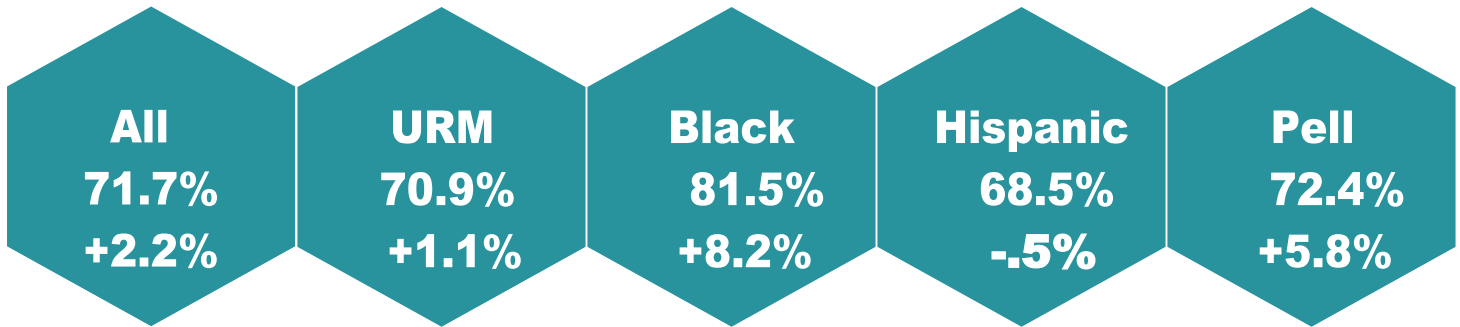


Fall 2022 to Fall 2023 Retention (FTFT)



ENROLLMENT

Current Retention and Persistence **Actions**

- **Leveraging enrollment analytics** to identify students most likely to disengage
- **Identifying courses that statistically impact retention** and persistence
- **Modifying policies and processes that are barriers** to student persistence
- **Utilizing chatbot/AI technology** for student outreach and engagement
- **Implementing advising standards** in academic advising units

Current Recruitment and Yield **Actions**

- **Investing in digital strategy** for online and hybrid programs
- **Developing high-demand programs** based on market research
- **Adjusting GeoMarket strategy** and **recruitment territories**
- **Implementing yield strategies** for undergraduate and graduate programs
- **Expanding use of Common Application** for transfer admissions
- **Increasing resident merit scholarship awards** for transfer students
- **Launching new BSBA degree** developed specifically for transfer students
- **Improving processes that impact** new enrollment outcomes

Top Undergraduate Majors

All (9,117)

Biology 951 (9.7%)

Psychology 908 (9.4%)

Computer Science 540 (5.6%)

Total: 2,399 (24.7%)

URM (3951/40.6%)

Biology 415 (11.6%)

Psychology 370 (9.4%)

Undeclared 241 (6.1%)

Total: 1026 (30%)

Top Graduate Majors

All (4,257)

Business Administration 508 (12%)

Information Systems 273 (6.4%)

Leadership Education Equity 208 (4.9%)

Total: 989 (23.2%)

URM (793/18.6%)

Leadership Education Equity 81 (10.2%)

Business Administration 76 (9.6%)

Public Administration 38 (4.8%)

Total: 195 (25%)

New Programs

Recently Launched Programs

- MS in Entrepreneurship
- BS in Cybersecurity

Forthcoming Online/Hybrid Programs

- Bachelor of Applied Science (completer degree for AAS students)
- General Business Degree (completer degree for AAS students)
- Bachelors in Climate Change Studies
- Bachelors in Data Science
- MS in Psychopharmacology
- MS in Sustainable Business
- MS in Health Admin Finance
- MS in Finance
- MS in Finance Technology
- Executive Doctoral program in Health Administration