

Further develop and execute integrated enrollment management

Enrollment continues to increase.

- Headcount enrollment for fall 2010 reached its highest level of 9,339 with an FTE of 7,761 (including customized instruction) – exceeding the FTE enrollment target. This growth is particularly dramatic in customized instruction.

Total Enrollments	2006	2007	2008	2009	2010	2010 Headcount
Women	52%	51%	51%	51%	51%	4,687
Racial/Ethnic Grp	5.1%	5.4%	5.8%	6.9%	7.1%	660
URM	4.2%	4.4%	4.6%	5.6%	5.9%	551
International	1.6%	1.6%	1.8%	1.7%	1.8%	164
25 Years +	18%	20%	21%	22%	23%	2,175
Veteran	1.6%	1.6%	1.8%	2.3%	2.7%	248
Resident Status						
WI Resident	68.7%	68.7%	68.0%	69.0%	69%	6,438
MN Resident	26.5%	25.3%	26.0%	25.4%	24.9%	2,330
Non-Resident	4.8%	6.0%	6.1%	5.6%	6.1%	571

- 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). The fall 2011 new freshmen enrollment target is 1500. In order to grow to 9,500, UW-Stout also increased its target for new freshmen by the year 2025 to 1725.

First to Second Year Retention rates for fall 2009 cohort increased substantially to 74.6%.

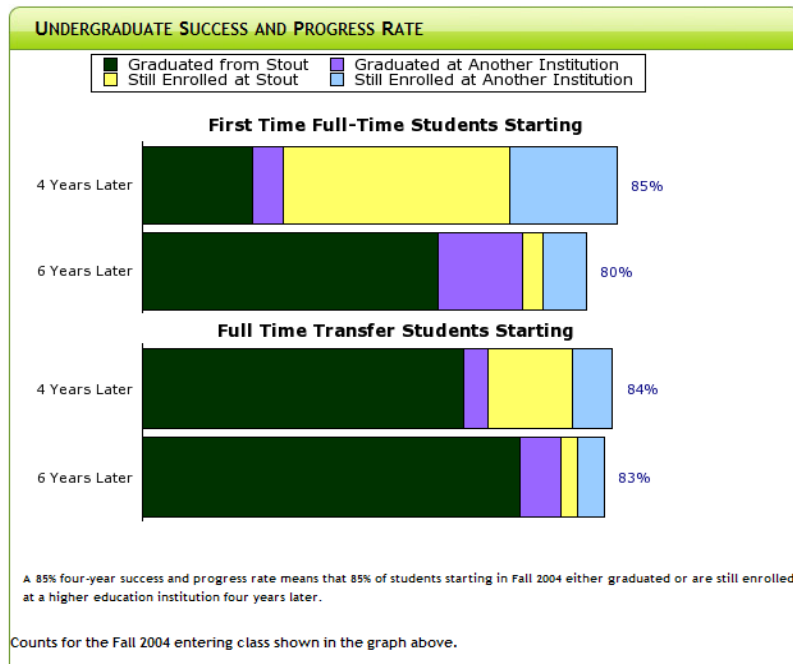
- The target for 2015 is 73% and the target for 2025 is 74%.
- The retention rate for students who start at UW-Stout and are retained anywhere in the United States is consistently above 90%.
- The average retention rate of public institutions with “traditional” selectivity is 71.5% *Source: PostSecondary Education OPPORTUNITY*

Cohort	% Retained at UW-Stout	% Retained in UW System
F2005	71.5%	77.9%
F2006	69.6%	75.2%
F2007	71.8%	77.2%
F2008	71.0%	76.1%
F2009	74.6%	80.4%

Graduation rates decreased for fall 2004 cohort.

- The target for 2025 for 6-year graduation rates for students who start at UW-Stout and graduate from UW-Stout is 58%
- A target has been established for FOCUS 2015 for 87% (VSA metric).
- The six-year VSA metric graduation rate for the 2003 new freshmen cohort was 83%

Cohort	Total # in Cohort	Graduated from Stout	Graduated from Any UW
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%
F2004	1,277	53.2%	60.1%



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 major as the reason that they didn't attend. The second most common response was Menomonie. (Cancellation Survey, 2010)
- Overwhelmingly, the primary reason for leaving UW-Stout remains *to pursue a major/program not offered by UW-Stout* (27% 2010 Exit Survey, 29% and 39% in 2009 and 2008, respectively).
- The next three most common primary reasons given for leaving UW-Stout were:
 - *I'm not doing well academically* (13%)
 - *Financial* (9%),
 - *Family/personal* (9%)

Alumni rate Stout similarly to the comparative samples at time of admissions and starting over.

- UW-Stout alumni rated UW-Stout *at the time they applied for admissions* similarly to (3.67) the Public Colleges (3.66) and National (3.66) samples (scale of 1 to 4).
- For the question, *If you could start college over, would you choose to attend this college?* the mean response for UW-Stout alumni was 4.09 compared to 4.05 for the Public Colleges and 4.04 for the National sample (scale of 1 to 5).

Alumni responded that type of programs available is primary reason for attending Stout.

- Nearly 52% of UW-Stout alumni that responded indicated that the primary reason for attending UW-Stout was the type of programs available. For the Public Colleges and National samples the primary reason was location.