ENROLLMENT MANAGEMENT

New Faculty Orientation
August 21, 2023

Presented by:
Lee H. Melvin, Vice Provost for Enrollment Management

UB University at Buffalo The State University of New York

Enrollment Management Mission

The Office of Enrollment Management's mission is to recruit, enroll, retain and graduate a diverse community of student scholars from the University at Buffalo, a SUNY flagship institution.

Enrollment Management Vision

We will create, build, organize, and deliver a best practice enrollment management organization focused on supporting and enhancing UB's Top 25 ambitions.
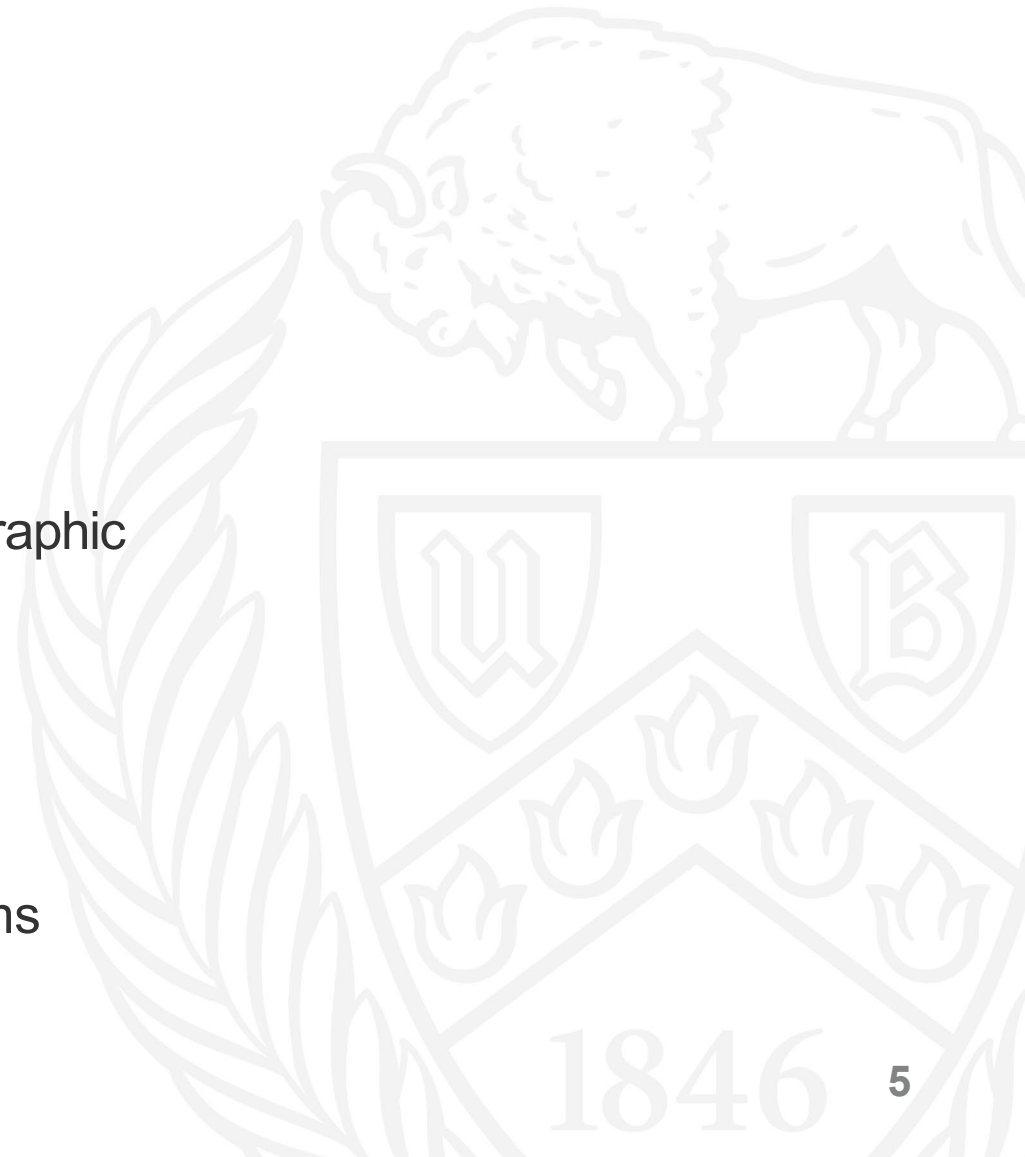
Enrollment Management Opportunities

- Infuse and maintain a flagship mentality throughout the university.

- Elevate diversity, equity, inclusion and belonging in student enrollment and staff hiring.

- Enhance UB's competitive market position and prominence.

- Align a wide range of integral activities (enrollment management, retention, marketing, communications, access and student outcomes).

- Organize data to support strategic and administrative decisions.

- Maximize the university enrollment capacity.

- Integrate technology for efficiency and improving campus partners' experiences.

- Develop a continuum of institutional messaging and key communications from enrollment management offices.

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Fall 2023 Enrollment Priorities

➢ Maintain 30,000+ Enrolled

➢ 2/3 Undergraduate; 1/3 Graduate and Professional

➢ 4,200 – 4,250 First – Year / Freshman

➢ Increase Academic Quality of Entering Class

➢ Increase H-RUR Students; Female; Low-SES, and Geographic

➢ Grow International Student Enrollment

➢ 1,200 – 1350 New Transfer Students

➢ 3,400 – 3,600 New Graduate/Professional

     - Continued Growth in Enrollment in Masters Programs

Enrollment Management Units

- Office of Undergraduate Admissions (Domestic and International)

- Office of Graduate Enrollment Services

- Office of Financial Aid

- 1Capen One Stop Shop

- Office of Strategic Content and Marketing

- Educational Opportunity Program (EOP)

- Office of Enrollment Analytics and Reporting

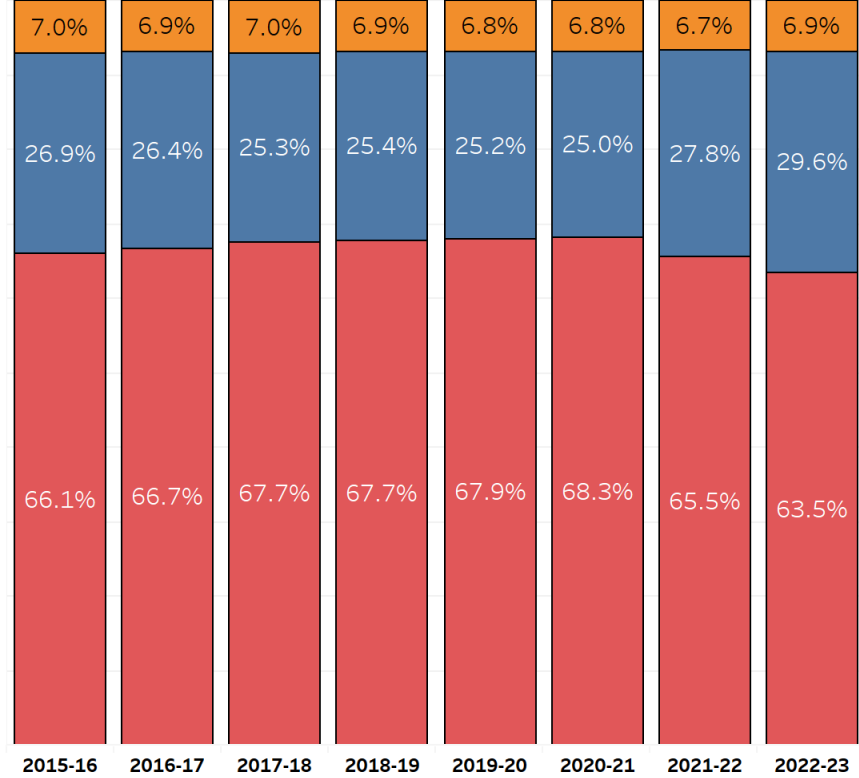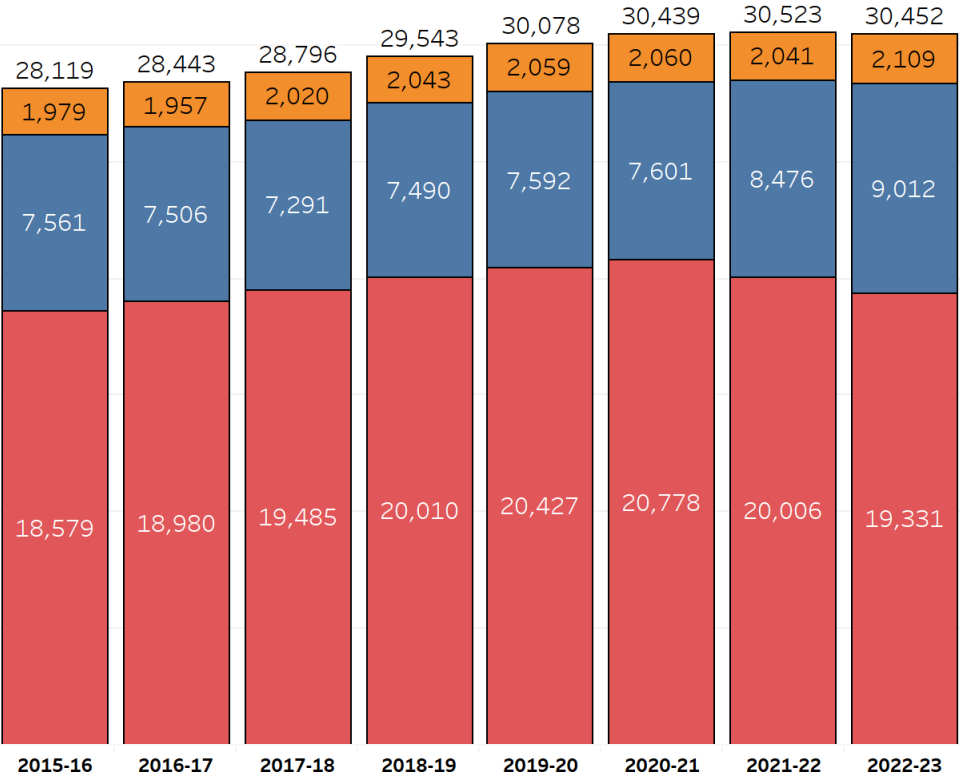- Office of Enrollment Systems, SLATE CRM
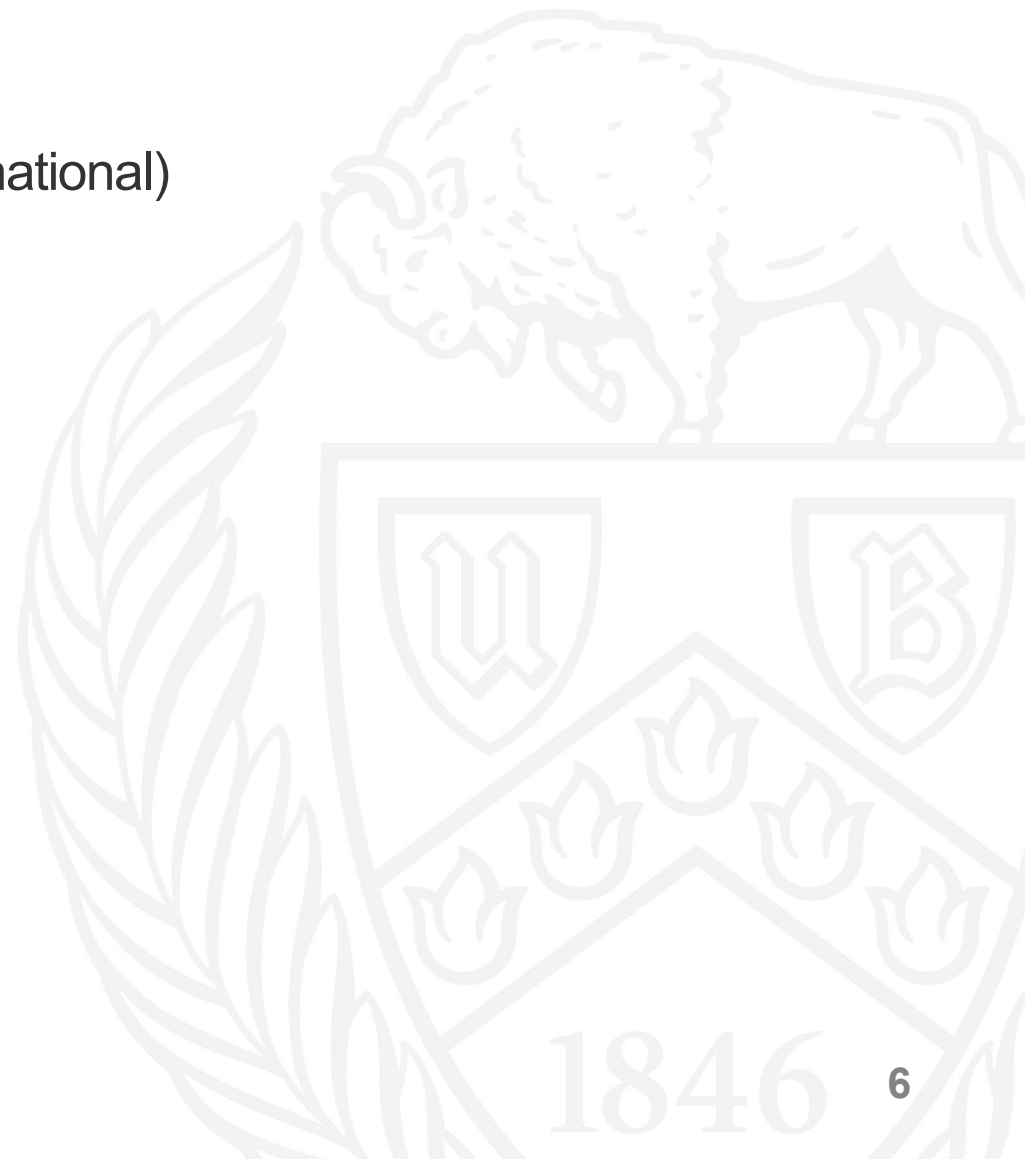
Fall - Student Headcounts (based on data through August 15, 2023)

Semester(s)
to View
● Fall
○ Spring

Values

Year	Professional	Graduate	Undergraduate	Total
2015-16	1,979	7,561	18,579	28,119
2016-17	1,957	7,506	18,980	28,443
2017-18	2,020	7,291	19,485	28,796
2018-19	2,043	7,490	20,010	29,543
2019-20	2,059	7,592	20,427	30,078
2020-21	2,060	7,601	20,778	30,439
2021-22	2,041	8,476	20,006	30,523
2022-23	2,109	9,012	19,331	30,452

Percent of Total

Year	Professional	Graduate	Undergraduate
2015-16	7.0%	26.9%	66.1%
2016-17	6.9%	26.4%	66.7%
2017-18	7.0%	25.3%	67.7%
2018-19	6.9%	25.4%	67.7%
2019-20	6.8%	25.2%	67.9%
2020-21	6.8%	25.0%	68.3%
2021-22	6.7%	27.8%	65.5%
2022-23	6.9%	29.6%	63.5%

Plan School		**Residency**	
All		All	
Plan Department		**Citizenship**	
All		All	
Plan Description		**Cohort Term Num (1 to 9+)**	
All		All	
Sub-plan Description		**Tuition Group**	
All		All	
Billing Career		**Gender**	
All		All	
Student Level		**Ethnicity**	
All		All	
UG Admit Type		**Term GPA Groups**	
All		All	
Career			

Produced by the UB Institutional Analytics Team
For questions, CLICK HERE to send email to the team.

■ Undergraduate
■ Graduate
■ Professional

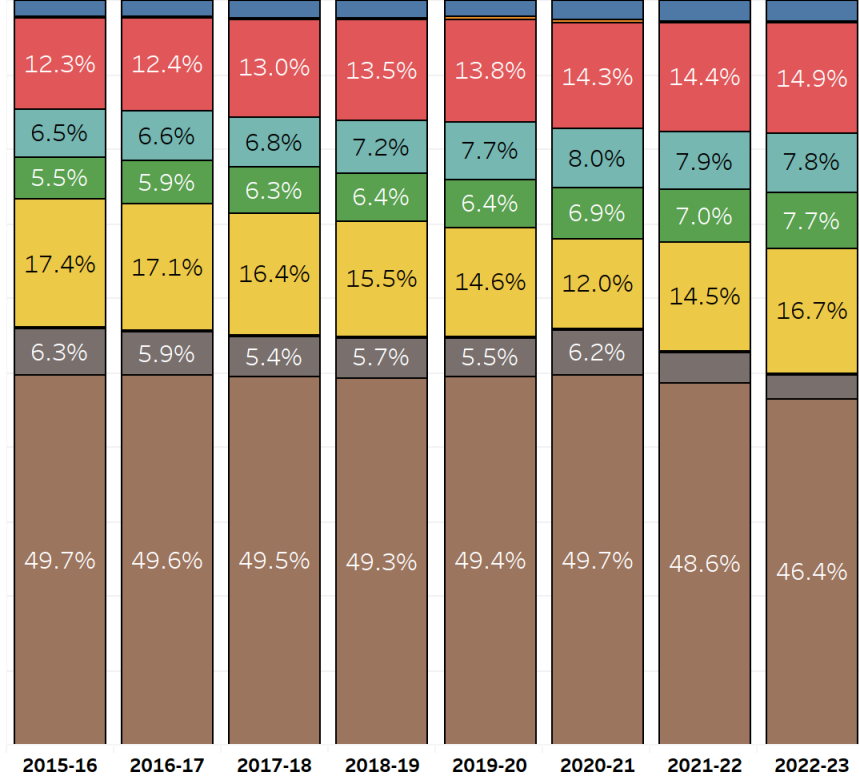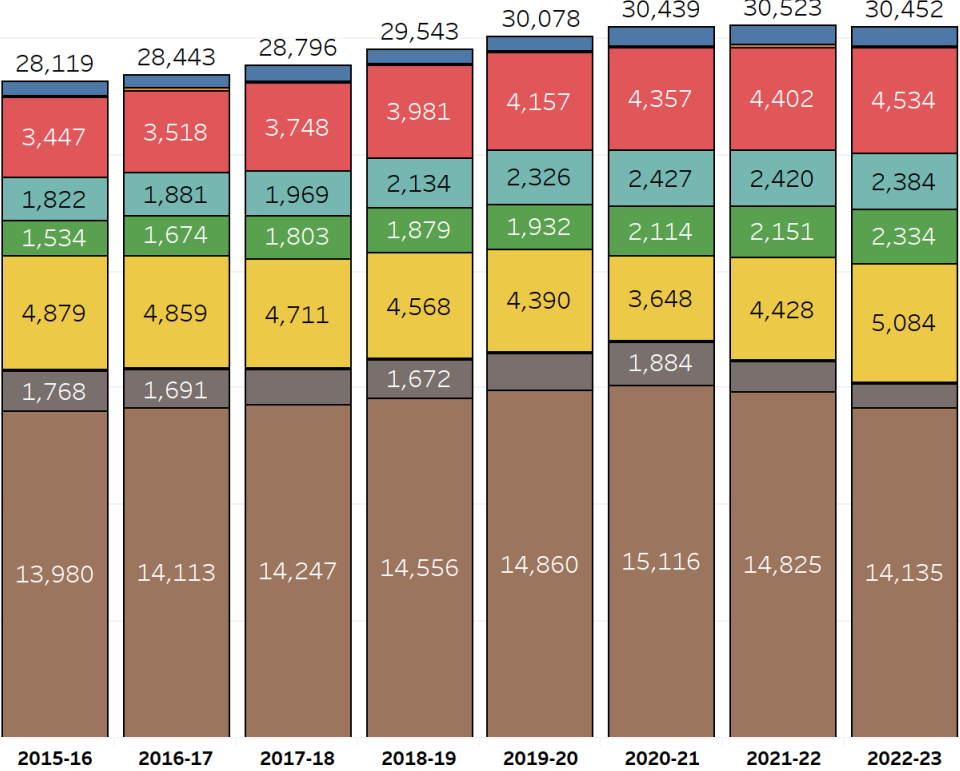# Fall - Student Headcounts (based on data through August 15, 2023)

Values

	2015-16	2016-17	2017-18	2018-19	2019-20	2020-21	2021-22	2022-23
Total	28,119	28,443	28,796	29,543	30,078	30,439	30,523	30,452
Asian	3,447	3,518	3,748	3,981	4,157	4,357	4,402	4,534
Black or African American	1,822	1,881	1,969	2,134	2,326	2,427	2,420	2,384
Hispanic/Latino	1,534	1,674	1,803	1,879	1,932	2,114	2,151	2,334
International (Non-Resident A..)	4,879	4,859	4,711	4,568	4,390	3,648	4,428	5,084
Unknown	1,768	1,691		1,672		1,884		
White	13,980	14,113	14,247	14,556	14,860	15,116	14,825	14,135

Percent of Total

	2015-16	2016-17	2017-18	2018-19	2019-20	2020-21	2021-22	2022-23
Asian	12.3%	12.4%	13.0%	13.5%	13.8%	14.3%	14.4%	14.9%
Black or African American	6.5%	6.6%	6.8%	7.2%	7.7%	8.0%	7.9%	7.8%
Hispanic/Latino	5.5%	5.9%	6.3%	6.4%	6.4%	6.9%	7.0%	7.7%
International	17.4%	17.1%	16.4%	15.5%	14.6%	12.0%	14.5%	16.7%
Unknown	6.3%	5.9%	5.4%	5.7%	5.5%	6.2%		
White	49.7%	49.6%	49.5%	49.3%	49.4%	49.7%	48.6%	46.4%

Plan School	All	Residency	All
Plan Department	All	Citizenship	All
Plan Description	All	Cohort Term Num (1 to 9+)	All
Sub-plan Description	All	Tuition Group	All
Billing Career	All	Gender	All
Student Level	All	Ethnicity	All
UG Admit Type	All	Term GPA Groups	All

(2) Set Bar Breakdown Colors

Ethnicity

Produced by the UB Institutional Analytics Team
For questions, CLICK HERE to send email to the team.

- ■ White
- ■ International (Non-Resident A..)
- ■ Asian
- ■ Unknown
- ■ Hispanic/Latino
- ■ American Indian or Alaska Nat..
- ■ Native Hawaiian
- ■ Black or African American
- ■ 2 or more races

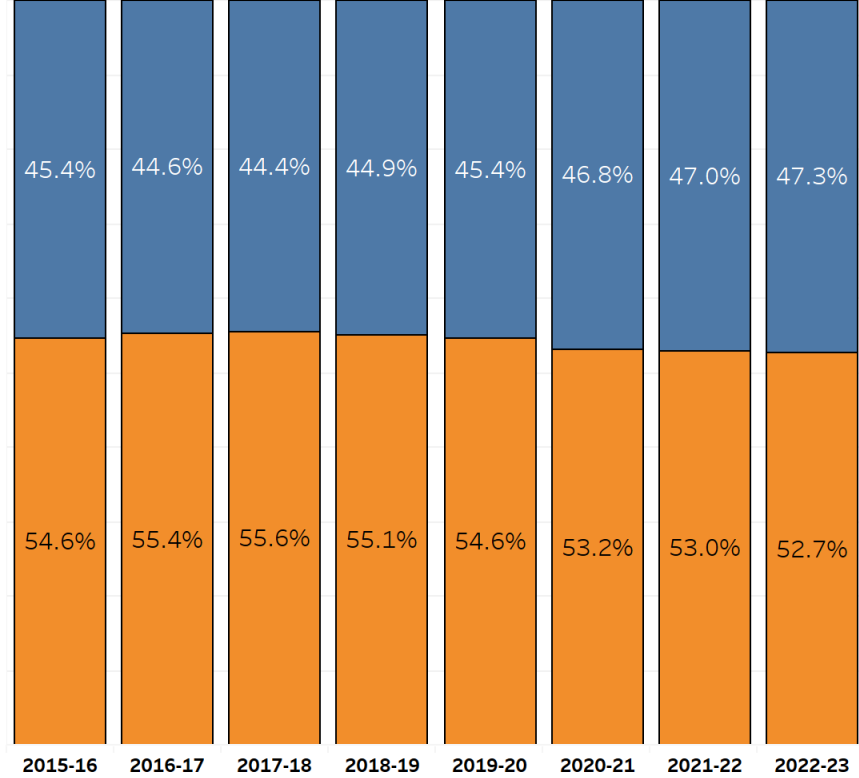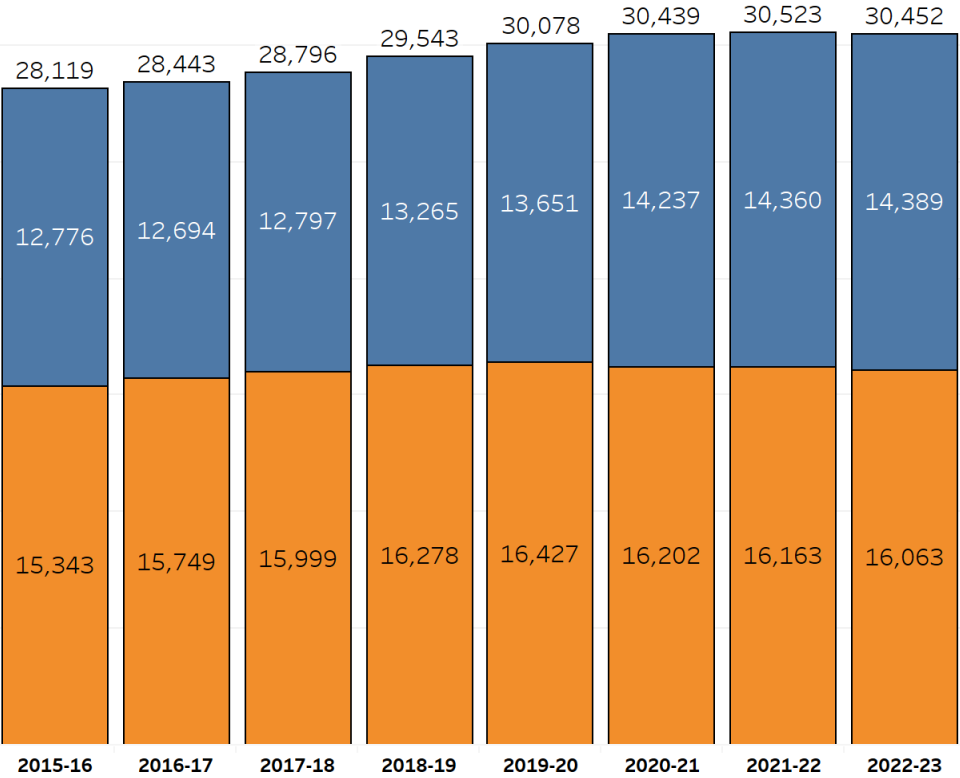# Fall - Student Headcounts (based on data through August 15, 2023)

Values

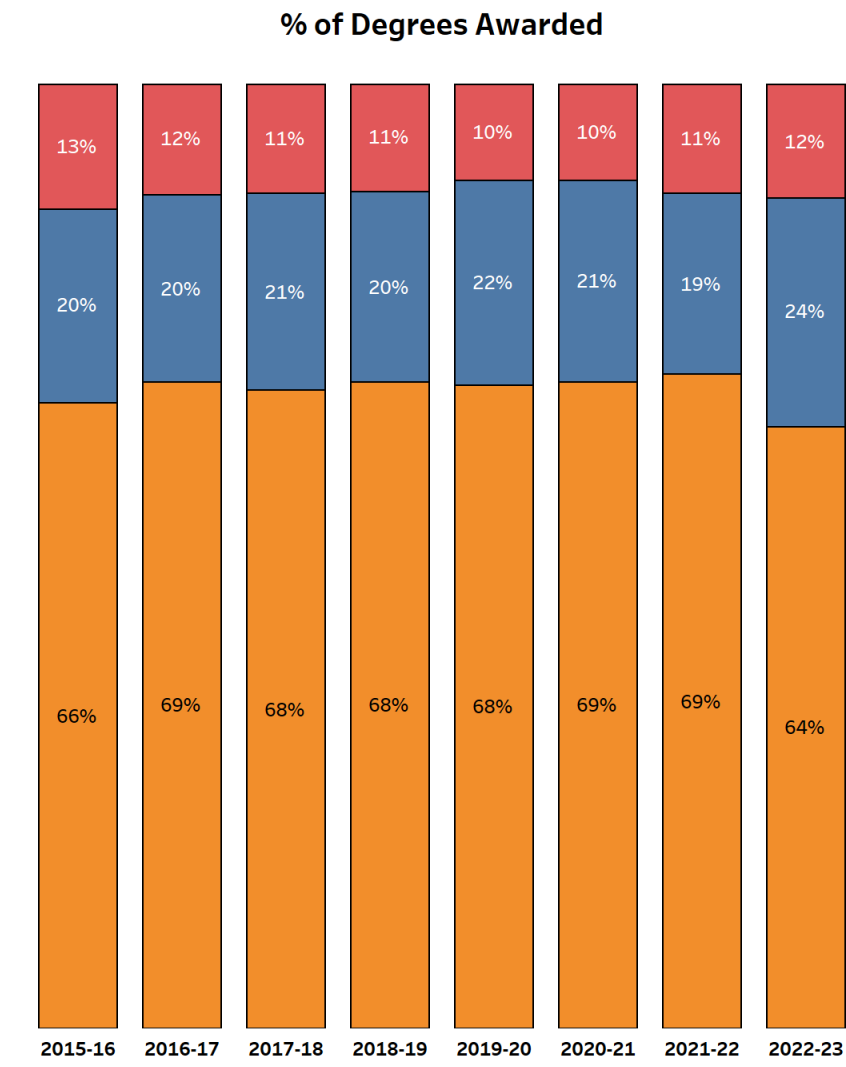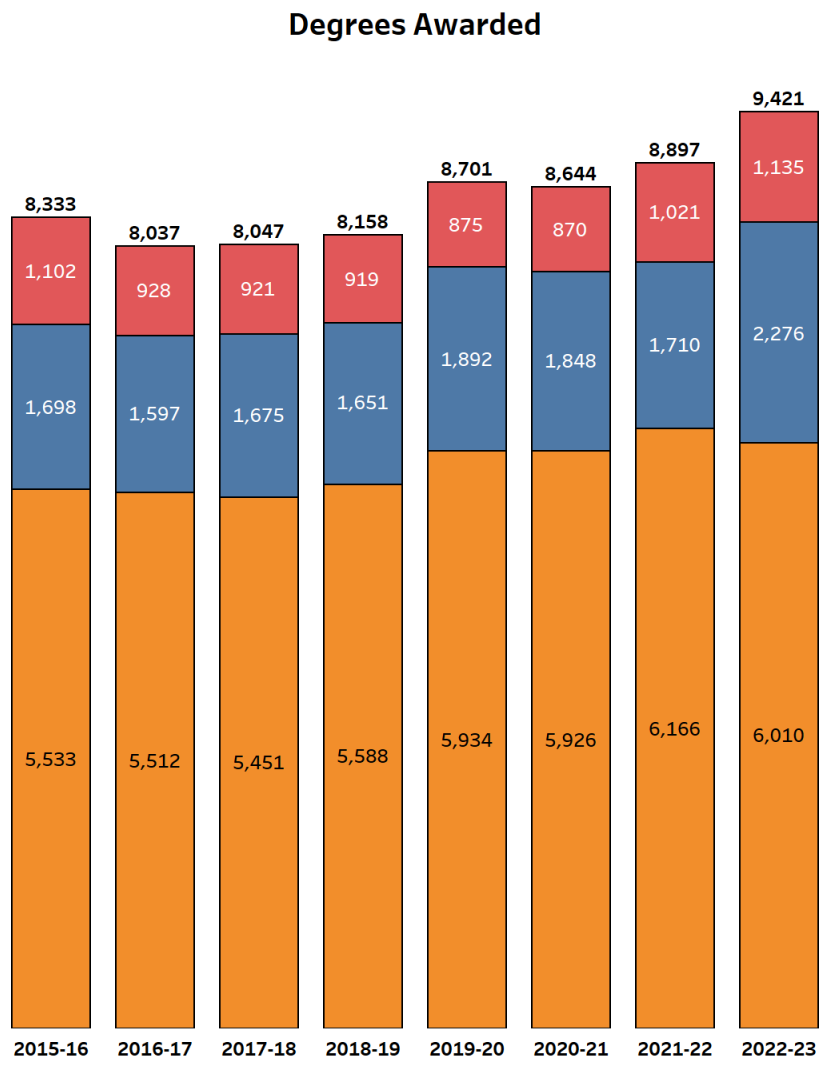| Year	F	M	Total
2015-16	12,776	15,343	28,119
2016-17	12,694	15,749	28,443
2017-18	12,797	15,999	28,796
2018-19	13,265	16,278	29,543
2019-20	13,651	16,427	30,078
2020-21	14,237	16,202	30,439
2021-22	14,360	16,163	30,523
2022-23	14,389	16,063	30,452

Percent of Total

Year	F	M
2015-16	45.4%	54.6%
2016-17	44.6%	55.4%
2017-18	44.4%	55.6%
2018-19	44.9%	55.1%
2019-20	45.4%	54.6%
2020-21	46.8%	53.2%
2021-22	47.0%	53.0%
2022-23	47.3%	52.7%

(1) Set Filters

Semester(s) to View
- Fall (selected)
- Spring

Plan School	All	Residency — All
Plan Department	All	Citizenship — All
Plan Description	All	Cohort Term Num (1 to 9+) — All
Sub-plan Description	All	Tuition Group — All
Billing Career	All	Gender — All
Student Level	All	Ethnicity — All
UG Admit Type	All	Term GPA Groups — All

(2) Set Bar Breakdown Colors

Gender

Legend:
- M
- F

Fall - Student Headcounts (based on data through August 15, 2023)

Values

Year	Total	International	Domestic In State	Domestic Out of State
2015-16	28,119	4,895	22,410	
2016-17	28,443	4,878	22,813	
2017-18	28,796	4,729	23,365	
2018-19	29,543	4,584	24,182	
2019-20	30,078	4,390	24,913	
2020-21	30,439	3,647	25,854	
2021-22	30,523	4,426	25,106	
2022-23	30,452	5,082	24,391	

Percent of Total

Year	International	Domestic In State
2015-16	17.4%	79.7%
2016-17	17.2%	80.2%
2017-18	16.4%	81.1%
2018-19	15.5%	81.9%
2019-20	14.6%	82.8%
2020-21	12.0%	84.9%
2021-22	14.5%	82.3%
2022-23	16.7%	80.1%

(1) Set Filters

Semester(s) to View
- ⦿ Fall
- ○ Spring

Plan School	**Residency**
All	All
Plan Department	**Citizenship**
All	All
Plan Description	**Cohort Term Num (1 to 9+)**
All	All
Sub-plan Description	**Tuition Group**
All	All
Billing Career	**Gender**
All	All
Student Level	**Ethnicity**
All	All
UG Admit Type	**Term GPA Groups**
All	All

(2) Set Bar Breakdown Colors

Residency

Produced by the UB Institutional Analytics Team
For questions, CLICK HERE to send email to the team.

- 🟧 Domestic Out of State
- 🟦 Domestic In State
- 🟩 International

Historical Degrees Awarded

Degrees Awarded

Bar Color Legend
- Summer (red)
- Fall (blue)
- Spring (orange)

Year	Summer	Fall	Spring	Total
2015-16	1,102	1,698	5,533	8,333
2016-17	928	1,597	5,512	8,037
2017-18	921	1,675	5,451	8,047
2018-19	919	1,651	5,588	8,158
2019-20	875	1,892	5,934	8,701
2020-21	870	1,848	5,926	8,644
2021-22	1,021	1,710	6,166	8,897
2022-23	1,135	2,276	6,010	9,421

% of Degrees Awarded

Year	Summer	Fall	Spring
2015-16	13%	20%	66%
2016-17	12%	20%	69%
2017-18	11%	21%	68%
2018-19	11%	20%	68%
2019-20	10%	22%	68%
2020-21	10%	21%	69%
2021-22	11%	19%	69%
2022-23	12%	24%	64%

NOTE Degrees conferred between July 1 and June 30 for each academic year. An academic year begins with September and ends with June conferrals. Students may have multiple degrees per year.

Institutional Analytics Toolkit - University at Buffalo Actionable Intelligence Dashboards via Tableau Server

Click on any thumbnail image to open the selected tool in a new browser window. Once the dashboard is open, users can set various selections to get a wide ranging view of the data.

The tools are meant to help users, across all levels of the campus, gain insight into their current operations or predicted future outcomes. The goal is to identify some potential actions for change.

Most of what is found in the tools comes from combining disparate data and viewing relationships and patterns between data groups that lead to better understanding of where action is needed.

These tools are forged from combining the following information groups:

- UGRD Admissions
- GRAD Admissions
- Course Registration
- Student Records
- Tuition Revenue
- HR / Personnel
- Resource Planning
- Space / Rooms
- Degrees Awarded
- Projections (RP/ENR)

Enrollment Projection: School Overview

Enrollment Projection: Headcount Sources

Undergraduate Enrollment Modeling

Fall Term Graduate "What if" Tool

Gradmit Dashboard Series

Master's Growth Potential

Heads-to-Credits-to-Revenue (HCR) - UGRD

Heads-to-Credits-to-Revenue (HCR) - GRAD+

Key Metrics History

FISH - Freshmen Initial Seats via History

Resource Planning - Tuition$ vs. Target

LOOKUPS - Historical Tuition Rates

The WEDGE - UG Cohort Flow Tracking

Reverse Wedge - Potential Sources of Majors

Wedge IN (Gains) Wedge OUT (Losses)

Course Capacity and Utilization

Produced by Institutional Analytics - for questions, contact Brian O'Connor (645-0754, boc@buffalo.edu)

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Daily Enrollment Patterns - Students, Credits, Revenue (2020 - 2023)
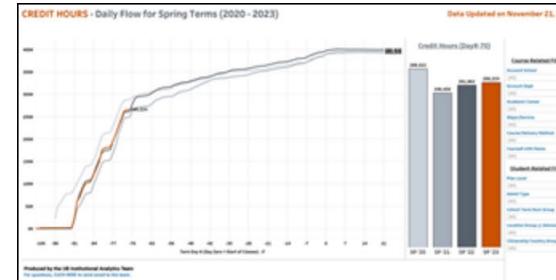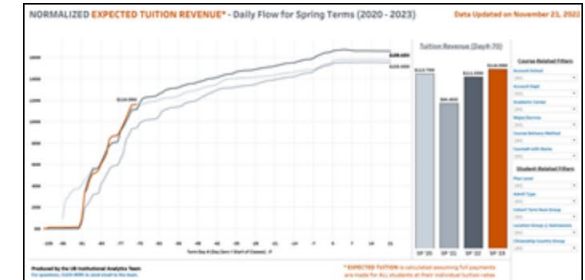## Click on thumbnail image to load the desired dashboard, then click to return to this page
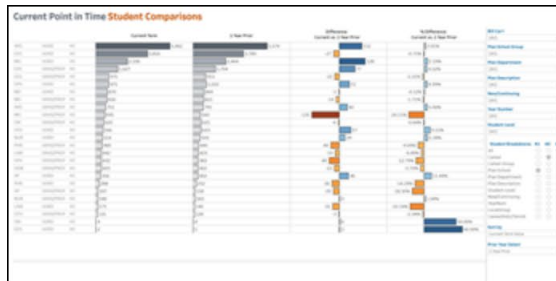
	STUDENT	**CREDIT**	**NORMALIZED TUITION**
Registration Flow Daily			
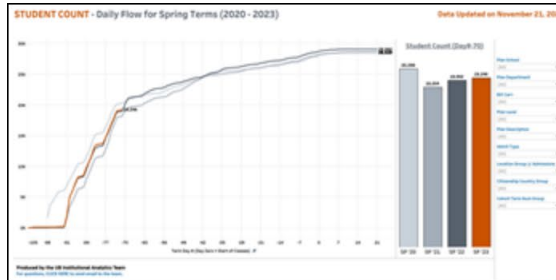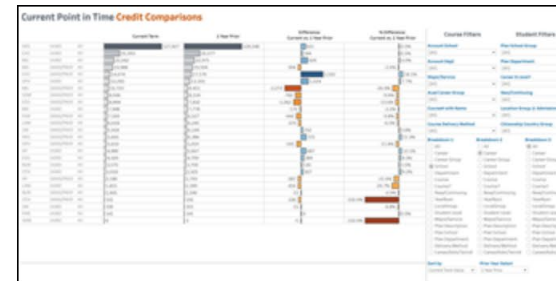
	STUDENT	**CREDIT**	**NORMALIZED TUITION**
Comparison Point-in-Time			

Produced by the UB Institutional Analytics Team
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Data Updated on August 18, 2023
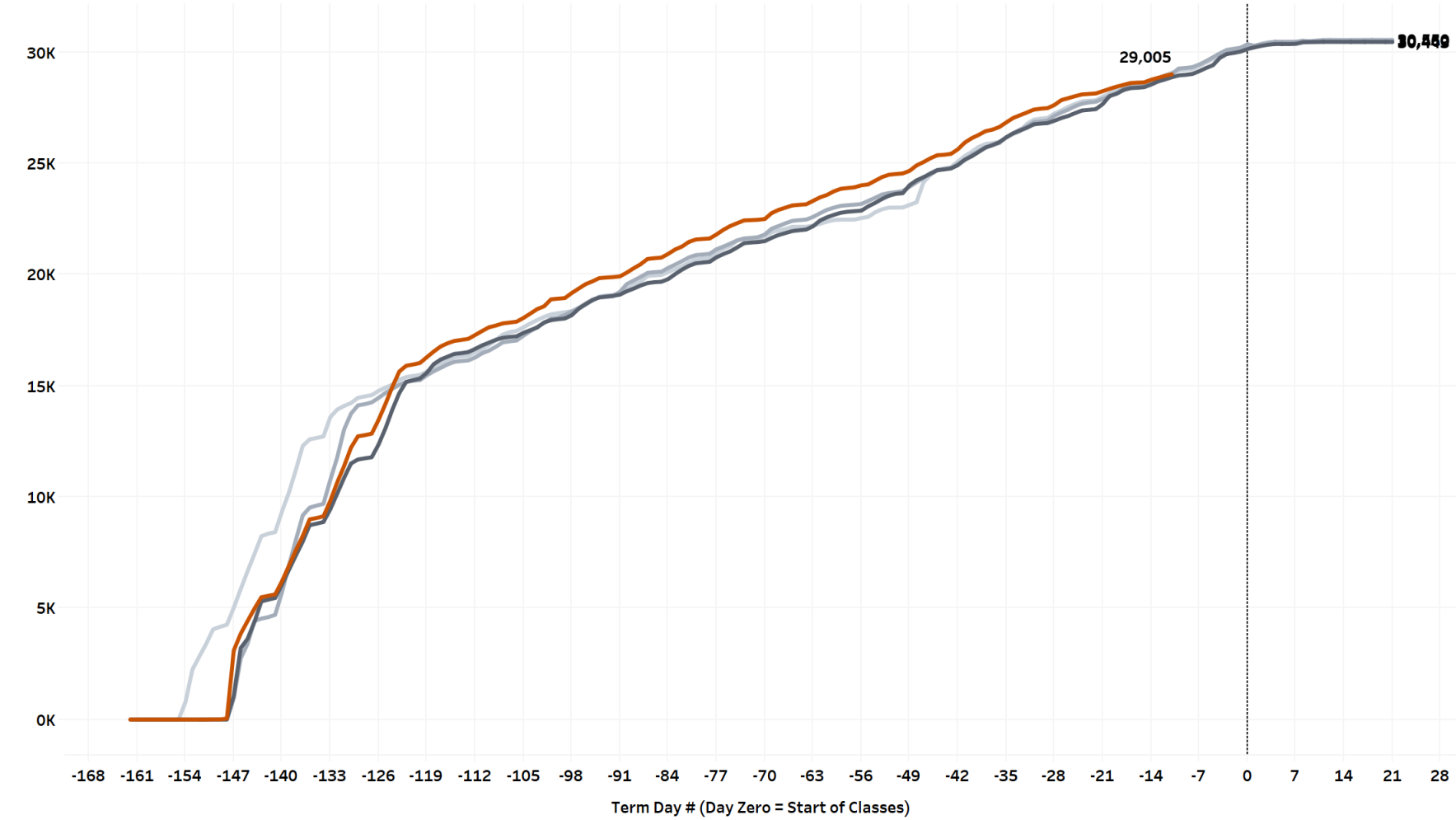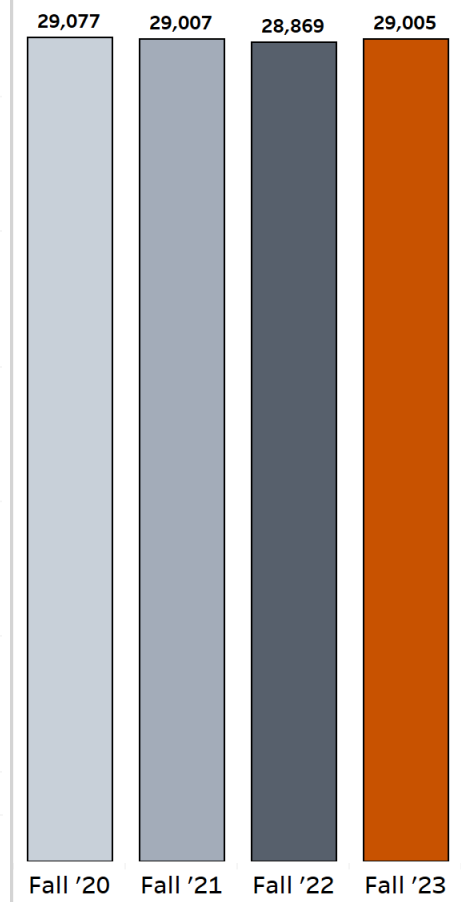
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UB Enrollment Opportunities and Challenges

➢ SCOTUS Decision on Race in College Admissions

➢ Access to and Costs of College

➢ Falling Student Retention and Graduation Rates

➢ Decline in HS Graduation and College Enrollment

➢ Exciting Academic Programs to Employment

➢ Emerging College Alternatives

➢ Student Demographic and Generational Shifts

➢ Student and Parent College Debt