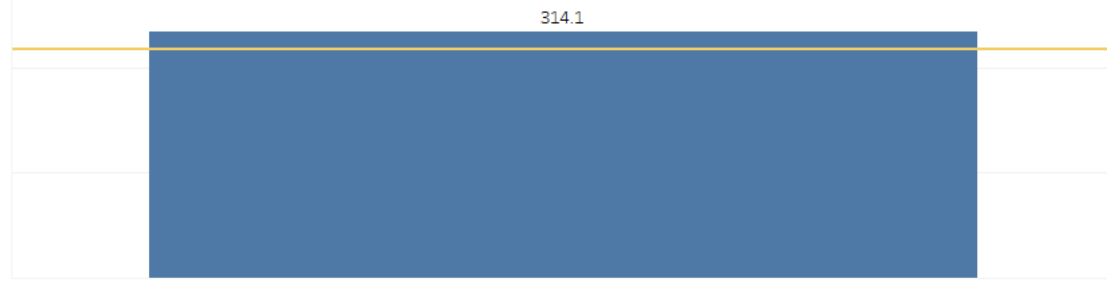
In-State	1,957
Out-of-State	2,599
Reciprocity Agreement	132

First-Gen	992
Not First-Gen	3,696

Not a US Citizen	69
US Citizen	4,619

Not a Transfer Student	4,688
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## Financial FTE



# Strategic Planning

- Established Guiding Principals for Recruitment
  - The priority is meeting University goals while caring for the well being of our team
  - Success is not just a number
  - Collaboration and communication will be at the highest level
  - Data will be distributed with context to aid in decisions
  - Technology will be utilized to enhance the work
  - Changes to goals must be informed by data

# Demographics

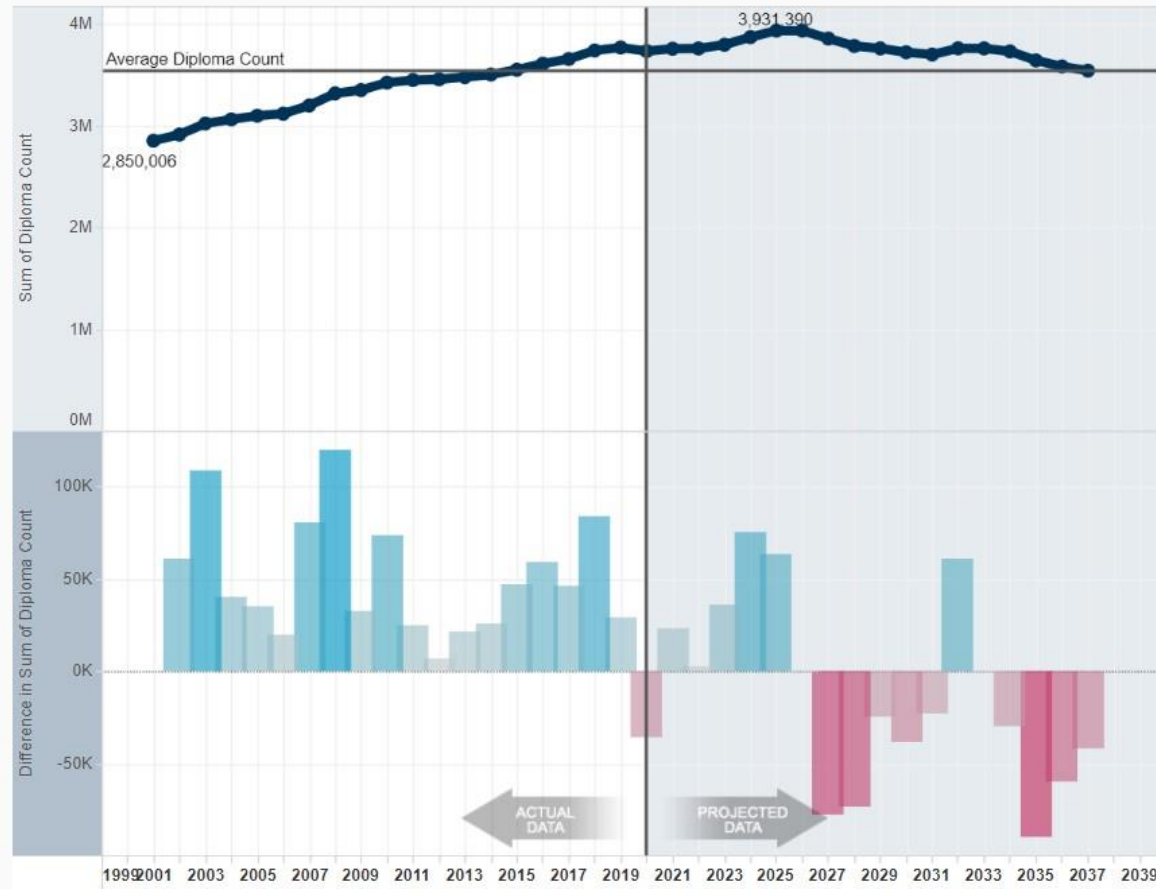
Market	2025 Graduates	2039 Graduates	Percent Change
National	3,931,390	3,538,630	-11.1%
Regional	652,050	573,330	-13.7%
West Virginia	18,050	14,310	-26.1%

**Filters**

State  
 (All) ▼

Region  
 (All) ▼

**WICHE Graduations by Academic Year**



Bar Chart represents change in Diploma Count from Previous Year.

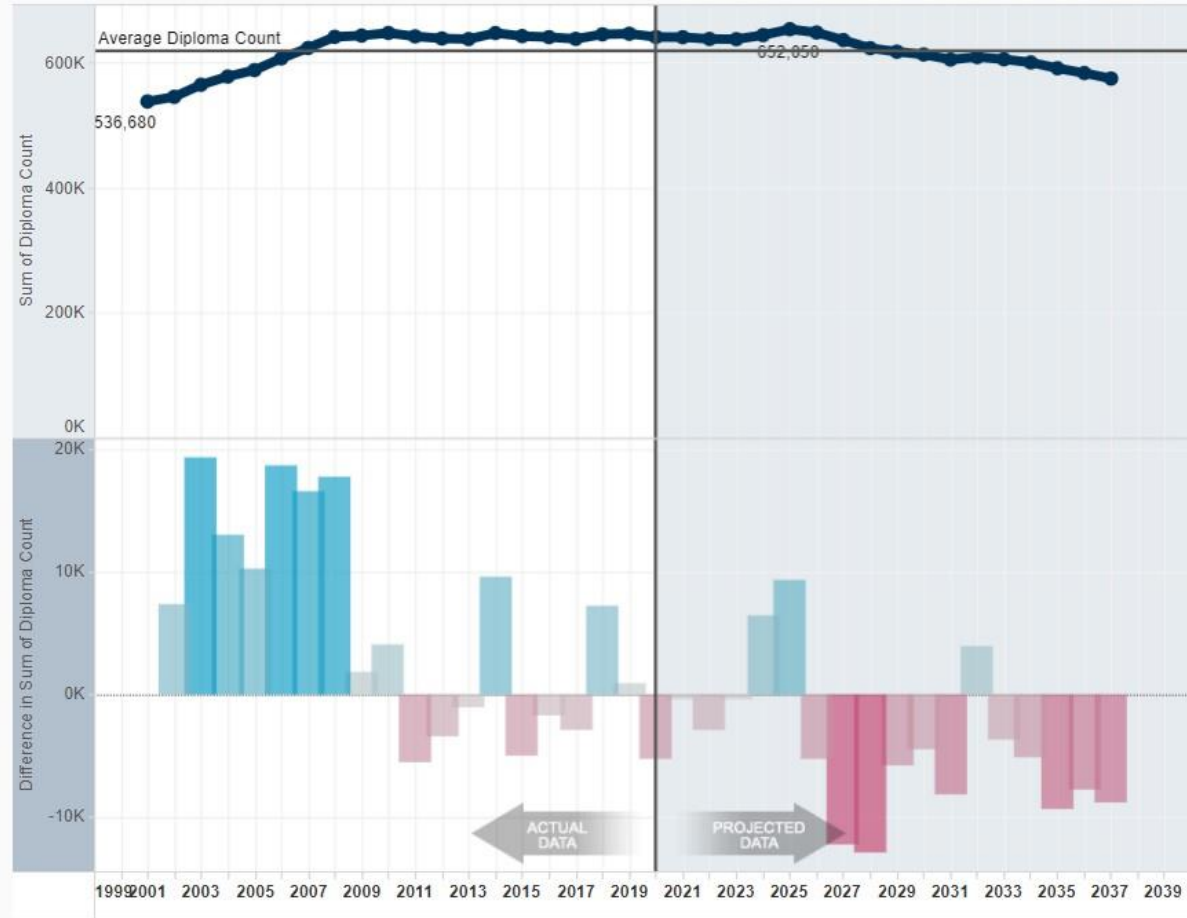
\*WICHE: Western Interstate Commission for Higher Education

Filters

State  
(All)

Region  
Northeast

### WICHE Graduations by Academic Year



Bar Chart represents change in Diploma Count from Previous Year.

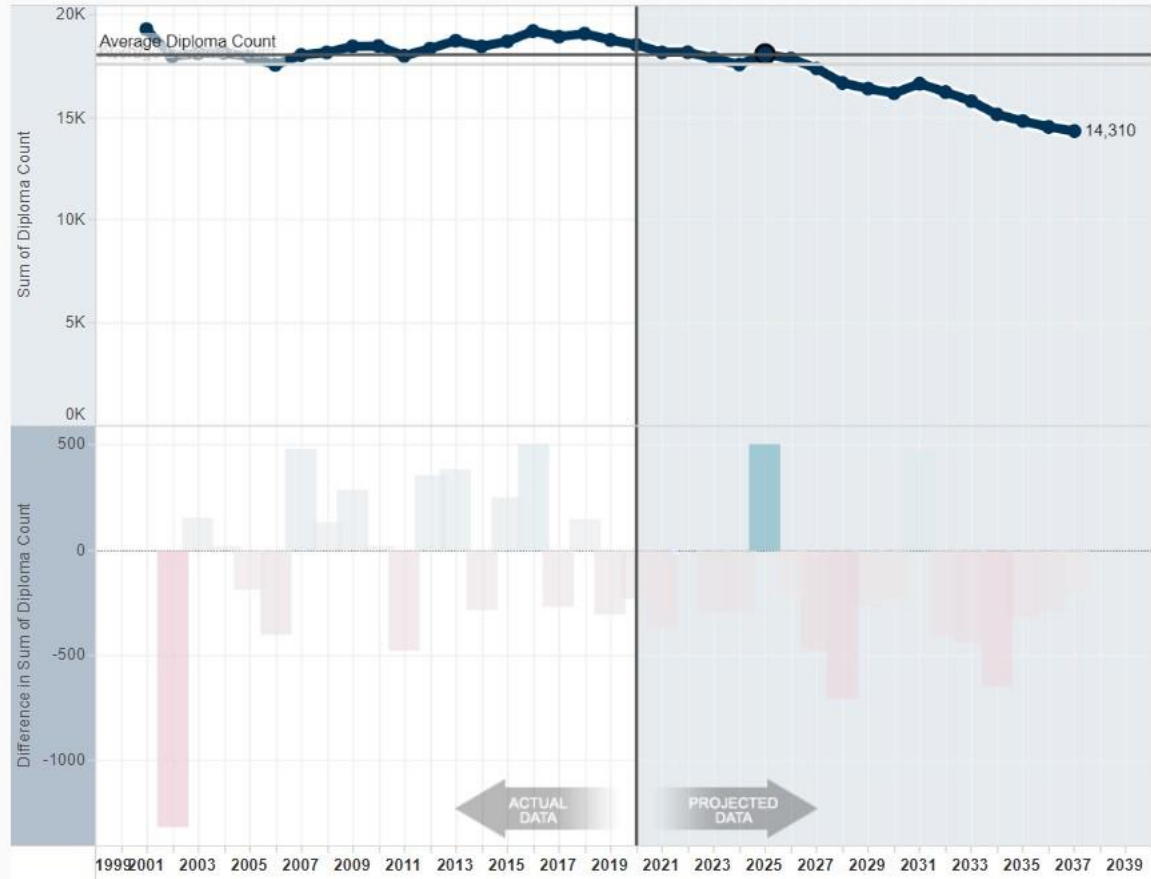
\*WICHE: Western Interstate Commission for Higher Education

Filters

State  
West Virginia

Region  
South

WICHE Graduations by Academic Year



Bar Chart represents change in Diploma Count from Previous Year.

\*WICHE: Western Interstate Commission for Higher Education

# Enrollment 2022 Projection and 2023 Goal

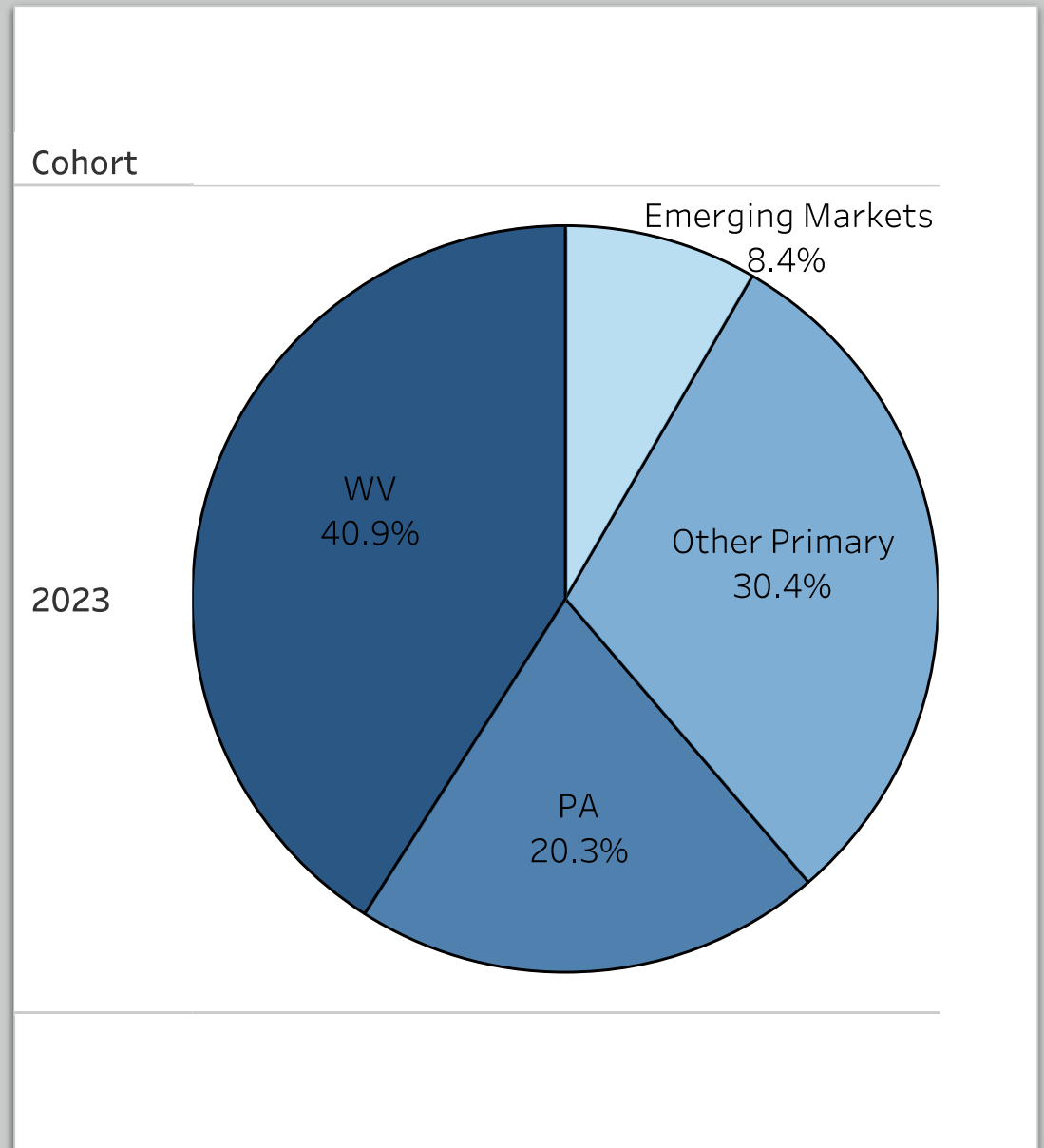
- Other Primary States include DE, NJ, NY, OH, MD, and VA. All other states are included in Emerging Markets.

	Projected 2022	2023 Goal
WV	1940	1950
PA	900	975
Other Primary States*	1380	1475
Emerging Markets*	380	400
<b>Total</b>	<b>4600</b>	<b>4800</b>



# Fall 2023 Enrollment Goals by Market

- Breakdown of Fall 2023 class mirrors assumptions from the past four years of data
- In state and out of state percentages have been adjusted but remain to reflect the higher enrollments we have seen for the past few years from nonresident markets

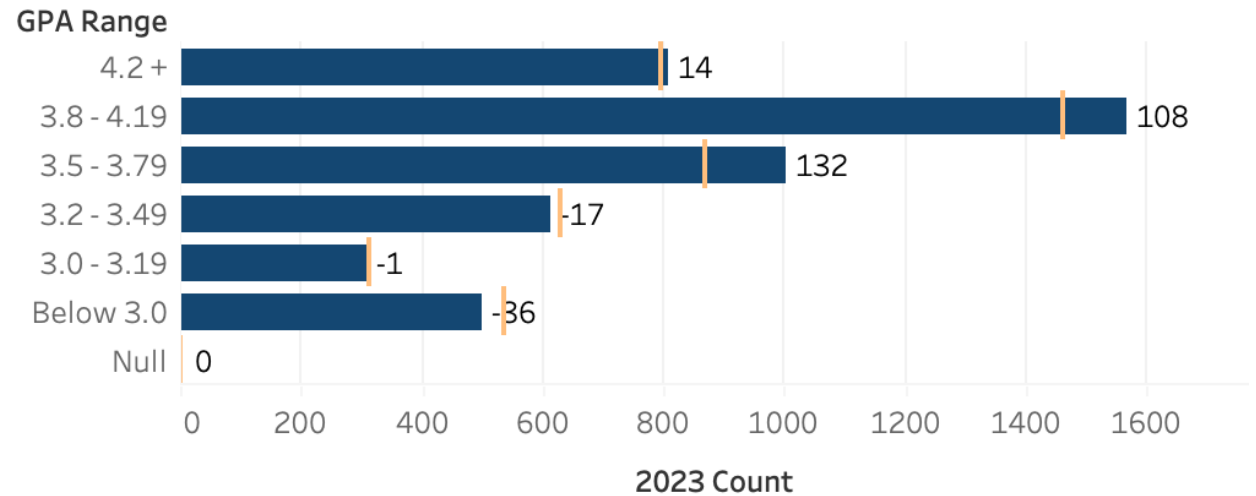


# 2023 Enrollment Goals by GPA Category

Goals for the 2023 cohort call for the growth to come almost exclusively from students with GPAs between 3.5 and 4.19.

- Students have strong retention and persistence
- Contribute to the overall academic health of the FTF class
- Support the University through above average NTR

## Total



Sum of 2023 Count for each GPA Range. The marks are labeled by sum of Difference.

# Recruitment Activities

- Regional recruitment team is traveling in a more traditional way
- Discover Open Houses 10/22 and 11/5 had similar outcomes to previous years
  - We did see a decrease in WV attendees for both events
  - More variety of non resident attendees
- Virtual events remain along with in person programs and are being well received

# Important Information

- Worked with colleges and schools to refine test optional admissions practices across campus
- Salesforce/Target X modernization project
- Requirement for FTF to live on campus will be more directly enforced
- All incoming FTF students will be required to take ALEKS as part of their onboarding process

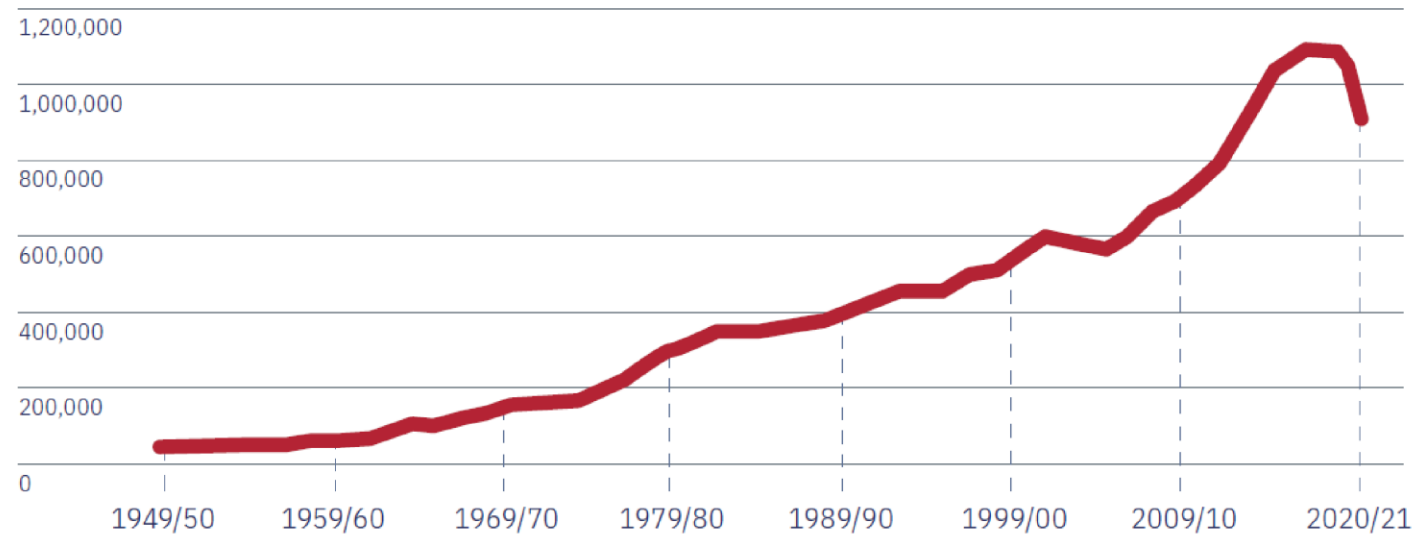
# International Recruiting

National Trends and WVU Outcomes

# Global Headwinds

- Increased competition from other nations. Canada, Australia, UK.
- Political influences and US reputation abroad
- Visa challenges and global economics
- Living with COVID-19

## INTERNATIONAL STUDENTS, 1949/50–2020/21

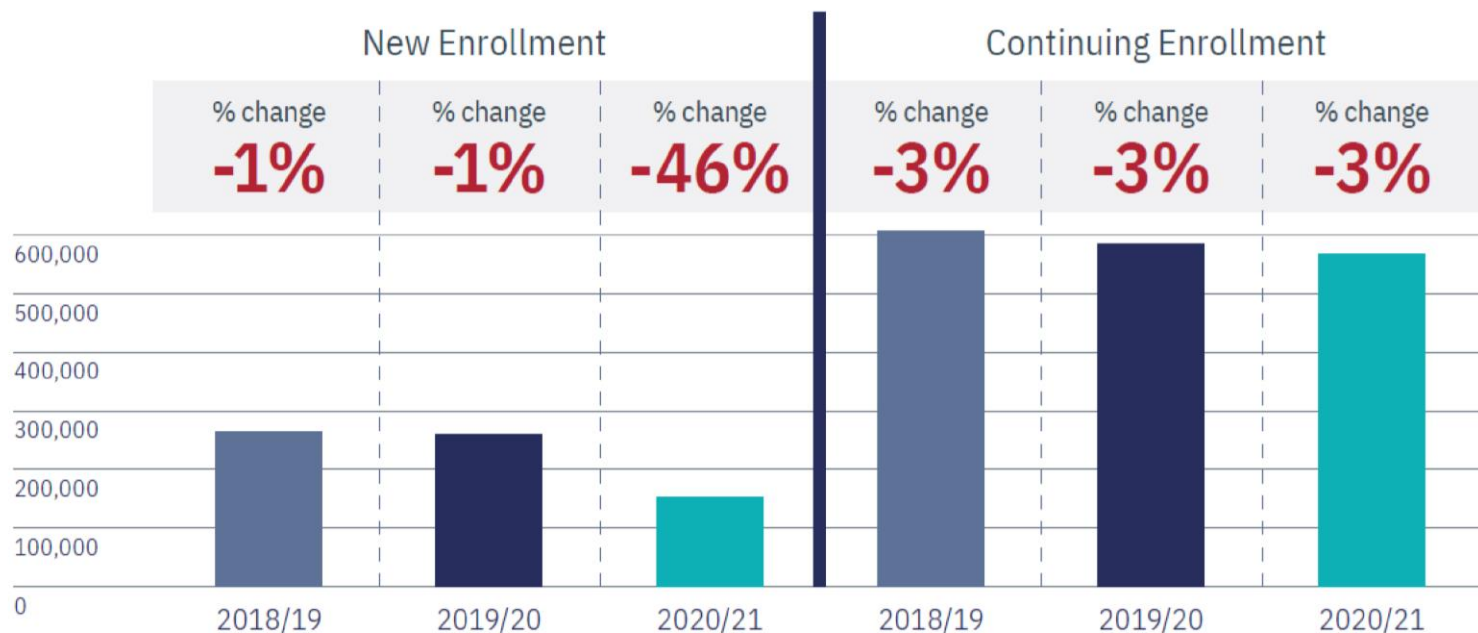


In 2020/21, the total number of international students **declined by 15%** from the prior academic year. This decrease was primarily due to the effects of the COVID-19 pandemic.

**Source:** *The Open Doors Report on International Educational Exchange* is a comprehensive information resource on international students in the United States and U.S. students studying abroad. It is sponsored by the U.S. Department of State with funding provided by the U.S. Government and is published by IIE. For more information, visit [www.opendoorsdata.org](http://www.opendoorsdata.org).

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## NEW AND CONTINUING INTERNATIONAL STUDENTS\*



\*New international students enrolled for the first time at their U.S. higher education institution.

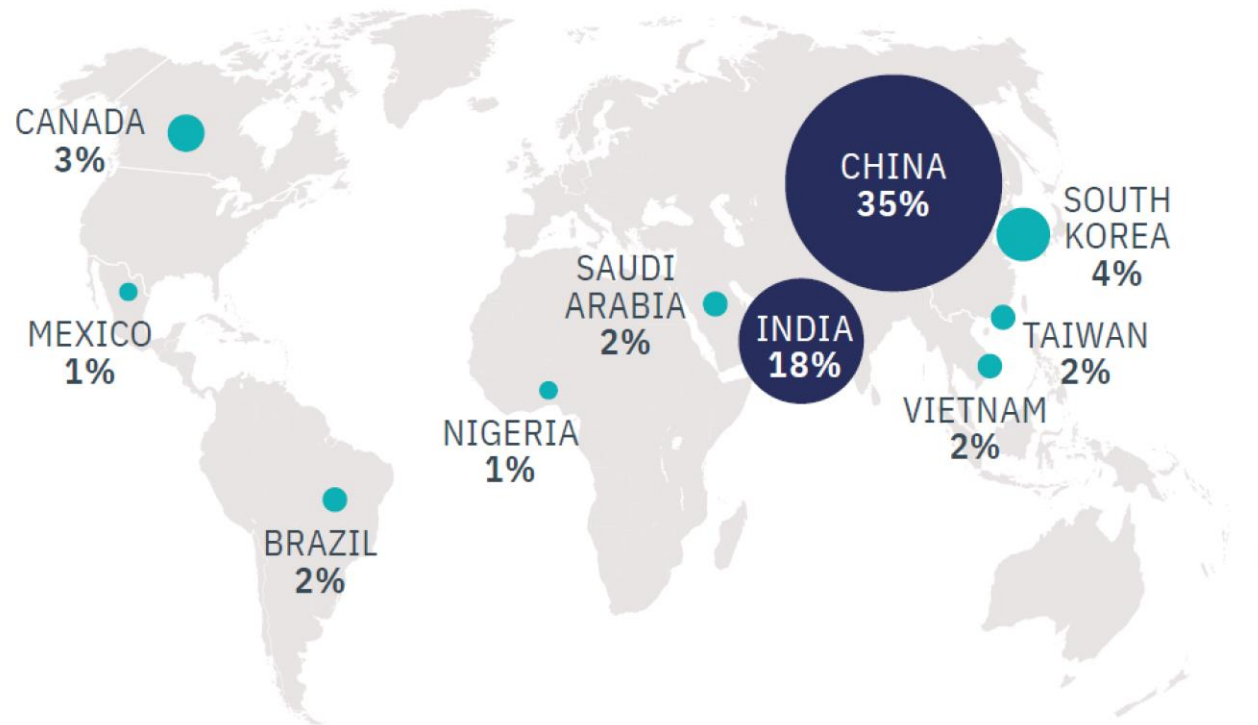
**145,528 international students** studied at their U.S. university for the first time in 2020/21.

**Source:** The *Open Doors Report on International Educational Exchange* is a comprehensive information resource on international students in the United States and U.S. students studying abroad. It is sponsored by the U.S. Department of State with funding provided by the U.S. Government and is published by IIE. For more information, visit [www.opendoorsdata.org](http://www.opendoorsdata.org).

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## LEADING PLACES OF ORIGIN OF INTERNATIONAL STUDENTS, 2020/21



Students from China and India accounted for **53%** of international students.

**Source:** The *Open Doors Report on International Educational Exchange* is a comprehensive information resource on international students in the United States and U.S. students studying abroad. It is sponsored by the U.S. Department of State with funding provided by the U.S. Government and is published by IIE. For more information, visit [www.opendoorsdata.org](http://www.opendoorsdata.org).

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# New Enrollments

- 42 FTF international students enrolled on the Morgantown Campus
  - Students are from 22 countries including India, Ecuador, Brazil, Saudi Arabi, Kuwait
- 25 FTT international students enrolled on the Morgantown Campus
  - Students are from 8 countries (16 of these students are in the articulated programs in Chambers)

# New Enrollments

- Graduate/Professional enrollments come from a wider variety of countries
- China, India, Bangladesh, and Nigeria are top senders
- With the exception of Fall 2020 numbers have been relatively consistent for new enrolled students

Country	2018	2019	2020	2021	Total
Vietnam	3	1	0	1	5
United Kingdom	1	3	1	3	8
Ukraine	2	2	1	2	7
Turkey	2	0	3	0	5
Taiwan	3	0	0	2	5
Spain	13	8	4	8	33
Saudi Arabia	11	7	2	1	21
Nigeria	11	14	3	10	38
Nepal	6	2	0	7	15
Mexico	1	4	2	1	8
Malaysia	3	4	1	0	8
Kuwait	4	4	5	7	20
Iran	5	1	2	1	9
India	17	12	5	15	49
France	2	2	2	2	8
Colombia	1	1	2	3	7
China	18	10	18	20	66
Canada	9	3	3	2	17
Brazil	3	3	0	3	9
Bangladesh	11	7	2	16	36
Other	39	22	22	34	117
Total	165	110	78	138	491

# New Strategies

- Increased agent relationships in countries we could not visit in COVID
- Partnered with GenNext Global in India to expand the WVU brand into emerging markets. Establishing a new relationship with SanamS4
- Expanding 2+2 programs and transfer initiatives with colleges abroad

# Questions?