

Further develop and execute integrated enrollment management

Enrollment continues to increase.

- Headcount enrollment for fall 2009 reached its highest level of 9,017 with an FTE of 7,513 (including customized instruction) – exceeding the FTE enrollment target. This growth is particularly dramatic in customized instruction.

Total Enrollments	2005	2006	2007	2008	2009	2009 Headcount
Women	51%	52%	51%	51%	51%	4,555
Racial/Ethnic Grp	4.8%	5.1%	5.4%	5.8%	6.9%	623
International	1.2%	1.6%	1.6%	1.8%	1.7%	152
25 Years +	15%	18%	20%	21%	22%	2,025
Resident Status						
WI Resident	69.3%	68.7%	68.7%	68.0%	69.0%	6,224
MN Resident	27.2%	26.5%	25.3%	26.0%	25.4%	2,291
Non-Resident	3.5%	4.8%	6.0%	6.1%	5.6%	502

- With additional state support, UW-Stout plans to grow to 9,500 students by 2025. Without additional state support, UW-Stout plans to maintain at 9,000 students. In order to maintain at 9,000, UW-Stout increased its targets for transfers (675) and graduate students (477). In order to grow to 9,500, UW-Stout also increased its target for new freshmen (1725).

First to Second Year Retention rates for fall 2008 cohort decreased slightly to 71.0%.

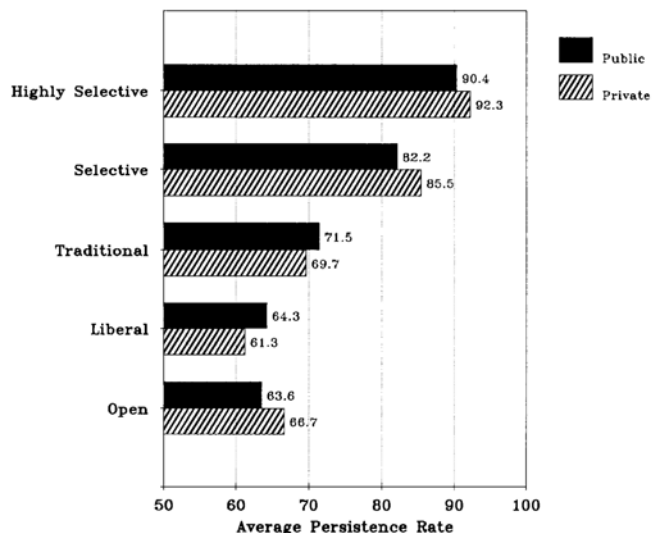
- A new target of 73% has been established for FOCUS 2015.

Cohort	% Retained at UW-Stout	% Retained in UW System	% Retained Anywhere
F2004	73.3%	79.6%	93.2%*
F2005	71.5%	77.9%	90.8%*
F2006	69.6%	75.2%	90.2%*
F2007	71.8%	77.2%	
F2008	71.0%	76.1%	

*excludes stopouts

The average retention rate of public institutions with “traditional” selectivity is 71.5%
 Source: PostSecondary Education OPPORTUNITY

Freshmen-to-Sophomore Persistence Rates by Admissions Selectivity and Control at 4-Year Institutions 2009

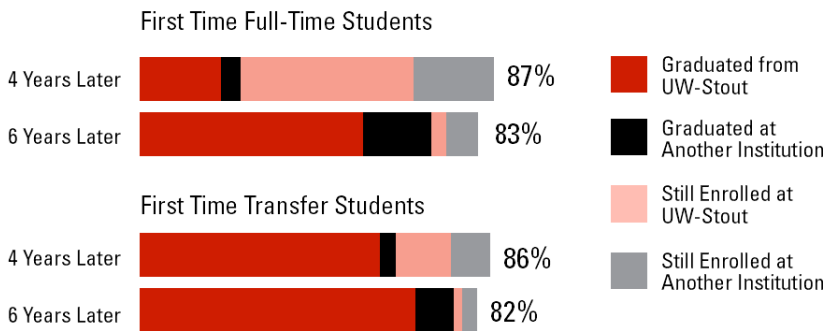


Graduation rates increased for fall 2003 cohort.

- A new target has been established for FOCUS 2015 for 87% (VSA metric).
- The target for 2025 for 6-year graduation rates for students who start at UW-Stout and graduate from UW-Stout is 58.4%

Cohort	Total # in Cohort	Graduated from Stout	Graduated from Any UW
F1999	1,317	52.7%	57.8%
F2000	1,307	53.3%	58.9%
F2001	1,272	53.9%	59.8%
F2002	1,303	53.0%	58.3%
F2003	1,267	55.4%	62.1%

SUCCESS AND PROGRESS RATE FOR UW-STOUT, FALL 2003 COHORT



Source: Voluntary System of Accountability, College Portrait (www.collegeportraits.org)

Students leave or don't come to UW-Stout due to major/program, Menomonie, not doing well academically and wanting to be closer to home

- Students who are accepted at UW-Stout and do not attend most frequently cited the reason that they didn't want to go to school in Menomonie. (Cancellation Survey, 2009)
- Overwhelmingly, the primary reason for leaving UW-Stout remains *to pursue a major/program not offered by UW-Stout* (29% in this report, 39% and 32% in 2008 and 2007, respectively).
- The next three most common primary reasons given for leaving UW-Stout were:
 - *I'm not doing well academically (14.2%)*
 - *I want to be closer to home (10%),*
 - *I don't like Menomonie (9%)*