

What do the data say about UW-Superior?

Jim Miller

Institutional Research & Planning

September 10, 2009

This session's goals

- Present information that informs and stimulates discussion
- Help audience to better understand the character of our students and dimensions of UW-Superior enrollment
- Answer questions (now or later) you have about our student profile and enrollment

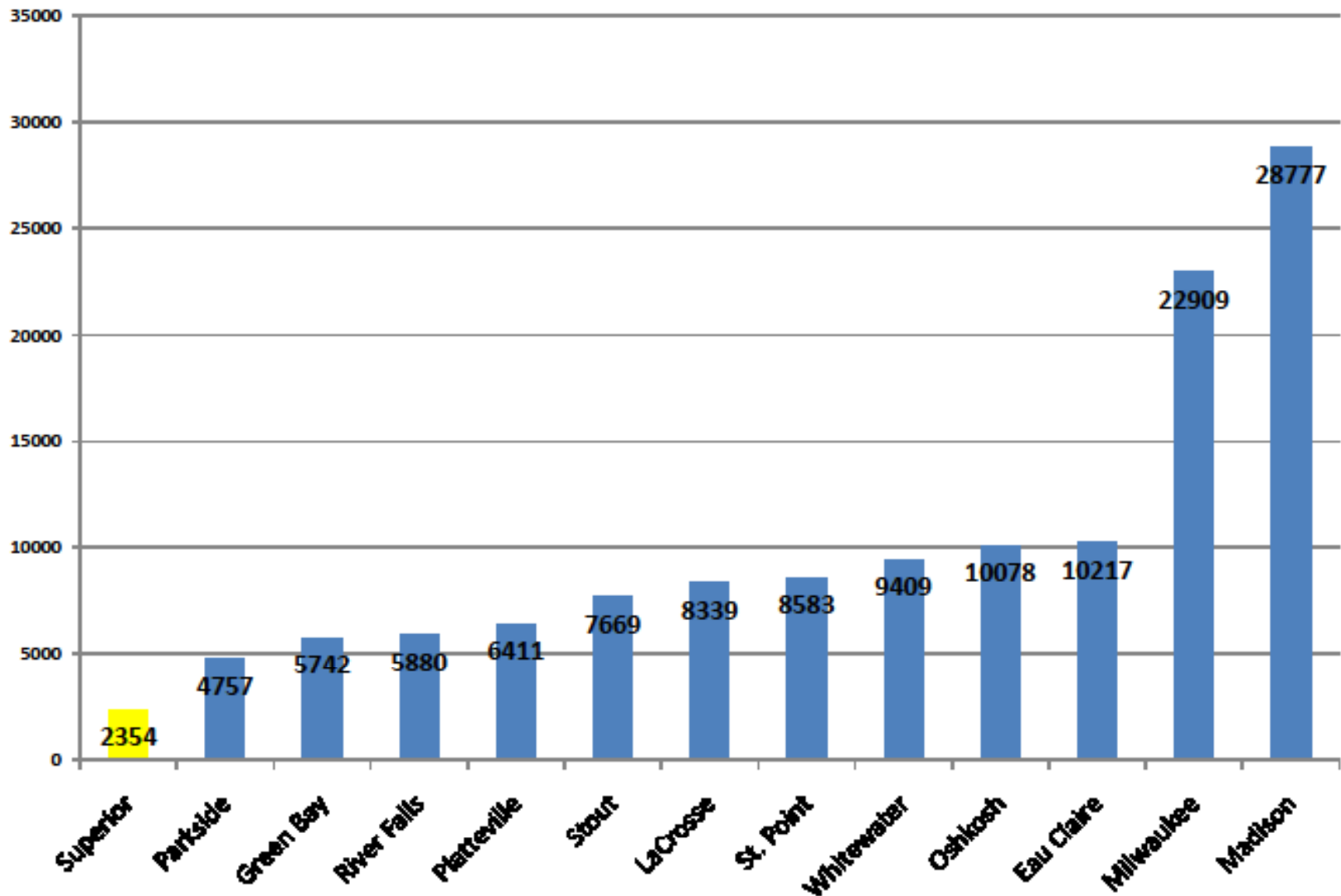
Sources & Samples

- This presentation focuses primarily on freshmen, all new students, and all undergraduates.
- Graduate students are included only in the enrollment section.
- Information comes from:
 - UW-Superior research
 - UW System Office of Planning, Analysis & Research
 - UW System “Introduction” prospective student information
 - UW Applied Population Lab and US Census Bureau

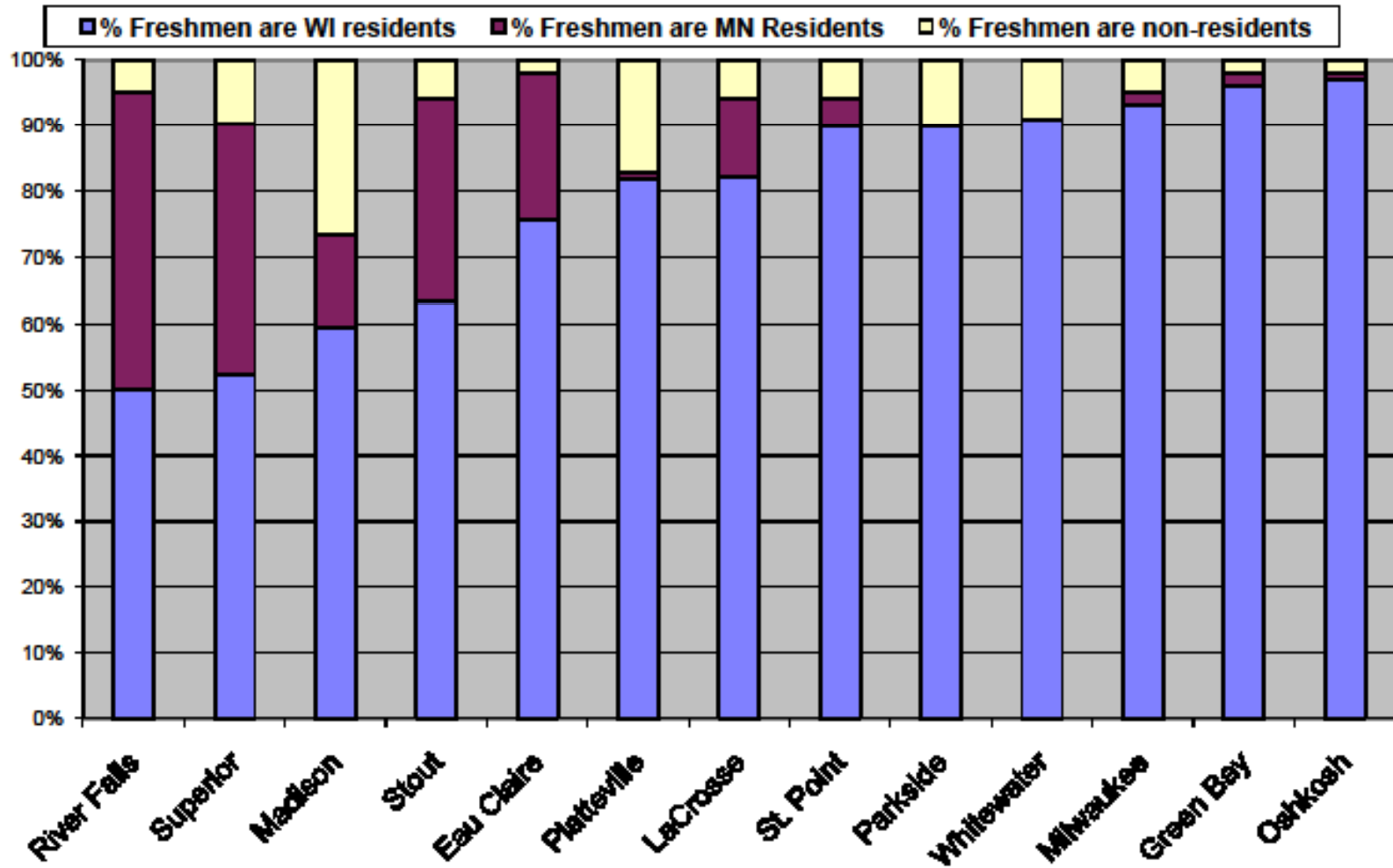
UW-Superior Student Profile

- What are our students' characteristics?
- Is the campus perception of our student consistent with reality?
- How do they compare with students at the other University of Wisconsin campuses?
 - The UW-Campus comparisons use Fall 2008 data – the most recent available

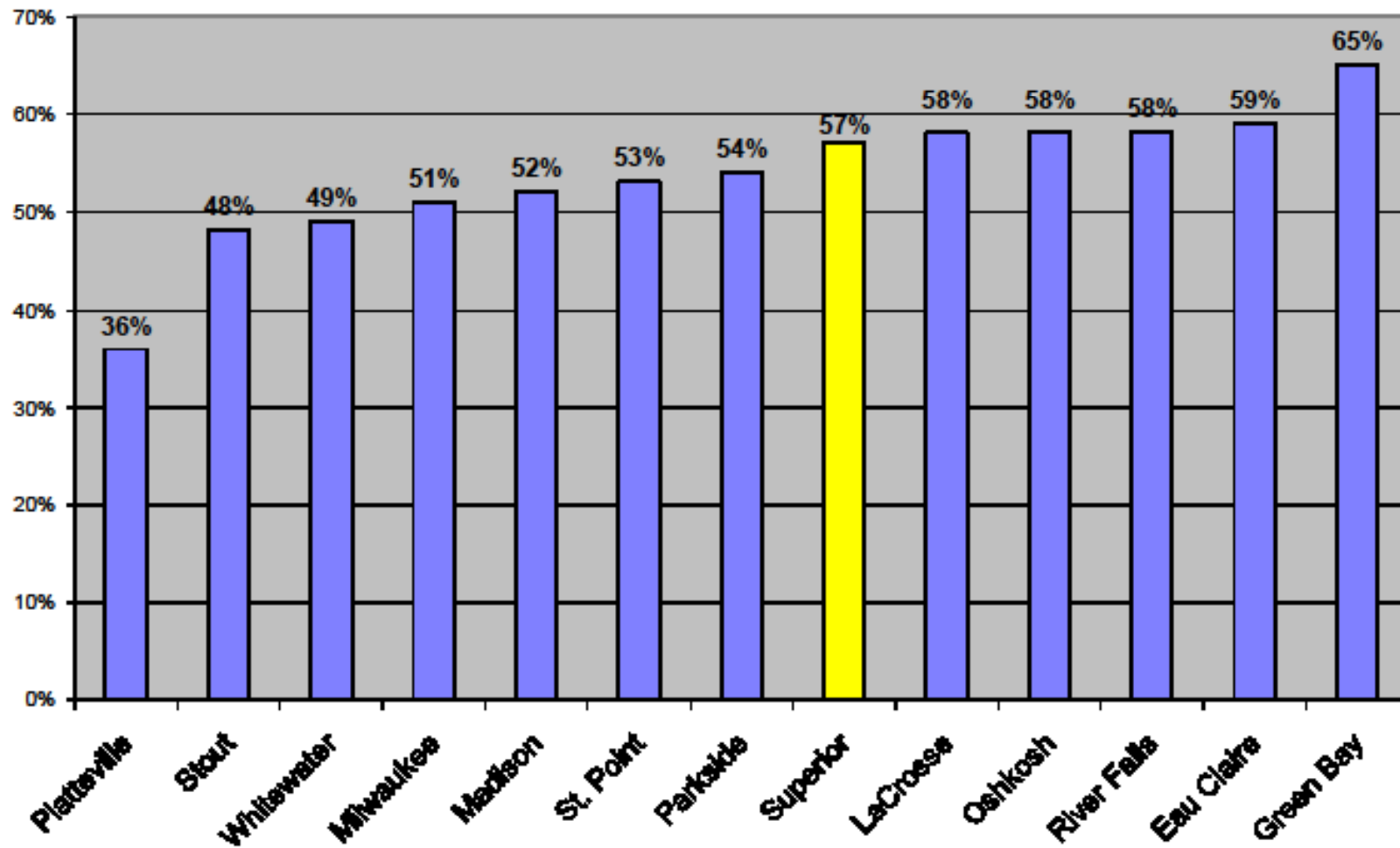
Undergraduate Headcount of UW Campuses - Fall 2008



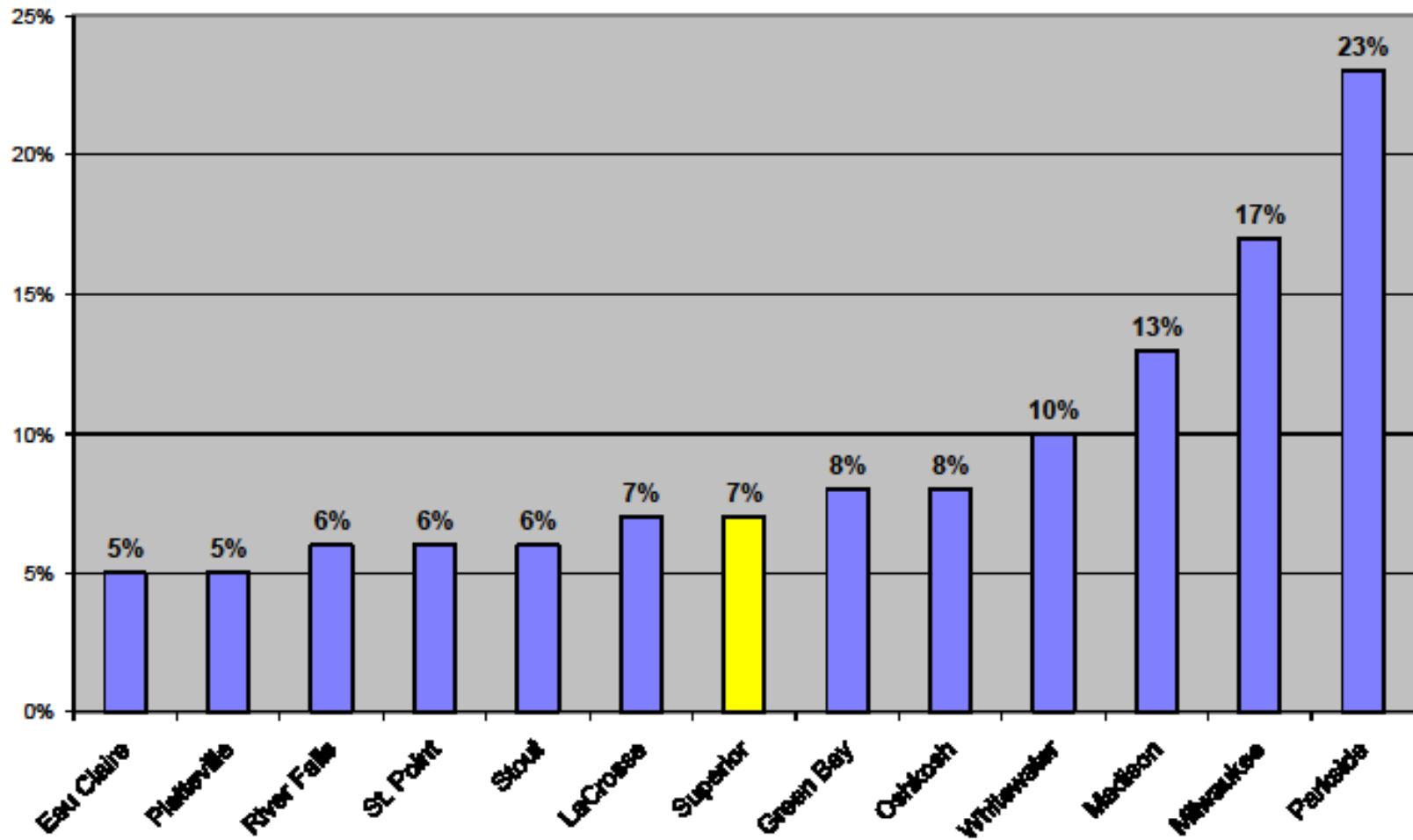
Student residency - WI, MN, or Non-resident (fall 2008)



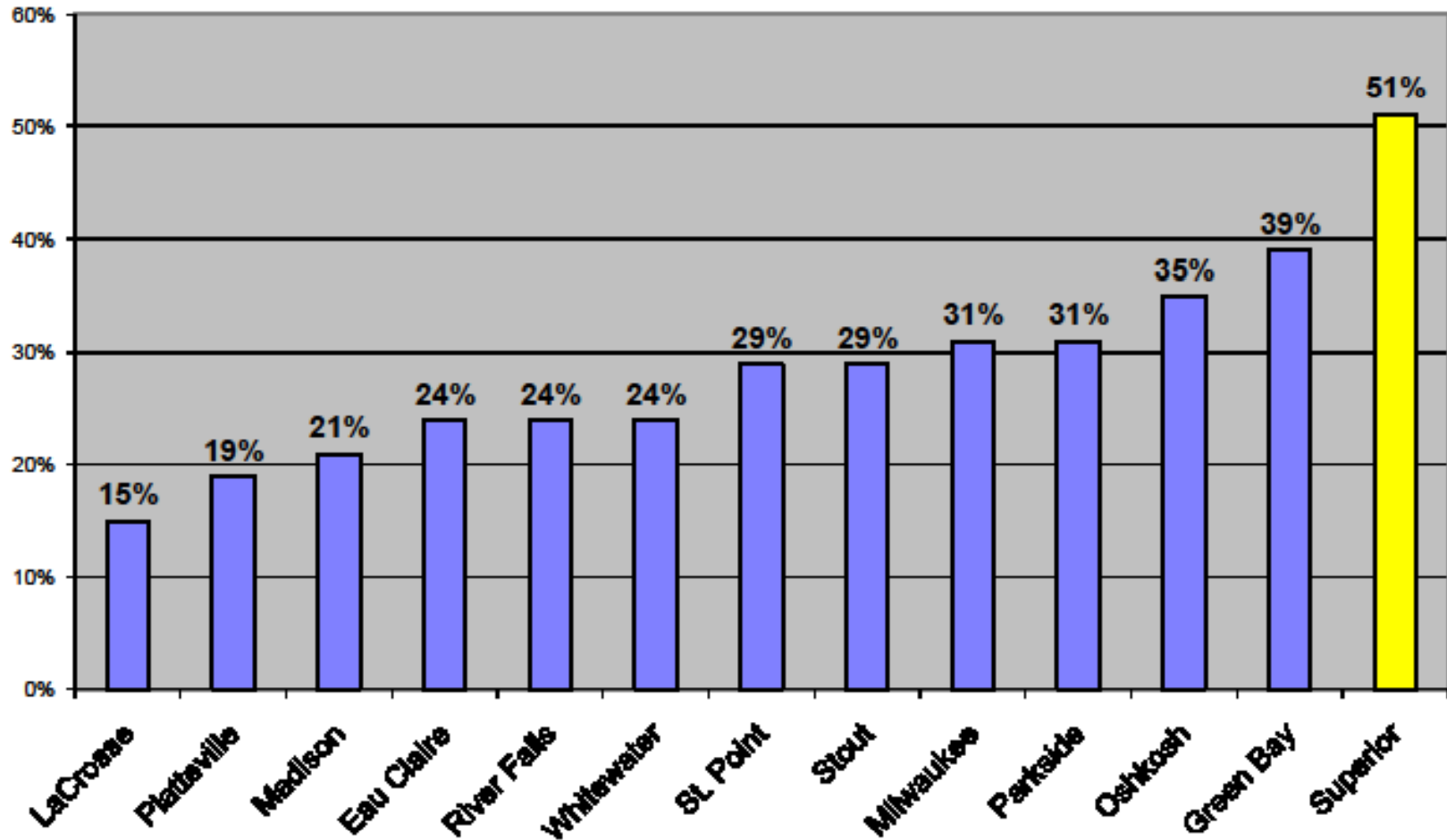
% Women at UW Campuses (fall 2008)



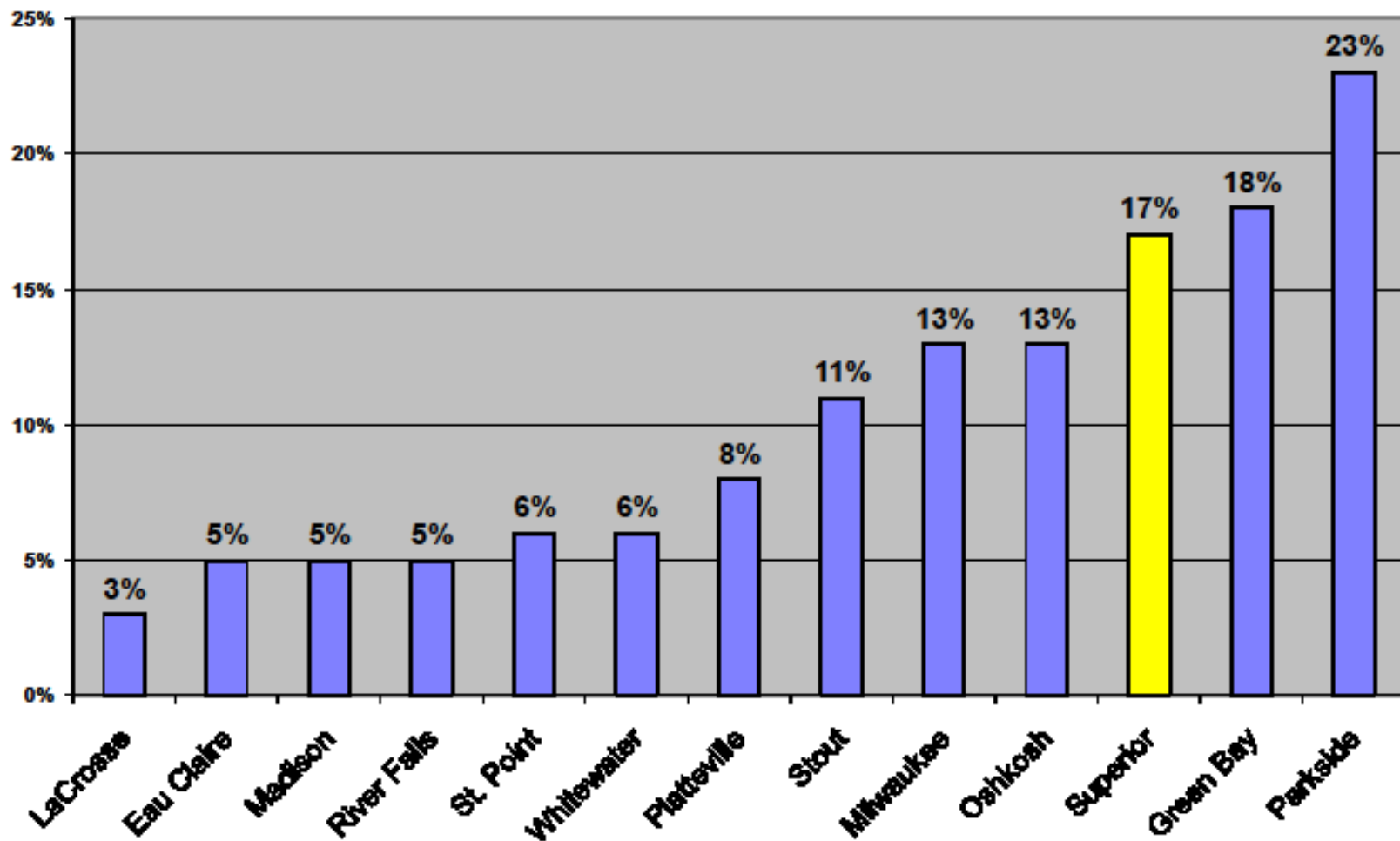
% Students of Color (fall 2008)



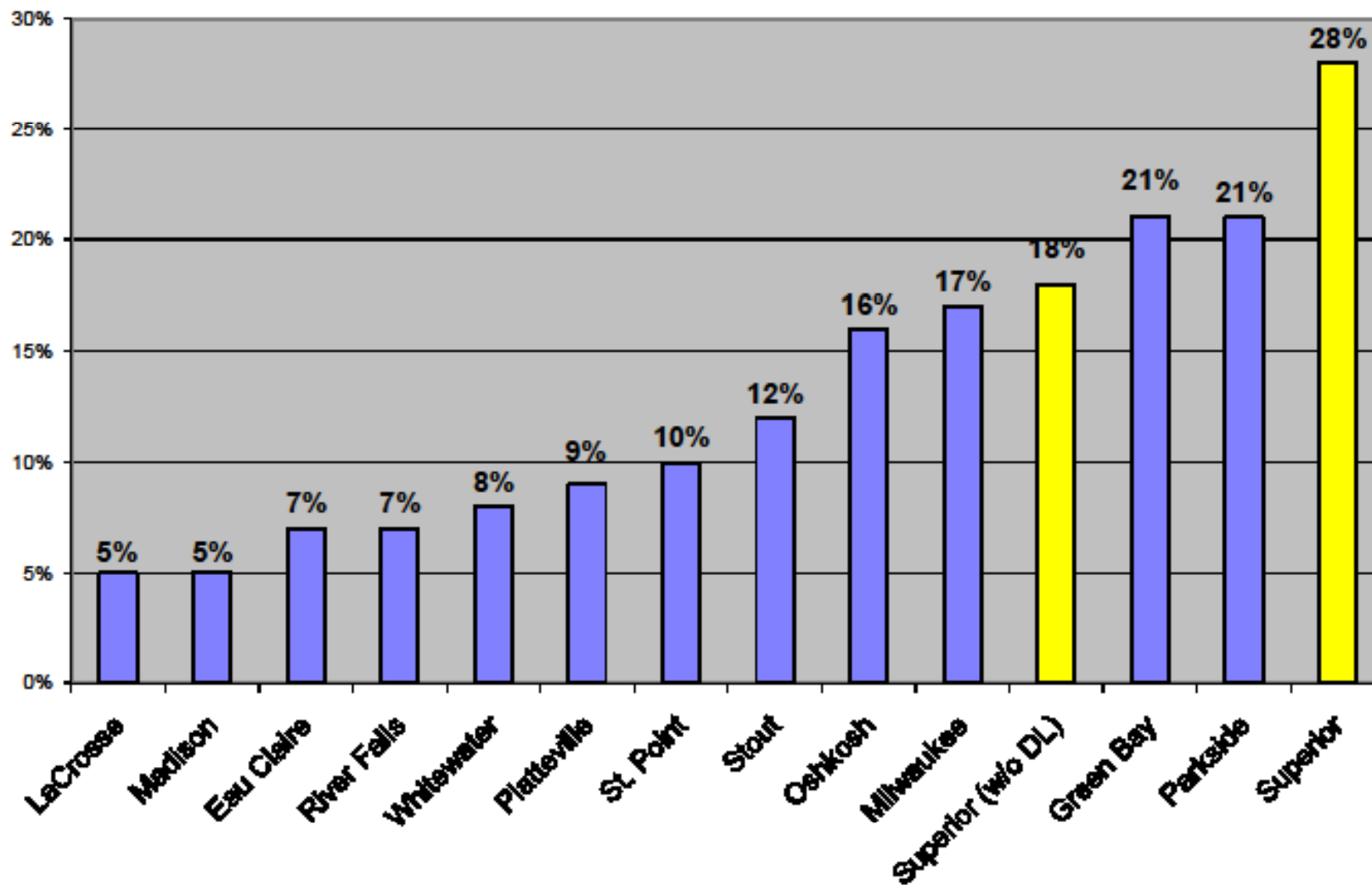
% of New Students who are Transfers (fall 2008)



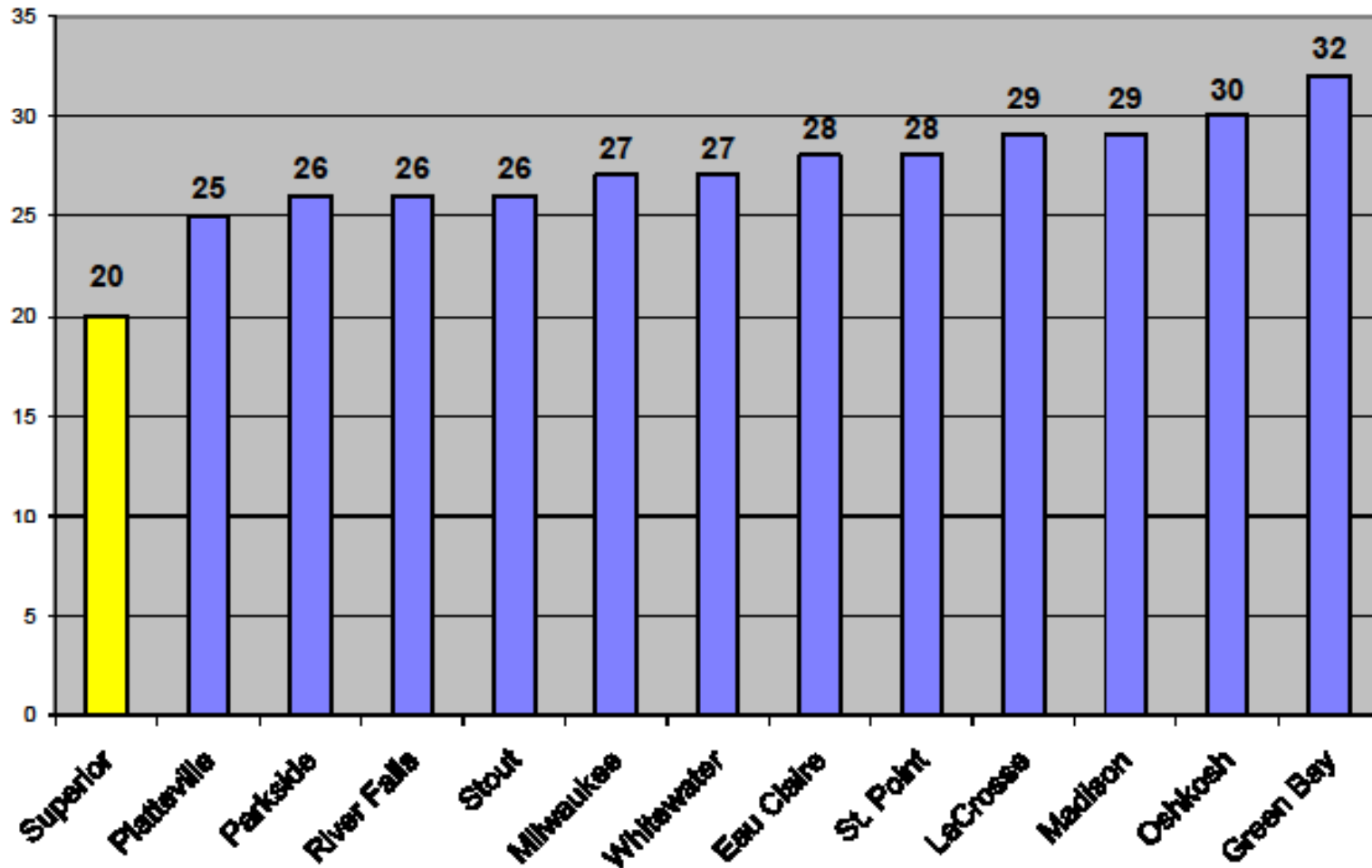
% parttime Undergraduate Students (fall 2008)
(includes Distance Learning)



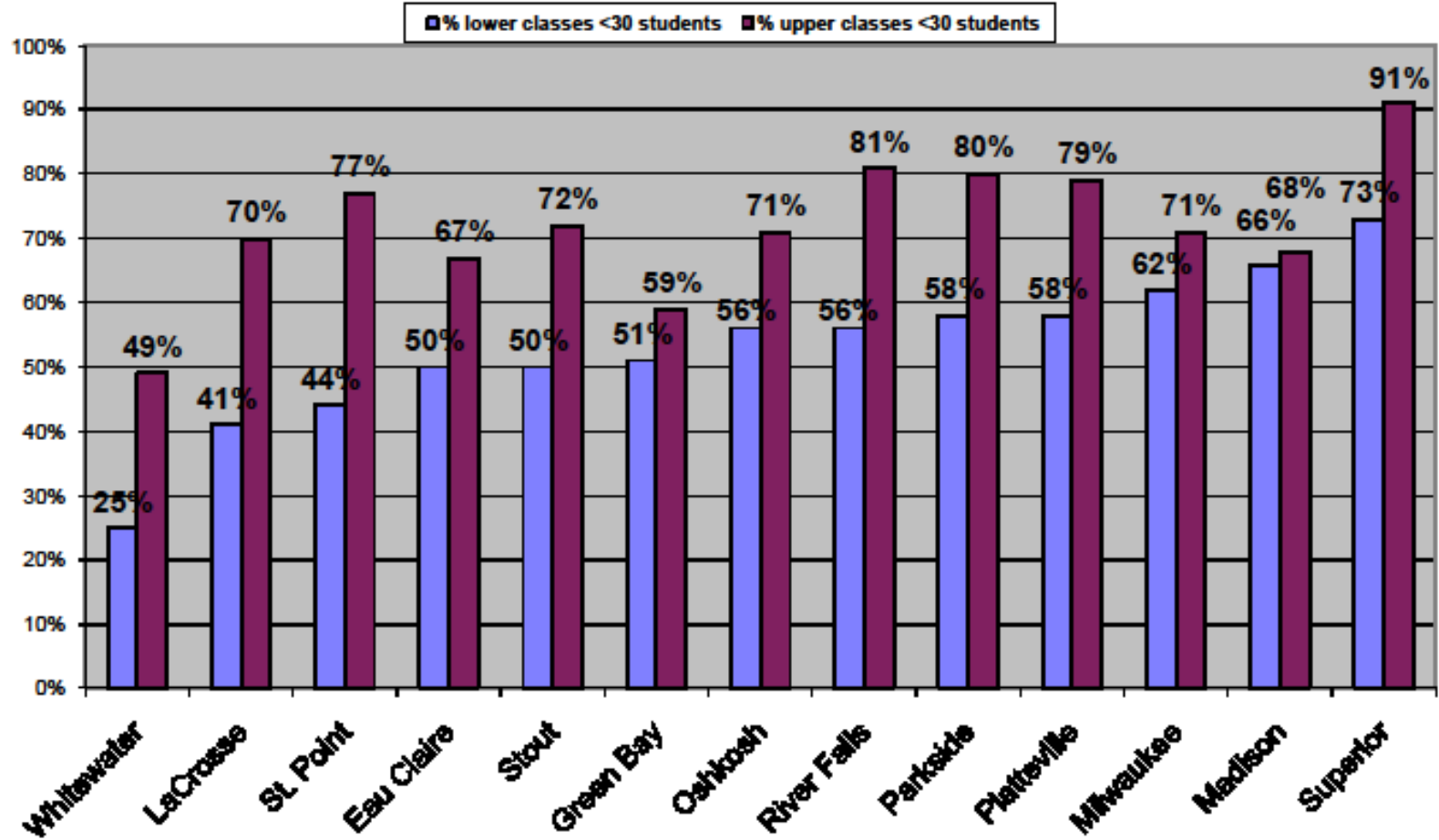
% UW Students over age 24 (fall 2008)
(includes Distance Learning)



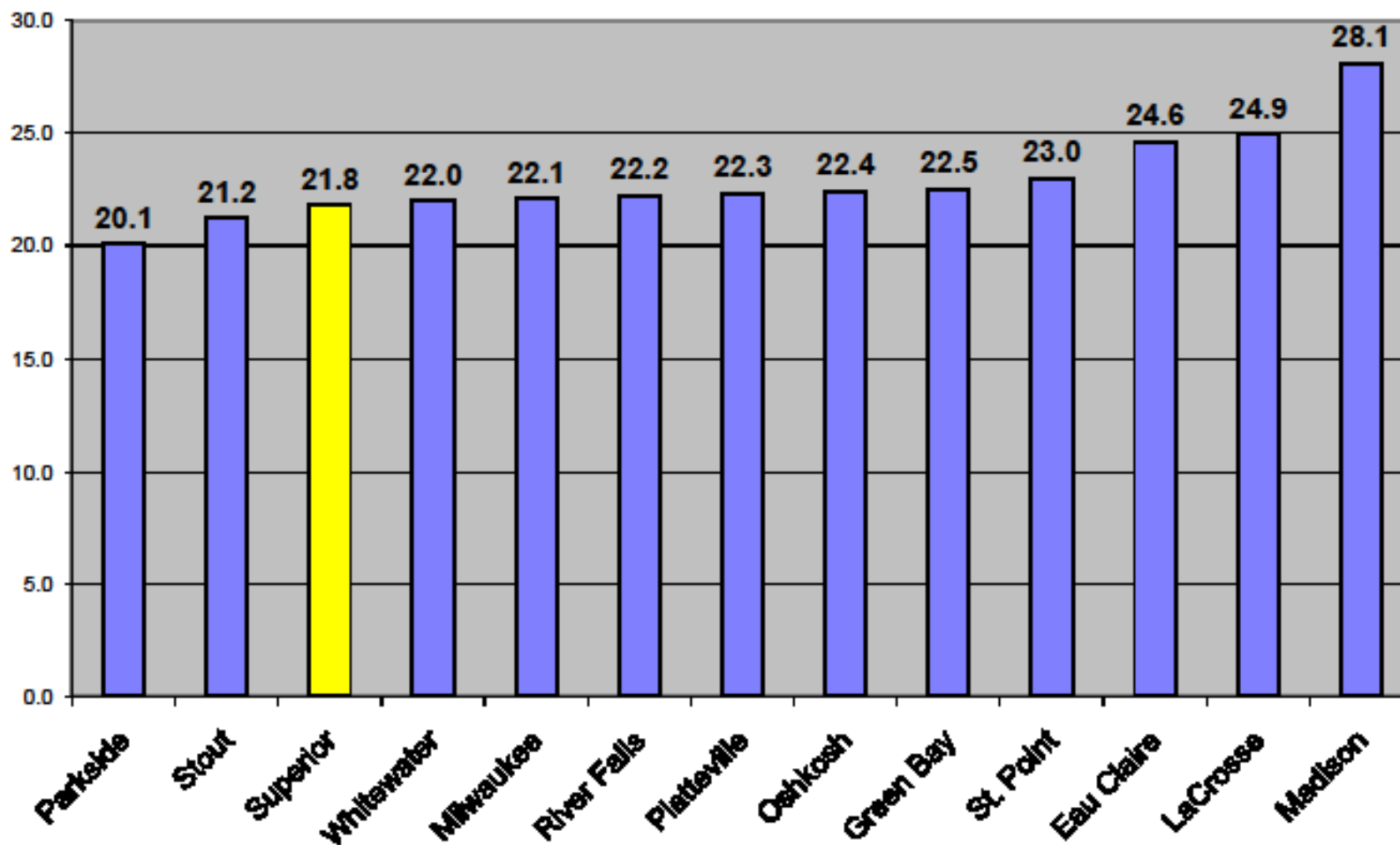
UW Average Undergraduate class size (fall 2008)



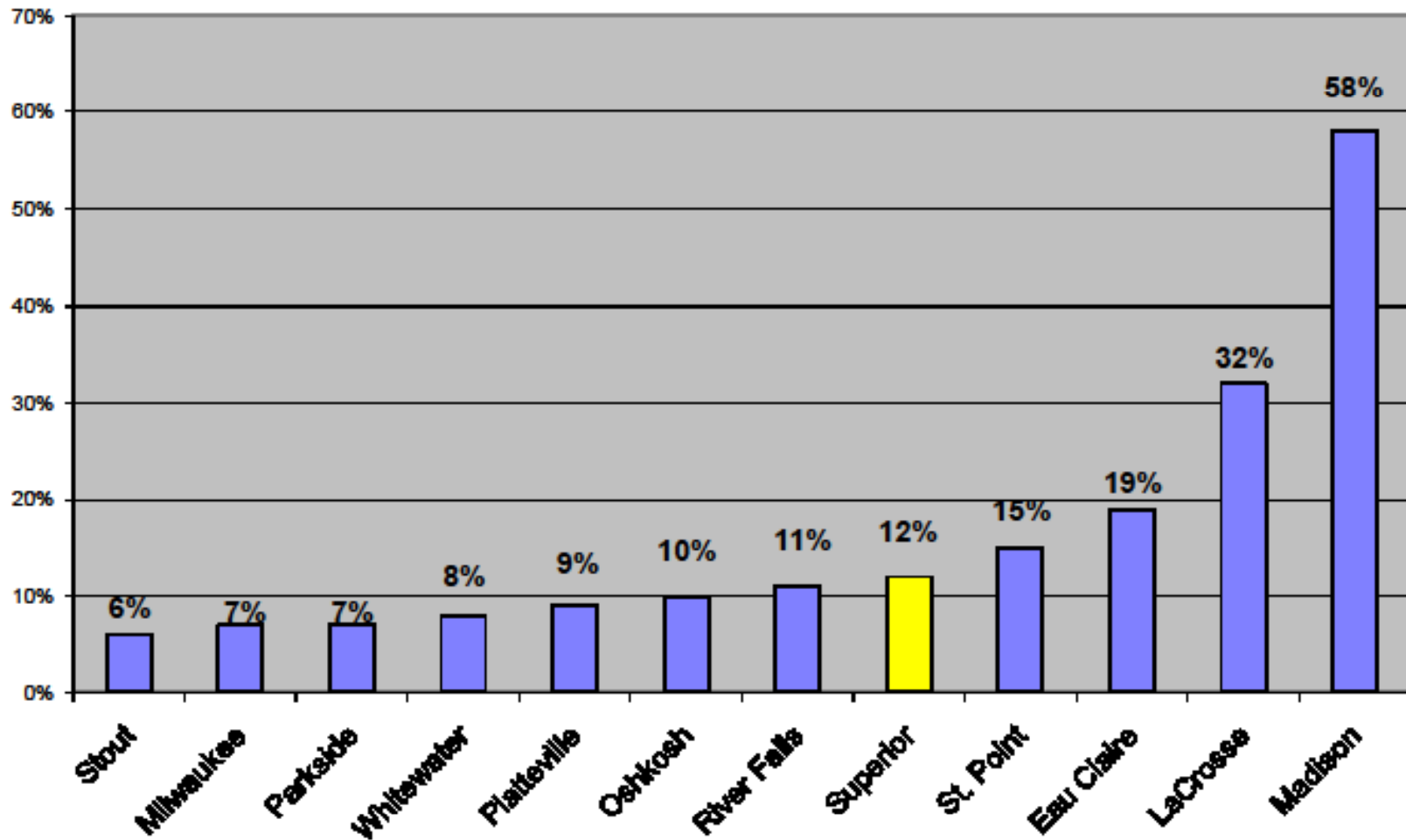
Percent of lower-division and upper-division classes with fewer than 30 students (fall 2008)



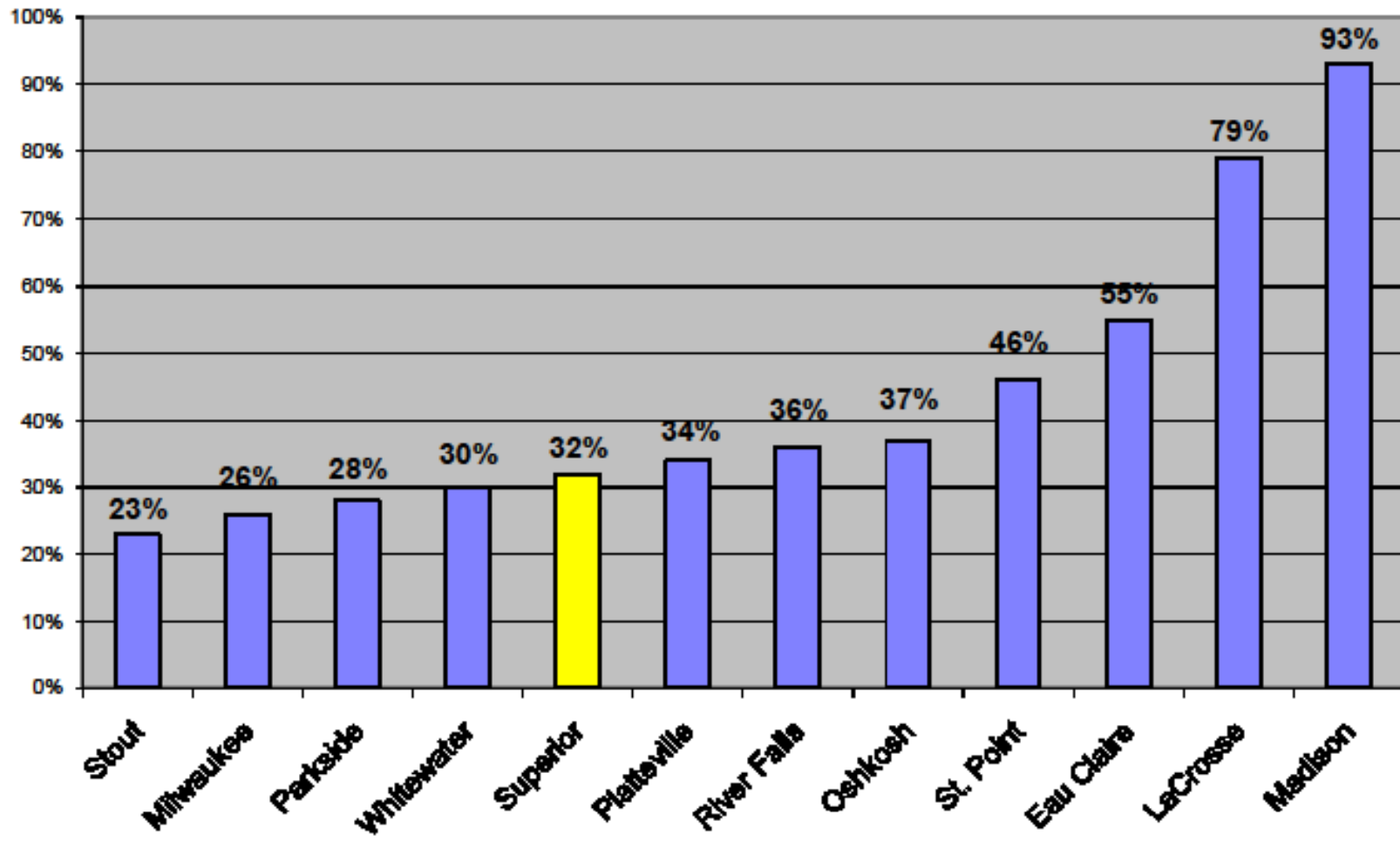
Average Freshmen ACT Composite (fall 2008)



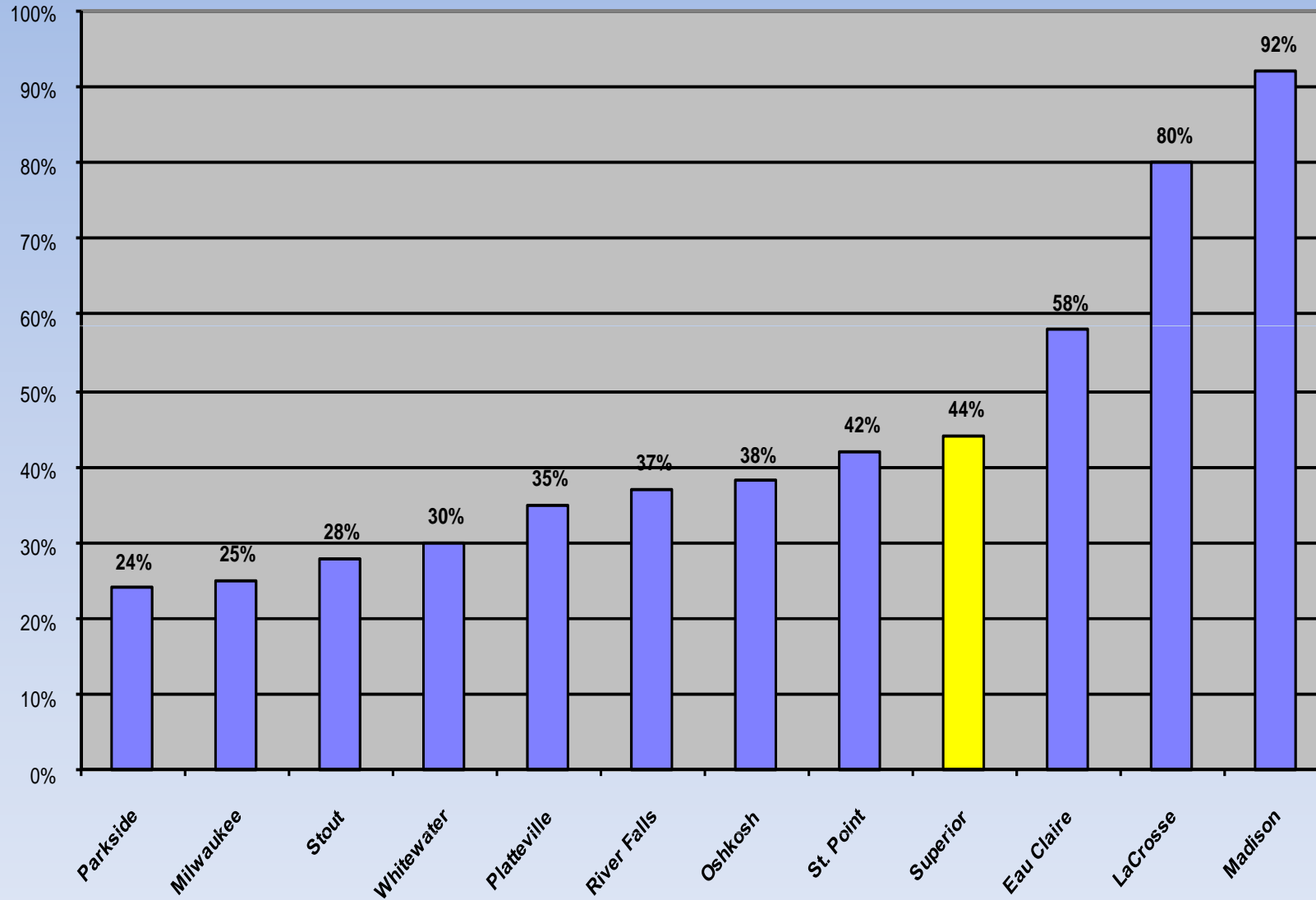
% Freshmen from top 10% of HS class (fall 2008)



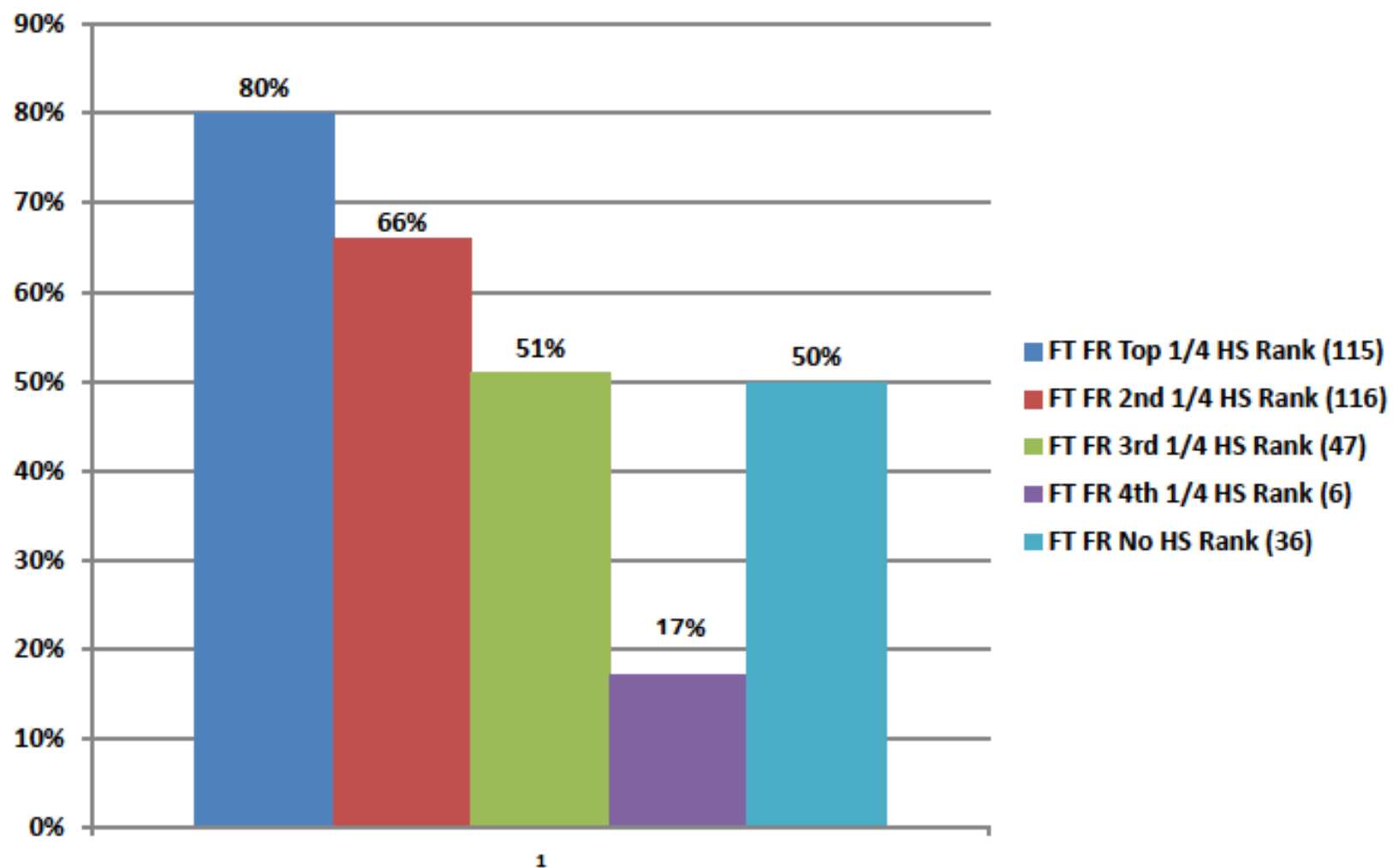
% Freshmen from top 25% of HS class (fall 2008)



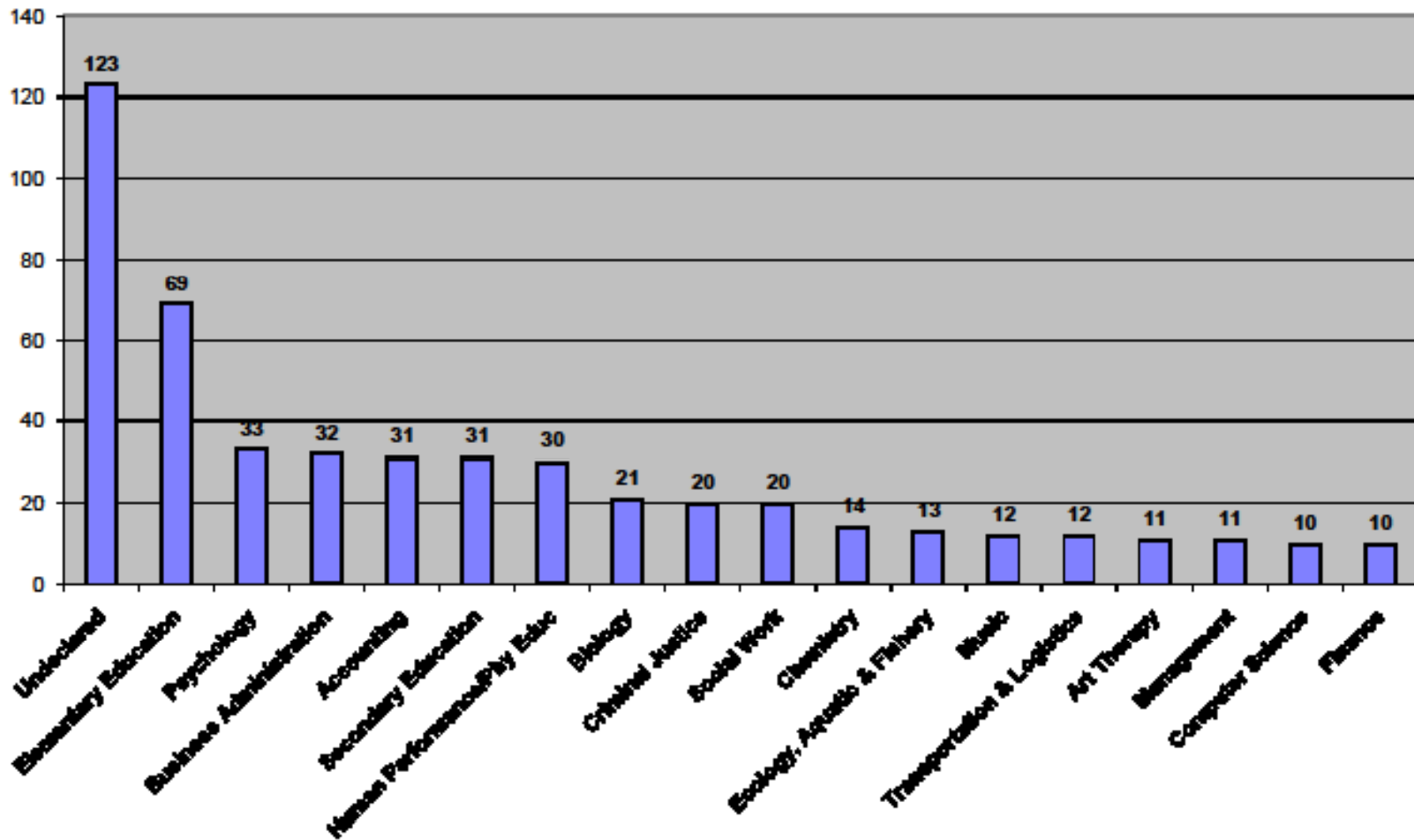
% Freshmen from top 25% of HS class (fall 2005)



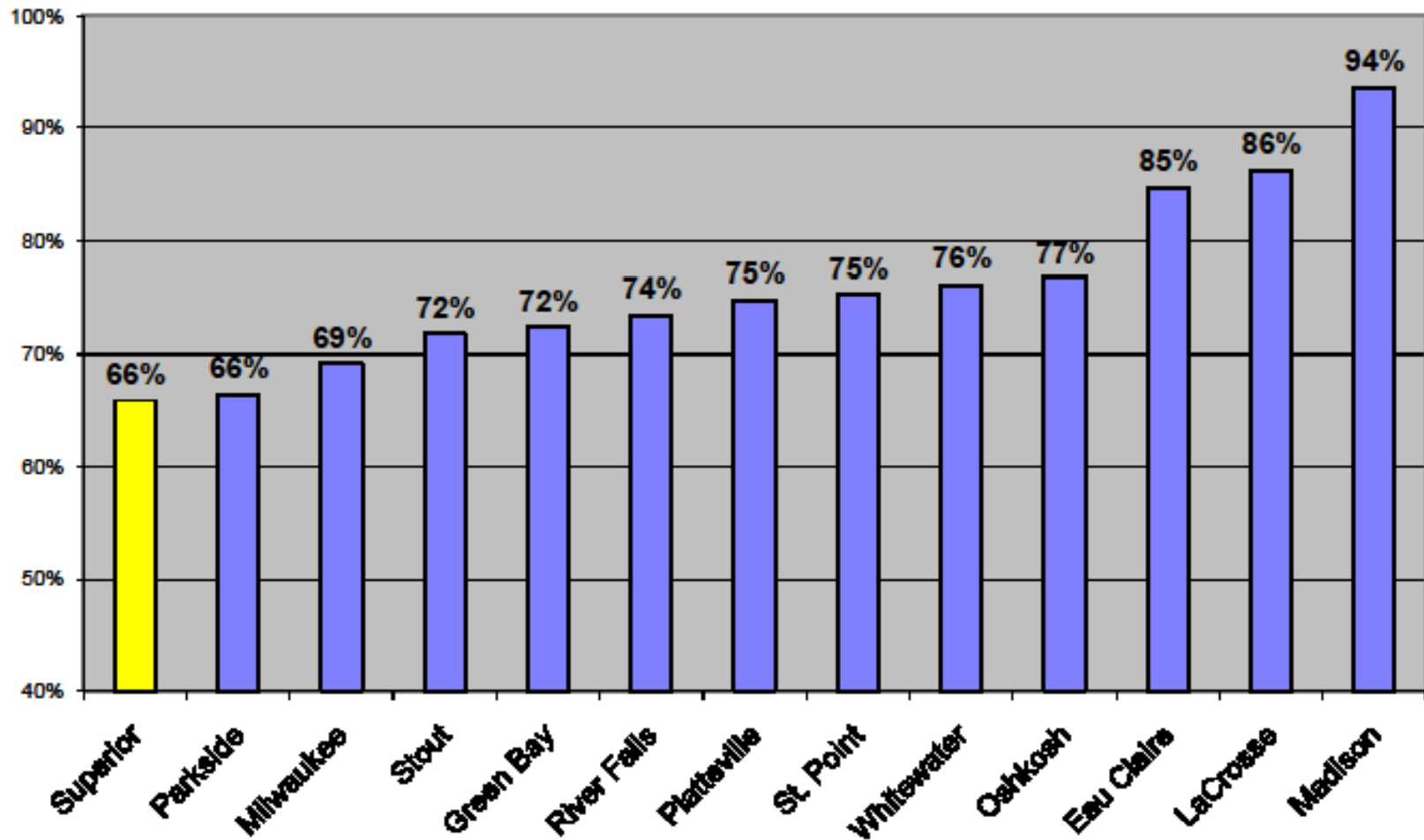
Fulltime Freshmen Retention by High School Rank Quartile Fall 2007 Cohort



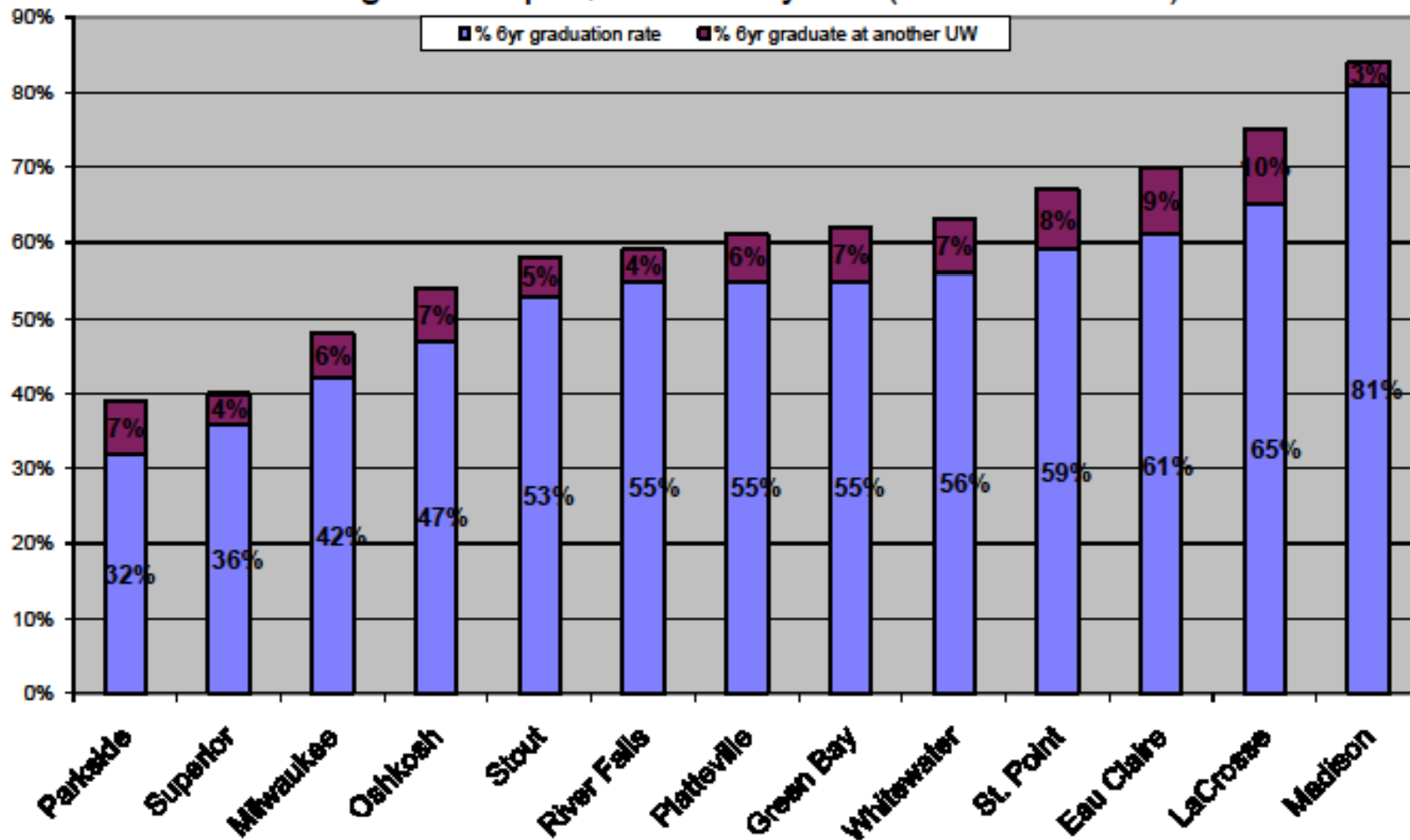
Most Popular Interests of 2009 New UW-Superior Freshmen and Transfers



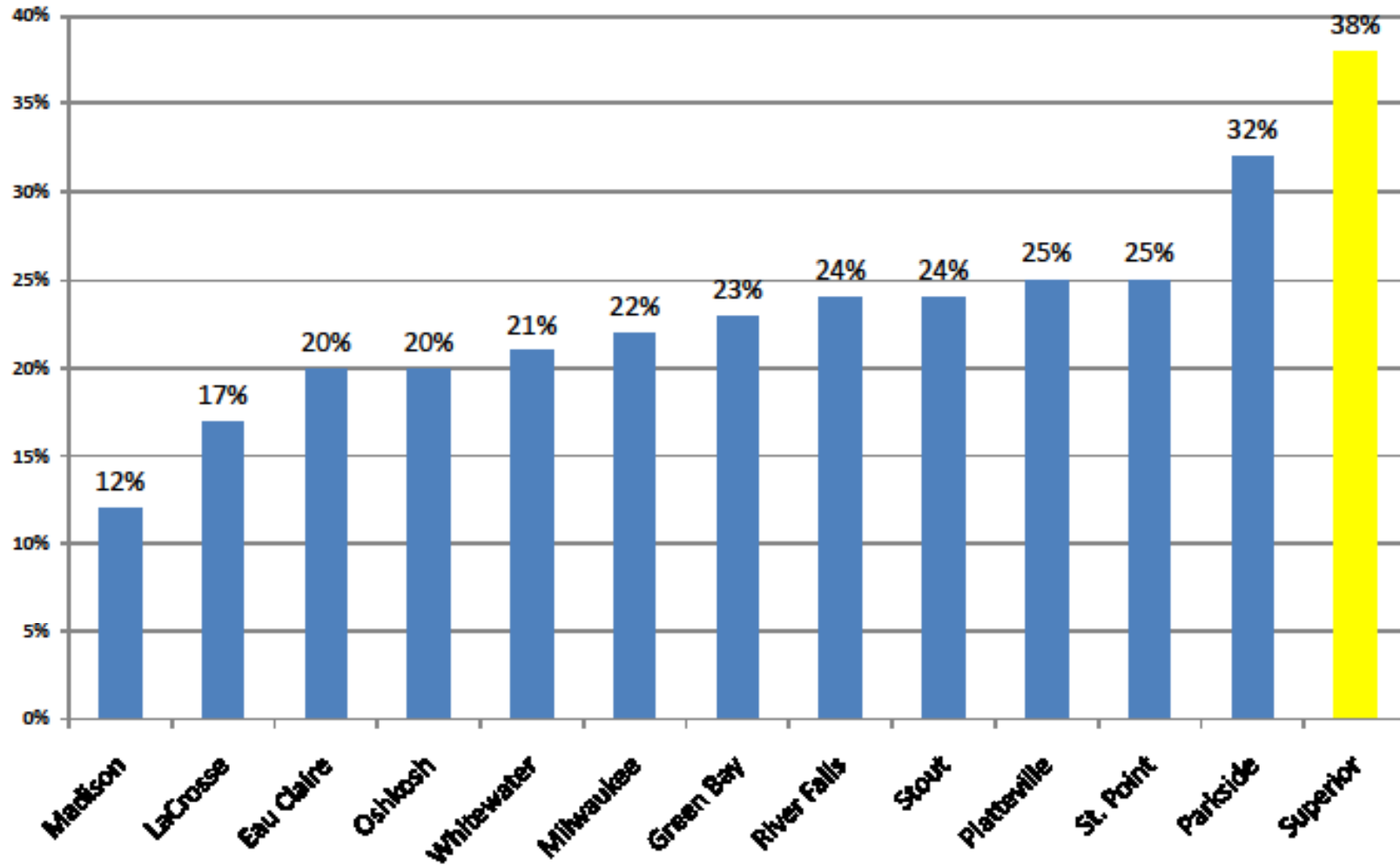
UW Freshman to Sophomore Retention (fall 2007 cohort)



**% of Freshmen who graduate in 6 years,
from original campus, or from any UW (fall 2002 Cohort)**



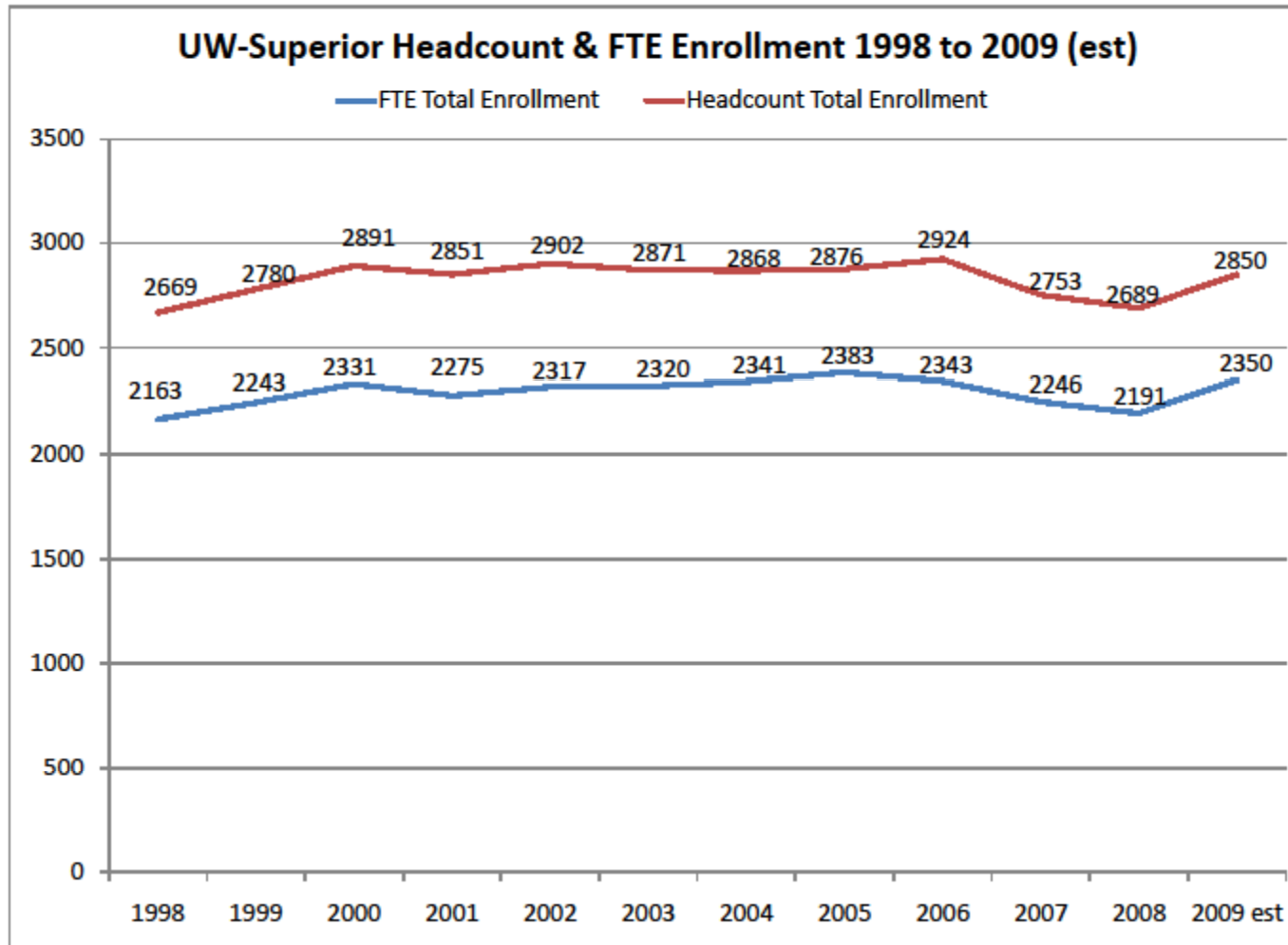
% Undergraduate Students w/Pell Grants at each UW Campus



What's happening with our
Enrollment?

UW-Superior FTE and Headcount Enrollment 1998 to 2009 (est)

UW-Superior FTE and Headcount Enrollment 1998 to 2009 (est)

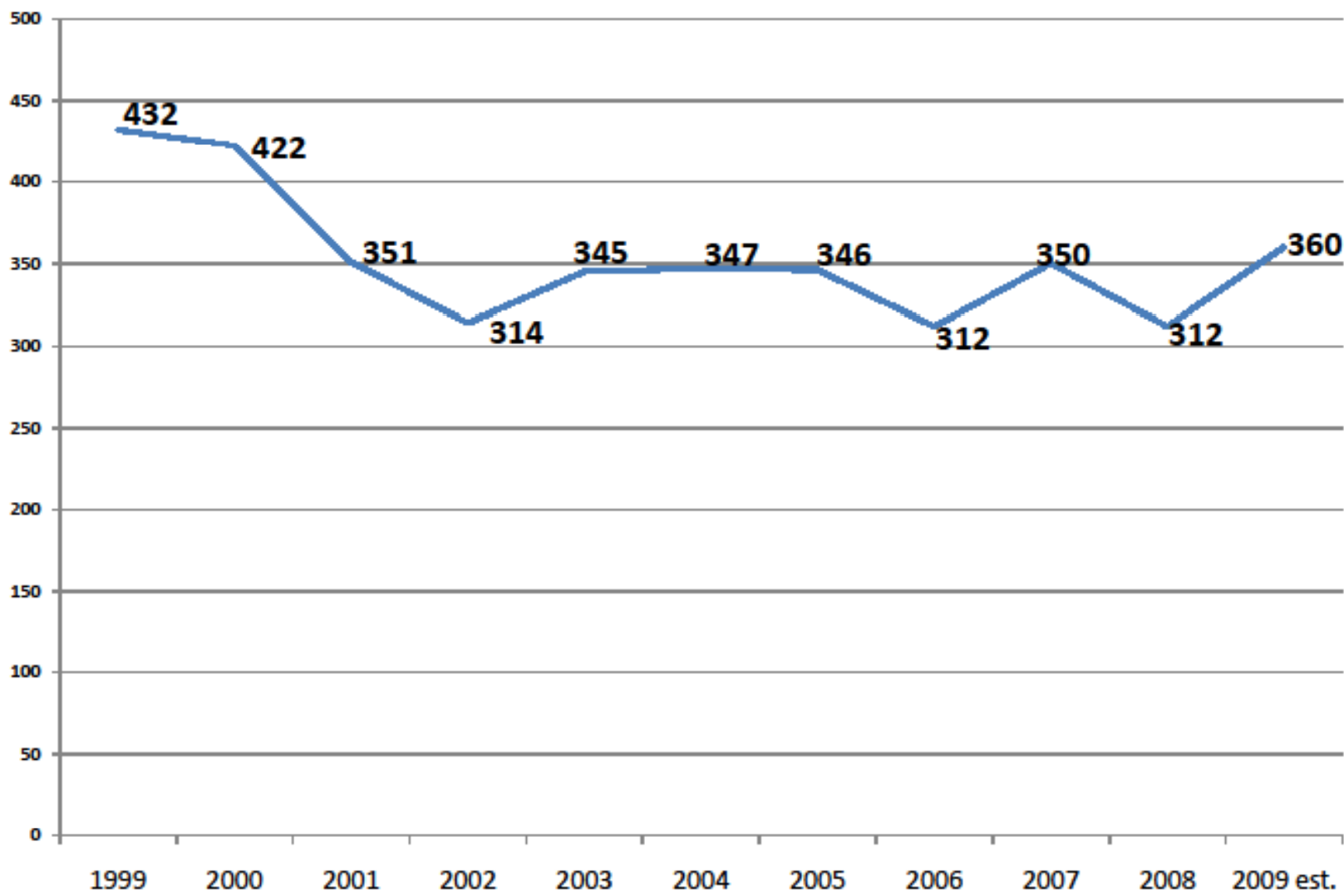


UW-Superior Fall Term Enrollment Report
FTE of Fall Enrollment Registrations, as of End of Last day to Add Classes, 2006 to 2009

FTE with remedial	2006	2007	2008	2009	Change	Change
Enrollment Category	Sept 11th	Sept 10th	Sept 8th	Sept 9th	08 to 09	06 to 09
UG Continuing	1368.87	1265.47	1264.37	1297.07	32.70	-71.80
UG New Freshmen	276.77	323.27	307.8	363.33	55.53	86.56
UG New Transfer	238.37	250.83	226.8	241.50	14.70	3.13
UG New Trans/Rentry	33.47	28.33	16.13	23.13	7.00	-10.34
UG New Reentry	102.60	75.57	57.03	48.70	-8.33	-53.90
Grad Continuing	78.96	69.92	56.92	68.92	12.00	-10.04
Grad New	38.75	36.75	37.17	35.67	-1.50	-3.08
Grad Reentry	15.17	8.25	11.25	5.50	-5.75	-9.67
Distance Learning	154.93	155.5	178.5	234.39	55.89	79.46
Total All Enrolled	2307.89	2213.89	2155.97	2318.21	162.24	10.32
Total On-Campus Enrolled	2152.96	2058.39	1977.47	2083.82	106.35	-69.14
Summary Data						
On-Campus Undergrad	2020.08	1943.47	1872.13	1973.73	101.6	-46.35
Graduate Studies	132.88	114.92	105.34	110.09	4.75	-22.79
Distance Learning	154.93	155.5	178.5	234.39	55.89	79.46

FTE w/o Remedial	2006	2007	2008	2009	Change	Change
Enrollment Category	Sept 11th	Sept 10th	Sept 8th	Sept 9th	08 to 09	06 to 09
UG Continuing	1383.97	1275.63	1271.23	1281.67	10.44	-102.30
UG New Freshmen	273.5	310.9	277.67	315.07	37.40	41.57
UG New Transfer	256.83	248.93	219.53	225.50	5.97	-31.33
UG New Trans/Rentry	16.67	21.47	15.07	22.73	7.66	6.06
UG New Reentry	68.6	51.83	52.53	47.30	-5.23	-21.30
Grad Continuing	78.96	69.92	56.92	68.92	12.00	-10.04
Grad New	38.75	36.75	37.17	35.67	-1.50	-3.08
Grad Reentry	15.17	8.25	11.25	5.50	-5.75	-9.67
Distance Learning	154.93	155.5	178.5	234.39	55.89	79.46
Total All Enrolled	2287.38	2179.18	2119.87	2236.75	116.88	-50.63
Total On-Campus Enrolled	2132.45	2023.68	1941.37	2002.36	60.99	-130.09
Summary Data						
On-Campus Undergrad	1999.57	1908.76	1836.03	1892.27	56.24	-107.3
Graduate Studies	132.88	114.92	105.34	110.09	4.75	-22.79
Distance Learning	154.93	155.5	178.5	234.39	55.89	79.46

New Freshmen Enrolled each Fall



Top High Schools for 2009

- 1/3 of 2009 Freshmen came from top 7 High schools
- 2/3 of 2009 Freshmen come from 218 & 715 Area Codes
- Superior High School traditionally provides 20% of new freshmen

Superior Senior High School	58
Denfeld High School	14
Northwestern High School	12
Hermantown High School	11
Duluth Central High School	7
Grantsburg High School	7
East High School	6
Bayfield H S	5
Cloquet Senior High School	5
Proctor Senior High School	5
Spoooner H S	5
Ashland High School	4
Gale-Etrick Trempealeau	4
Minnetonka High School	4
Pine City High School	4
Rice Lake H S	4
Appleton East High School	3
Ellsworth H S	3
Home School (Non Wisconsin)	3
Luther L Wright High School	3
Moose Lake High School	3
Northwood H S	3
St Croix High School	3
Tomahawk H S	3
Two Harbors High School	3
Webster High School	3

Top Colleges for 2009 Transfer Students

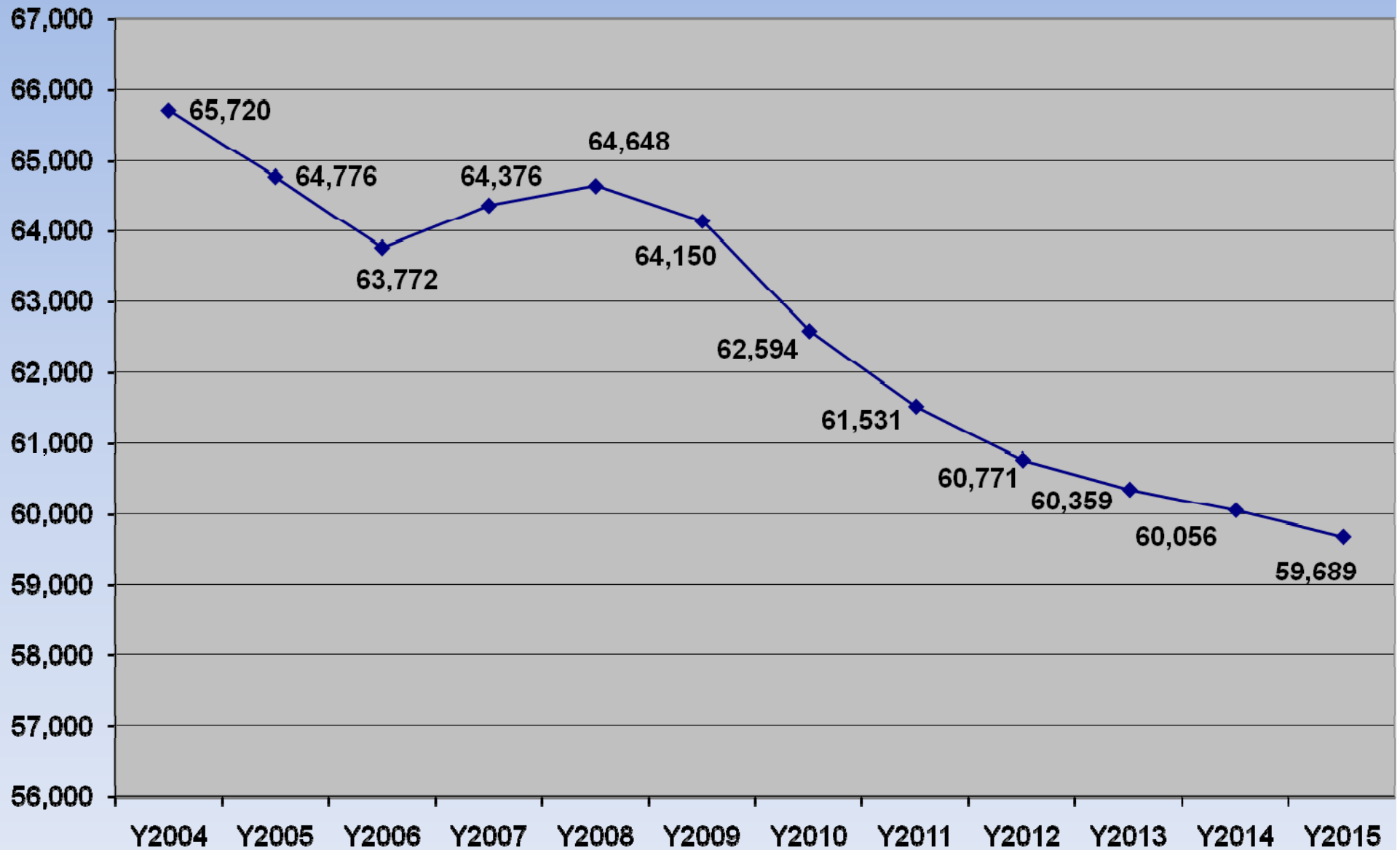
- 164 of our 260 new transfers (63%) came from two-year colleges.
- 142 of our 260 new transfers (55%) came from Minnesota
- Only 3 of our 244 other transfers came from UW-Colleges, UW's two-year campuses (excluding the 16 Access-Bridge students who "transferred" from UW-Barron County).
- 94 of our 260 transfers came from Minnesota Community Colleges (including 38 from LSC)
- 74 of our 260 new transfers have Junior standing at UWS.

Lake Superior College	38
Univ of Minnesota, Duluth	18
Univ of Wisconsin-Barron Co	16
Wisconsin Indianhead Tech College	15
Fond du Lac Community College	13
College of St Scholastica	10
Itasca Community College	10
Mesabi Community College	10
Vermilion Community College	7
Anoka-Ramsey Community College	4
Bemidji State University	4
Gogebic Community College	4
St Cloud State University	4
Univ of Wisconsin-Stout	4
Univ of Wisc-Stevens Point	4

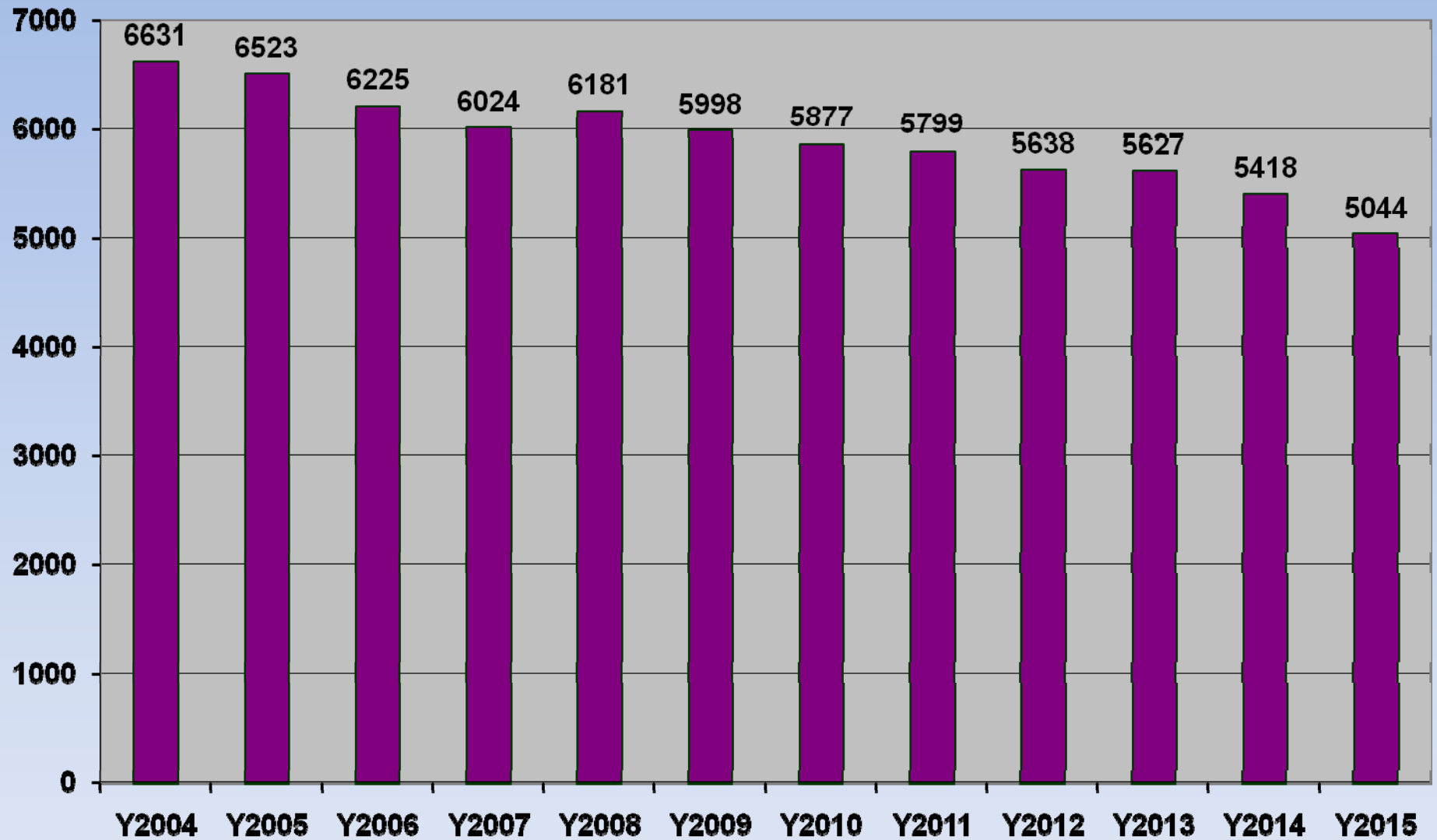
Challenge: The Regional Demographics

- Most of our students come from northeastern Minnesota and northwestern Wisconsin.
- The demographics for the entire state of Wisconsin, as well as our region of MN/WI are very challenging
- 2009 provided more regional high school grads than will any of the next 15 years

Total Annual High School Graduates in Wisconsin 2004 - 2015



Annual High School Graduate projections for NE MN & NW WI



But we have some good news, too!

Demographics are not necessarily
Destiny!

**Opportunity:
Our costs are very
affordable**

- UWS is the least expensive four-year college in the region
- Wisconsin and Minnesota students who want to live on campus have no lower-cost option.

2009-10 Costs for Local Colleges	Lake Superior College	University of Wisconsin - Superior	University of MN-Duluth	College of St. Scholastica
Tuition and Fees	\$ 4,400	\$ 6,736	\$ 11,004	\$ 27,114
Room and Board	NA	\$ 5,485	\$ 6,176	\$ 7,278
Total Cost for Campus Resident	\$ 4,400	\$ 12,221	\$ 17,180	\$ 34,392

Strength:

A more robust commitment to recruitment and retention

- In the past three years we have:
 - Organized enrollment functions under an Assistant Vice Chancellor
 - Increased FTE staff in the Admission Office
 - Increased FTE staff in the International Office
 - Restored English as a Second Language(ESL)
 - Tripled the recruitment S&E budget
 - Developed a retention plan

Strength:

A more attractive campus

- Renovated Library opened this month
- New Yellowjacket Union opens in January
- Swenson Hall opens in 2011

Our biggest Weakness/Challenge

Retention

Evidence-based Culture

- The Institutional Research Office is providing more information to help you plan and make management decisions
 - www.uwsuper.edu
 - WEAVEonline planning tool
 - Qualtrics Survey tool

Your Source of UW-Superior Information

- The UW-Superior Institutional Research Website – www.uwsuper.edu/ir offers information on:
 - UWS Enrollment
 - Characteristics of our Students
 - Regional & State Demographics
 - Comparisons with other Similar Universities

Thanks for your time & attention

- If you have questions or need information to help you in your work, contact:
 - Jim Miller, Institutional Research
Jmiller@uwsuper.edu