

Update: Achieving undergraduate enrollment goals through strategic enrollment management

VPADG Meeting

December 2020

Fall 2020 Summary

- In the midst of COVID-19, U-M continued to be highly sought-after institution among new undergraduates. Application rates remain at high levels and overall enrollment in 2020 is similar to 2019.
- Challenges noted in previous cycles related to demographic shifts and changing international landscape increased for undergraduate enrollment in 2020.
- Number of highly qualified students continue to far exceed capacity.
- Overall racial/ethnic and socioeconomic diversity was a challenge in the midst of COVID-19.
- Despite challenges, low-income students continue to respond to recruitment and messaging efforts related to the Go Blue Guarantee. Nearly 1 in 5 Michigan undergraduates are from families with incomes below \$65k; 86% of whom pay no tuition as a result of institutional support.

Strategic Priorities for New Undergraduates

Maintain Quality

High academic credentials, Strong scores*, Leadership, Talent, Rigor, Curriculum alignment

Specific School & College Goals

Diversity, College/School Distribution, Special talents, Academic Preparedness

Geographic Balance & Distribution

Residency Balance, Geographic distribution within Michigan, US, and Internationally

Affordability

Increasing Pell, Go Blue Guarantee, Meeting need for Michigan Residents, Socio-Economic Diversity, Managing Student Debt

Access for Populations of Interest

Wolverine Pathways, Athletics, Arts, Veterans, Partnership Programs to enhance diversity

* Test flexible policy in place for Fall 2021 cycle, see Appendix for details

Summary Statistics

First-Year Admissions

	In-State	Out-of-State	Total
Applied	10,606	54,416	65,022
Admitted	5,033	11,941	16,974
Enrolled	3,542	3,337	6,879
Selectivity	47.5%	21.9%	26.1%
Yield	70.4%	27.9%	40.5%

Transfer Admissions

	In-State	Out-of-State	Total
Applied	1,200	3,313	4,513
Admitted	725	1,341	2,066
Enrolled	640	665	1,305
Selectivity	60.4%	40.5%	45.8%
Yield	88.3%	49.6%	63.2%

Enrollment

	In-State	Out-of-State	Total
Undergraduate Students	16,807	14,522	31,329
Graduate Students	7,811	8,767	16,578
Total Students	24,618	23,289	47,907

Diversity

Undergraduate URM	14.3%	Undergraduate First Gen	14.3%
First-Year URM	11.8%	First-Year First Gen	12.1%
Transfer URM	17.1%	Transfer First Gen	22.8%
Graduate URM	17.8%	Graduate First Gen	12.4%

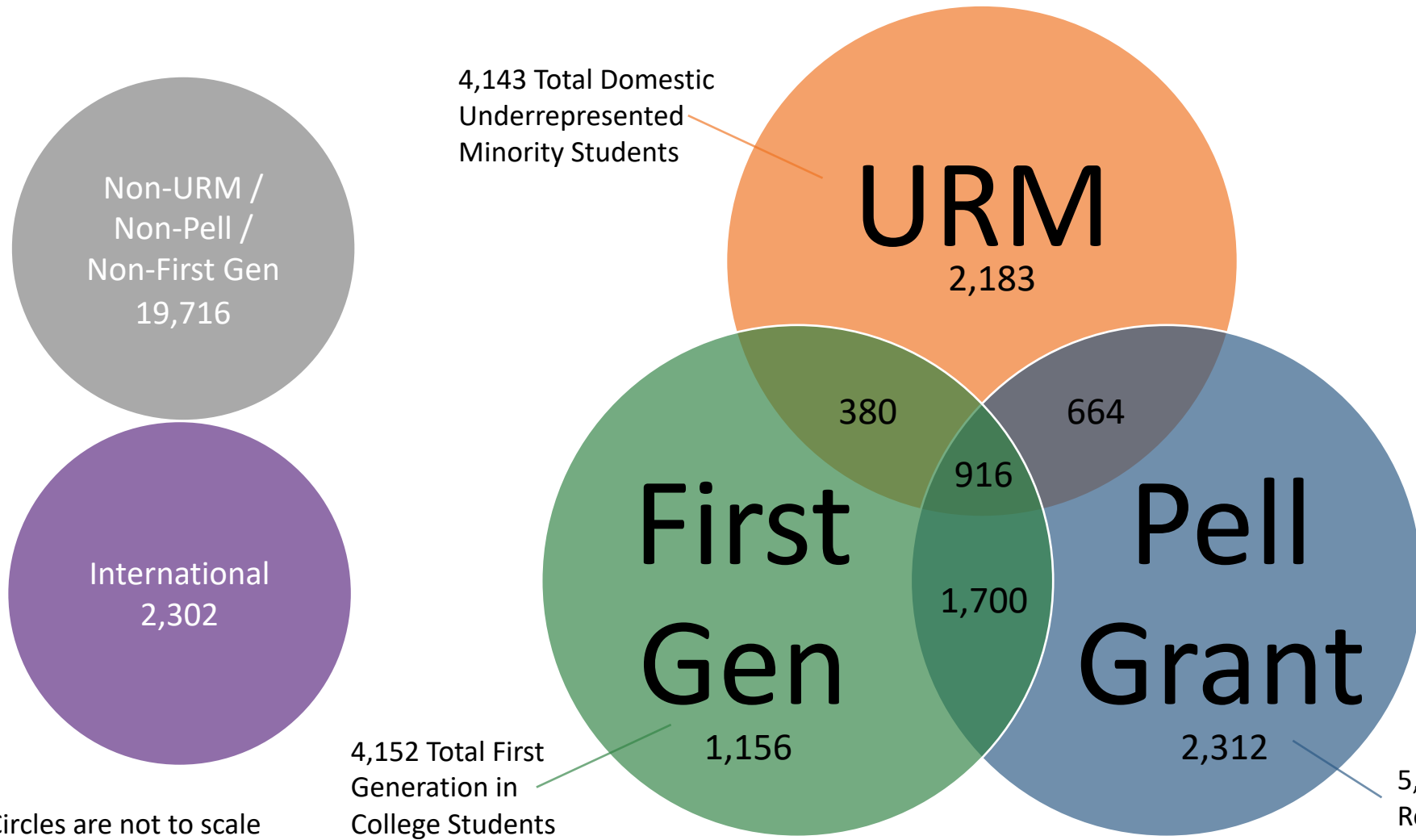
Veterans

Undergraduate Veterans	134
Graduate Veterans	284
Total Veterans	418

Affordability

Undergraduate in-state < \$65K	19.0%
Undergraduate Pell	19.3%
First-Year Pell	16.0%
Transfer Pell	35.5%

Undergraduate First Gen, Pell Grant, and URM Populations



9,311 (32%) of undergraduate students are either a domestic underrepresented minority, first generation in college, and/or a Pell grant recipient

* Circles are not to scale

Financial Aid Goals

Need-based financial aid for undergraduates has been aimed at achieving three important objectives:

- To assure that any Michigan resident who is admitted to the University of Michigan is able to attend without regard to family financial circumstances
- To help enroll a diverse socioeconomic class from a pool of applicants who are qualified to succeed academically at the University
- To assure that no student graduates with an unmanageable level of debt

Summary Statistics

	Fall 2019	Fall 2020	# Change	% Change
IN-STATE INCOMING CLASS:				
# received GF grant or scholarship	2,162	2,176	+14	+0.6%
# received GF need-based grant	1,703	1,539	-164	-9.6%
Median EFC*	\$6,312	\$6,648	+\$336	+5.3%
Average EFC*	\$8,331	\$8,628	+\$297	+3.6%
# Pell recipients	941	881	-60	-6.4%
% Pell recipients	21%	18%		
OUT-OF-STATE INCOMING CLASS:				
# received GF grant or scholarship	1,396	831	-565	-40.5%
# received GF need-based grant	1,109	777	-332	-29.9%
Median EFC*	\$5,530	\$7,238	+\$1,708	+30.9%
Average EFC*	\$9,880	\$11,285	+\$1,405	+14.2%
# Pell recipients	694	473	-221	-31.8%
% Pell recipients	21%	14%		

*for those who received need-based grant

We have launched a number of initiatives to expand access and enhance affordability

In-State:

Meet 100% need for all in-state students

Continue our long-standing commitment

HAIL Scholarships

Piloted Fall 2016
Expanded FY18-FY19, FY21

Go Blue Guarantee

Implemented January 2018

Wolverine Pathways

Enrolled first class Fall 2018

Out-of-State:

Need-based grant for out-of-state students

Continue our practice of providing significant need-based grant aid; however we are not able to meet 100% need

Targeted Outreach Programs

FY15-FY21

Meet 100% need for some* out-of-state

Launched FY13
Expanded FY14-FY17
Phasing out beginning fall 2020

*Family income up to ~\$90K

Strategic Scholarship

Launched Fall 2020

Changes in financial aid programs can compromise our ability to make progress on our enrollment goals

Examples:

- Fall 2020 was the first year of the change to out-of-state aid packages. In an environment of pandemic, it is difficult to draw any conclusions regarding the impact of changes in our out-of-state aid policy. However, the diversity of out-of-state enrollees declined from prior year. Some decline was anticipated and we implemented strategic scholarship program to mitigate the risk.
- Decision to expand the HAIL scholarship program could result in increased geographic representation; however, this population tends to be lower % URM.

Budget constraints present difficult choices

We must prioritize to ensure that resources are directed toward highest priorities to continue to meet goals

Tradeoffs

- Commitment to in-state students
- Commitment to out-of-state students
- Diversity goals
- Budget sustainability

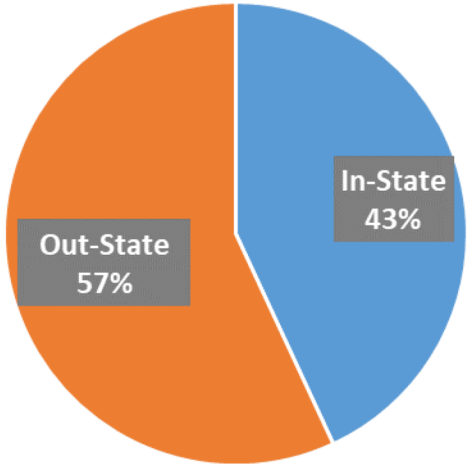
Priorities

- Continue to meet 100% need for all in-state students
- Continue Go Blue Guarantee
- Maintain diversity goals
- Budget sustainability

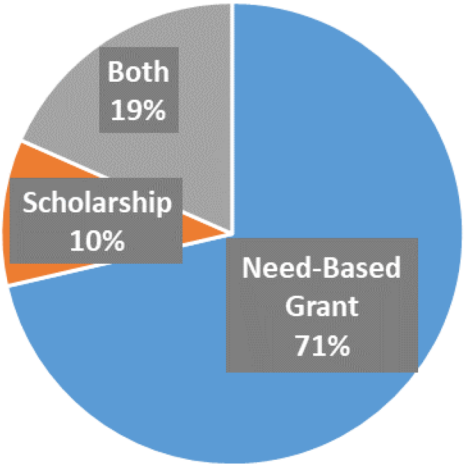
Total General Fund Aid Disbursed as of November 2020

Amount Disbursed
= \$107M

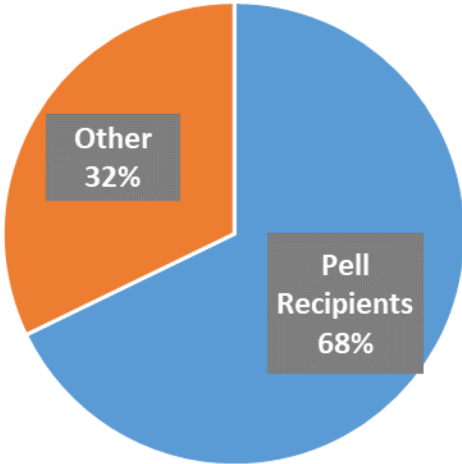
Total General Fund Aid by Residency
Amount Disbursed as of Nov 2020



Total General Fund Aid by Aid Type
Amount Disbursed as of Nov 2020

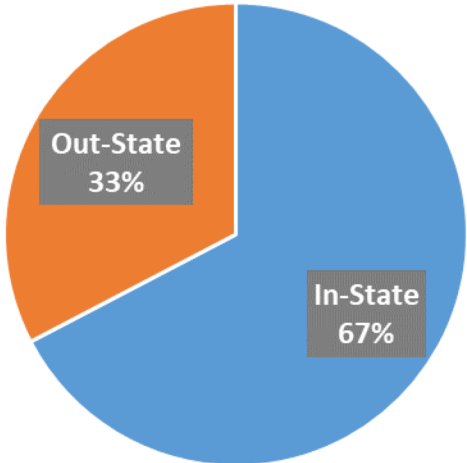


Total General Fund Aid by SES
Amount Disbursed as of Nov 2020

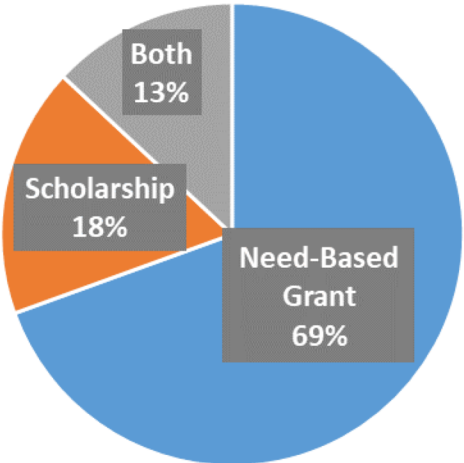


Number of aid recipients
= 10,405

Total General Fund Aid by Residency
Students as of Nov 2020



Total General Fund Aid by Aid Type
Students as of Nov 2020



Total General Fund Aid by SES
Students as of Nov 2020

