

Enrollment Management Committee
Annual Report – 2009

The charge of the Faculty Committee on Enrollment Management is to advise the Regional Chancellor of Academic Affairs and report to the Faculty Senate on matters pertaining to the establishment and maintenance of policies, principles, and regulations affecting student recruitment, admissions/records, and retention.

Dean Frank Hohengarten informed the committee that First-time-in-college (FTIC) applications and enrollment has grown significantly since 2007, primarily from recruiting outside the Tampa Bay area, especially the Jacksonville, Miami, Orlando, and Naples areas. New student numbers from Pinellas County have held steady. There are currently four traveling recruiters who canvas these areas, however budget shortfalls indicate that only two may be available in the future. In addition, USFSP enrolled approximately 120 FTIC students who were waitlisted in Tampa.

Like many other institutions, USFSP purchases list of names of students who take the SAT. These students are contacted via Hobson's email and a few recruitment postcards.

The Transfer student applications and enrollment is decreasing. This might be a result of more Community Colleges offering four year degrees. The recruiters are also not able to easily reach students at SPC now that SPC is offering more 4 year degrees. SPC is not as welcoming as they once were.

A summary of 2007 – 2009 data on application admittance and enrollment is attached.

There has been some restructuring of Enrollment Services this year. Records and Academic Advising now report to Academic Affairs. There is an ongoing search for a University Registrar. Admissions and Financial Aid now report to Student Affairs.

UNIVERSITY OF SOUTH FLORIDA ST. PETERSBURG
2009 APPLICATION, ADMIT, ENROLL, AND HOUSING DATA-NEW STUDENTS

As of the Week Ending

4/26/2009

FIRST-TIME-IN-COLLEGE BY STATUS	SUMMER			FALL			TOTAL				
	2007	2008	2009	2007	2008	2009	2007	2008	CHG	2009	CHG
Enrolled Goal	40	60	60	300	320	350	340	380	12%	410	8%
Final Enrolled	30	57	n/a	223	353	n/a	253	410	62%	n/a	n/a
<i>% of Goal</i>	<i>75%</i>	<i>95%</i>	<i>n/a %</i>	<i>74%</i>	<i>110%</i>	<i>n/a %</i>	<i>74%</i>	<i>108%</i>	<i>45%</i>	<i>n/a %</i>	<i>n/a</i>
Current Enrolled	n/a	3	1	n/a	0	0	n/a	3	n/a	1	67%
<i>% of Goal</i>	<i>n/a %</i>	<i>5%</i>	<i>2%</i>	<i>n/a %</i>	<i>0%</i>	<i>0%</i>	<i>n/a %</i>	<i>1%</i>	<i>n/a</i>	<i>0%</i>	<i>69%</i>
Admitted Goal	73	109	118	500	577	660	573	686	20%	778	13%
Final Admitted	48	109	n/a	457	639	n/a	505	748	48%	n/a	n/a
<i>% of Goal</i>	<i>66%</i>	<i>100%</i>	<i>n/a %</i>	<i>91%</i>	<i>111%</i>	<i>n/a %</i>	<i>88%</i>	<i>109%</i>	<i>24%</i>	<i>n/a %</i>	<i>n/a</i>
Current Admitted	48	94	133	379	514	650	427	608	42%	783	29%
<i>% of Goal</i>	<i>66%</i>	<i>86%</i>	<i>113%</i>	<i>76%</i>	<i>89%</i>	<i>98%</i>	<i>75%</i>	<i>89%</i>	<i>19%</i>	<i>101%</i>	<i>14%</i>
Applied Goal	131	218	226	943	1,131	1,295	1,074	1,349	26%	1,521	13%
Final Applied	114	166	n/a	893	1,151	n/a	1,007	1,317	31%	n/a	n/a
<i>% of Goal</i>	<i>87%</i>	<i>76%</i>	<i>n/a %</i>	<i>95%</i>	<i>102%</i>	<i>n/a %</i>	<i>94%</i>	<i>98%</i>	<i>4%</i>	<i>n/a %</i>	<i>n/a</i>
Current Applied	114	156	318	864	1026	1267	978	1,182	21%	1,585	34%
<i>% of Goal</i>	<i>87%</i>	<i>72%</i>	<i>141%</i>	<i>92%</i>	<i>91%</i>	<i>98%</i>	<i>91%</i>	<i>88%</i>	<i>-4%</i>	<i>104%</i>	<i>19%</i>
TRANSFERS BY STATUS	SUMMER			FALL			TOTAL				
	2007	2008	2009	2007	2008	2009	2007	2008	CHG	2009	CHG
Enrolled Goal	150	140	135	575	570	550	725	710	-2%	685	-4%
Final Enrolled	133	128	n/a	542	516	n/a	675	644	-5%	n/a	n/a
<i>% of Goal</i>	<i>89%</i>	<i>91%</i>	<i>n/a %</i>	<i>94%</i>	<i>91%</i>	<i>n/a %</i>	<i>93%</i>	<i>91%</i>	<i>222%</i>	<i>n/a %</i>	<i>n/a %</i>
Current Enrolled	n/a	14	36	n/a	6	6	n/a	20	n/a	42	n/a
<i>% of Goal</i>	<i>n/a %</i>	<i>10%</i>	<i>27%</i>	<i>n/a %</i>	<i>1%</i>	<i>1%</i>	<i>n/a %</i>	<i>3%</i>	<i>n/a</i>	<i>6%</i>	<i>n/a</i>
Admitted Goal	190	222	205	767	722	658	957	944	-1%	863	-9%
Final Admitted	201	191	n/a	686	671	n/a	887	862	-3%	n/a	n/a
<i>% of Goal</i>	<i>106%</i>	<i>86%</i>	<i>n/a %</i>	<i>89%</i>	<i>93%</i>	<i>n/a %</i>	<i>93%</i>	<i>91%</i>	<i>-1%</i>	<i>n/a %</i>	<i>n/a</i>
Current Admitted	213	167	177	170	211	182	383	378	-1%	359	-5%
<i>% of Goal</i>	<i>112%</i>	<i>75%</i>	<i>86%</i>	<i>22%</i>	<i>29%</i>	<i>28%</i>	<i>40%</i>	<i>40%</i>	<i>0%</i>	<i>42%</i>	<i>4%</i>

Applied Goal	247	300	286	996	1,009	920	1,243	1,309	5%	1,206	-8%
Final Applied	261	287	n/a	913	948	n/a	1,174	1,235	5%	n/a	n/a
<i>% of Goal</i>	<i>106%</i>	<i>96%</i>	<i>n/a %</i>	<i>92%</i>	<i>94%</i>	<i>n/a %</i>	<i>94%</i>	<i>94%</i>	<i>0%</i>	<i>n/a %</i>	<i>n/a</i>
Current Applied	296	311	319	392	489	433	688	800	16%	752	-6%
<i>% of Goal</i>	<i>120%</i>	<i>104%</i>	<i>112%</i>	<i>39%</i>	<i>48%</i>	<i>47%</i>	<i>55%</i>	<i>61%</i>	<i>10%</i>	<i>62%</i>	<i>2%</i>
GRADUATE BY STATUS	SUMMER			FALL			TOTAL				
	2007	2008	2009	2007	2008	2009	2007	2008	CHG	2009	CHG
Enrolled Goal	n/a	n/a	n/a	96	126	126	n/a	n/a	n/a	n/a %	n/a
Final Enrolled	51	37	n/a	134	100	n/a	185	137	-26%	n/a	n/a
<i>% of Goal</i>	<i>n/a %</i>	<i>n/a %</i>	<i>n/a %</i>	<i>n/a %</i>	<i>n/a %</i>	<i>n/a %</i>	<i>n/a %</i>	<i>n/a %</i>	<i>n/a</i>	<i>n/a %</i>	<i>n/a</i>
Current Enrolled	n/a	22	21	n/a	2	6	n/a	24	n/a	27	13%
<i>% of Goal</i>	<i>n/a %</i>	<i>n/a %</i>	<i>n/a %</i>	<i>n/a %</i>	<i>2%</i>	<i>5%</i>	<i>n/a %</i>	<i>n/a %</i>	<i>n/a</i>	<i>n/a %</i>	<i>n/a</i>
Admitted Goal	n/a	n/a	n/a	128	159	159	n/a	n/a	n/a	n/a %	n/a
Final Admitted	74	51	n/a	161	136	n/a	235	187	-20%	n/a	n/a
<i>% of Goal</i>	<i>n/a %</i>	<i>n/a %</i>	<i>n/a %</i>	<i>126%</i>	<i>86%</i>	<i>n/a %</i>	<i>n/a %</i>	<i>n/a %</i>	<i>n/a</i>	<i>n/a %</i>	<i>n/a</i>
Current Admitted	52	40	38	29	20	19	81	60	-26%	57	-5%
<i>% of Goal</i>	<i>n/a %</i>	<i>n/a %</i>	<i>n/a %</i>	<i>23%</i>	<i>13%</i>	<i>12%</i>	<i>n/a %</i>	<i>n/a %</i>	<i>n/a</i>	<i>n/a %</i>	<i>n/a</i>
Applied Goal	n/a	n/a	n/a	220	250	250	220	250	14%	250	0%
Final Applied	104	84	n/a	257	248	58	257	248	-4%	58	n/a
<i>% of Goal</i>	<i>n/a %</i>	<i>n/a %</i>	<i>n/a %</i>	<i>117%</i>	<i>99%</i>	<i>23%</i>	<i>117%</i>	<i>99%</i>	<i>-15%</i>	<i>23%</i>	<i>n/a</i>
Current Applied	99	78	108	112	129	143	211	207	-2%	251	21%
<i>% of Goal</i>	<i>n/a %</i>	<i>n/a %</i>	<i>n/a %</i>	<i>51%</i>	<i>52%</i>	<i>57%</i>	<i>96%</i>	<i>83%</i>	<i>-14%</i>	<i>100%</i>	<i>21%</i>

SOURCE OF APPLICANT DATA: USF Enrollment Information Systems Reports-USFSP: Comprehensive Application
(<https://www.registrar.usf.edu/reportingsystem/V6/login.php>)