



UNIVERSITY^{AT}ALBANY

State University of New York

A Birds-Eye View of Recruitment, Admission, Financial Aid, and Retention of Undergraduate and Graduate Students

Robert Andrea, Associate Vice Provost, Enrollment Management
Dr. Kevin Williams, Vice Provost and Dean of Graduate Studies

May 9, 2014

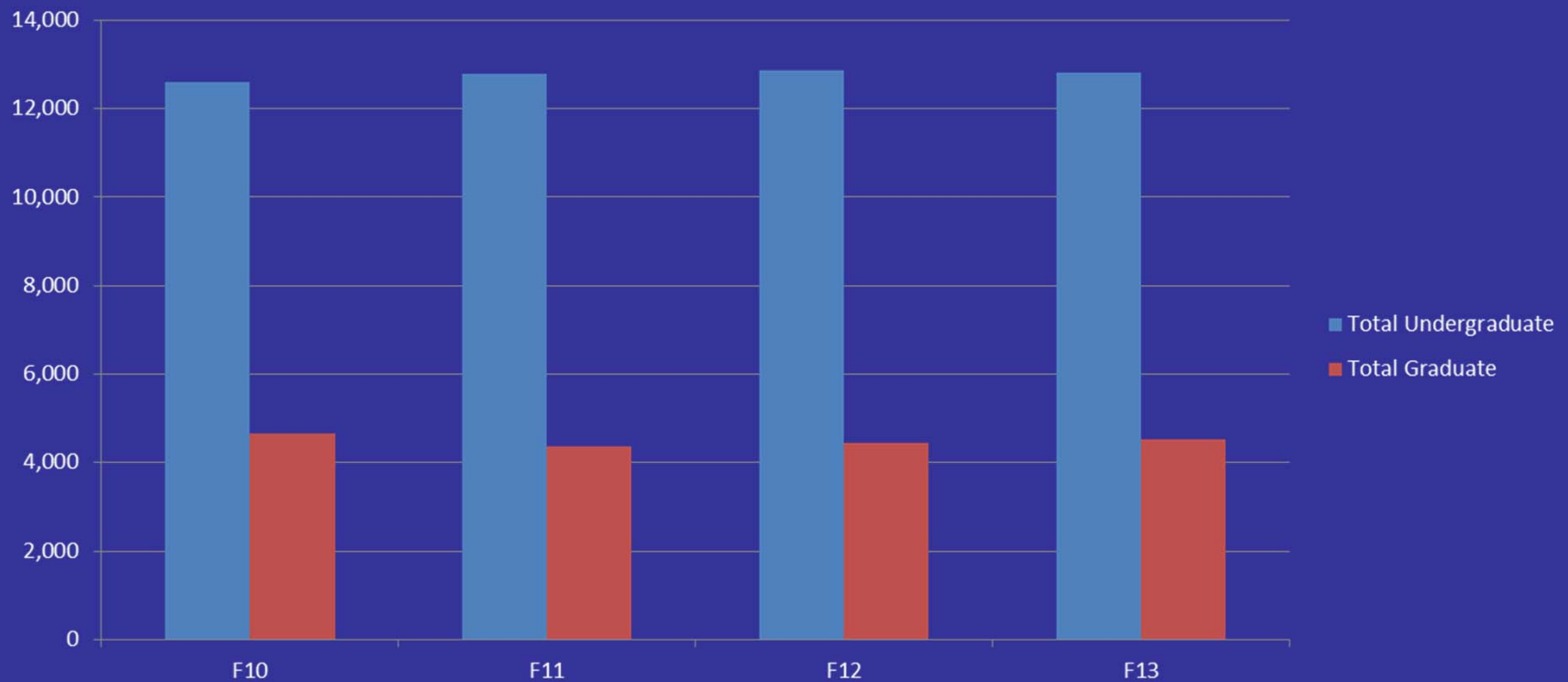
Questions to be considered...

- Who are our students?
- How are they recruited?
- How are they admitted?
- How are they aided?
- How are they retained?

About Our Students

About Our Students

Historical Enrollment 2010 thru 2013



About Our Students

New Freshmen Enrollment 2013:

Fall (2,566)

Spring (54)

New Transfer Enrollment 2013:

Fall (1,387)

Spring (517)

New Graduate Enrollment 2013:

Fall (1,388)

Spring (258)

About Our Undergraduate Students

- Fall 2013 new students are both freshmen and transfers

Freshmen 64.9% Transfers 35.1%

- Freshmen: Mean GPA 3.4 Mean SAT/ACT 1142
Transfer: Mean GPA 3.0

- Gender

Freshmen: Female 46.4% Male 53.6%

Transfers: Female 48.5% Male 51.5%

- Student Diversity

Freshmen: Domestic 42.3% International 4.6%

Transfers: Domestic 37.3% International 4.5%

About Our Undergraduate Students - geographically

Fall 2013

Freshmen

- New York 87.6%
- Domestic Non-New York 7.8%
- International 4.6%

Transfers

- New York 94.1%
- Domestic Non-New York 1.4%
- International 4.5%

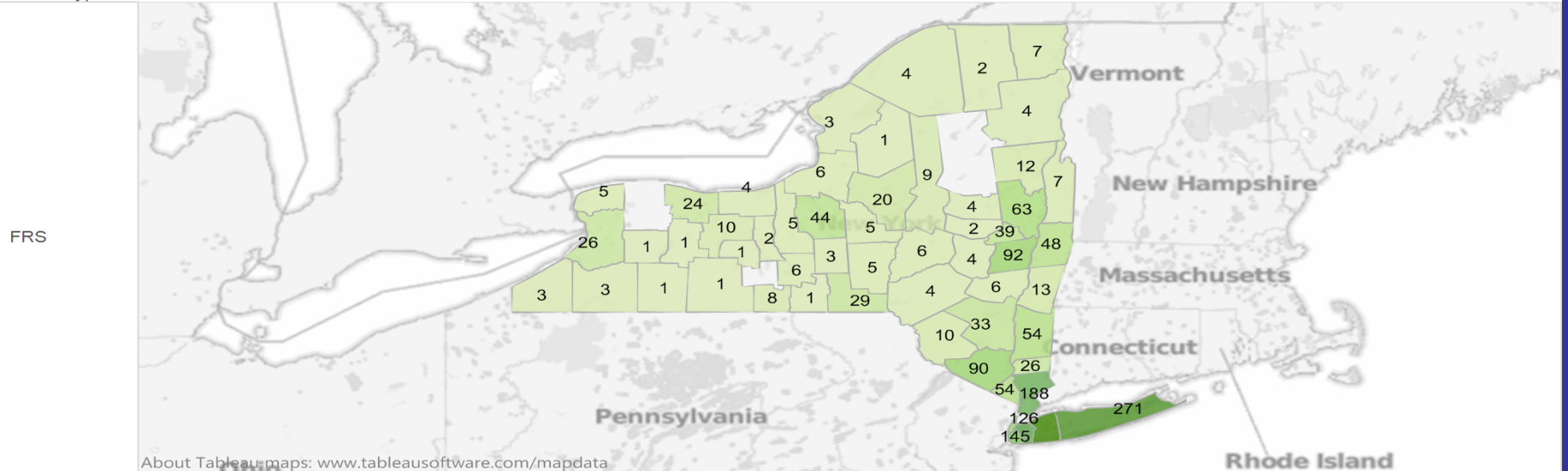
About our Undergraduate students - regionally

Fall 2013 New York State distribution

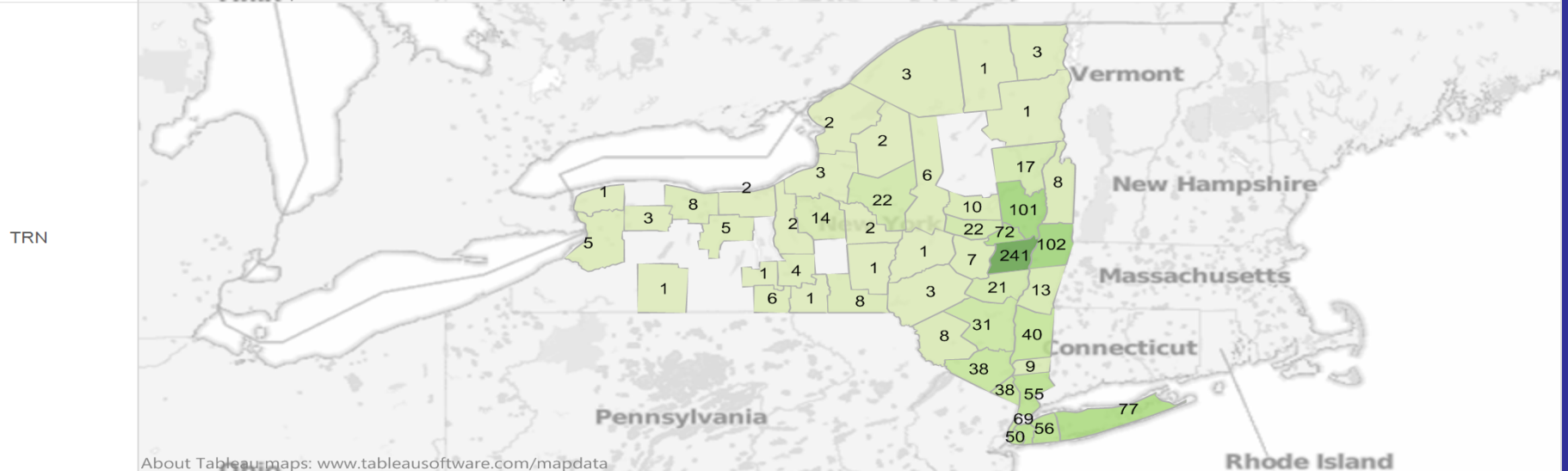
	Freshmen	Transfer
• NYC	29.3%	17.7%
• Long Island	26.1%	10.1%
• Lower Hudson	20.2%	16.6%
• Capital District	12.1%	45.1%
• Central NY	6.7%	5.4%
• Western NY	3.6%	2.0%
• North Country	1.8%	2.9%

About Our Undergraduate Students...by NY County

Admit Type



About Tableau maps: www.tableausoftware.com/mapdata

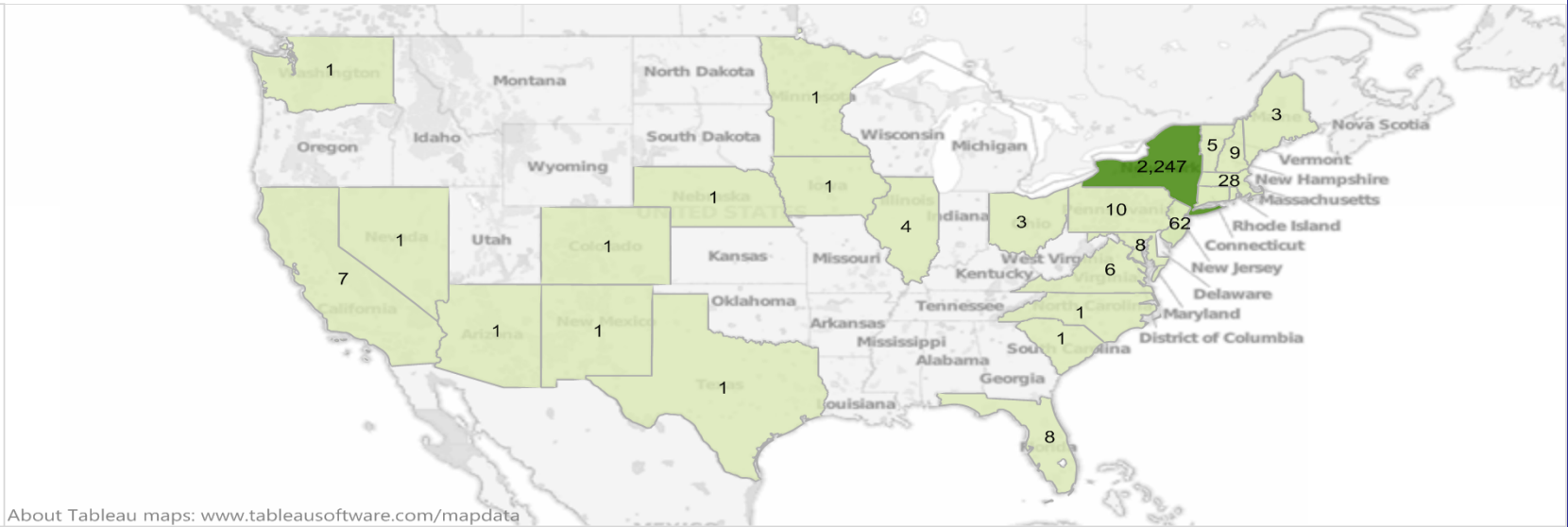


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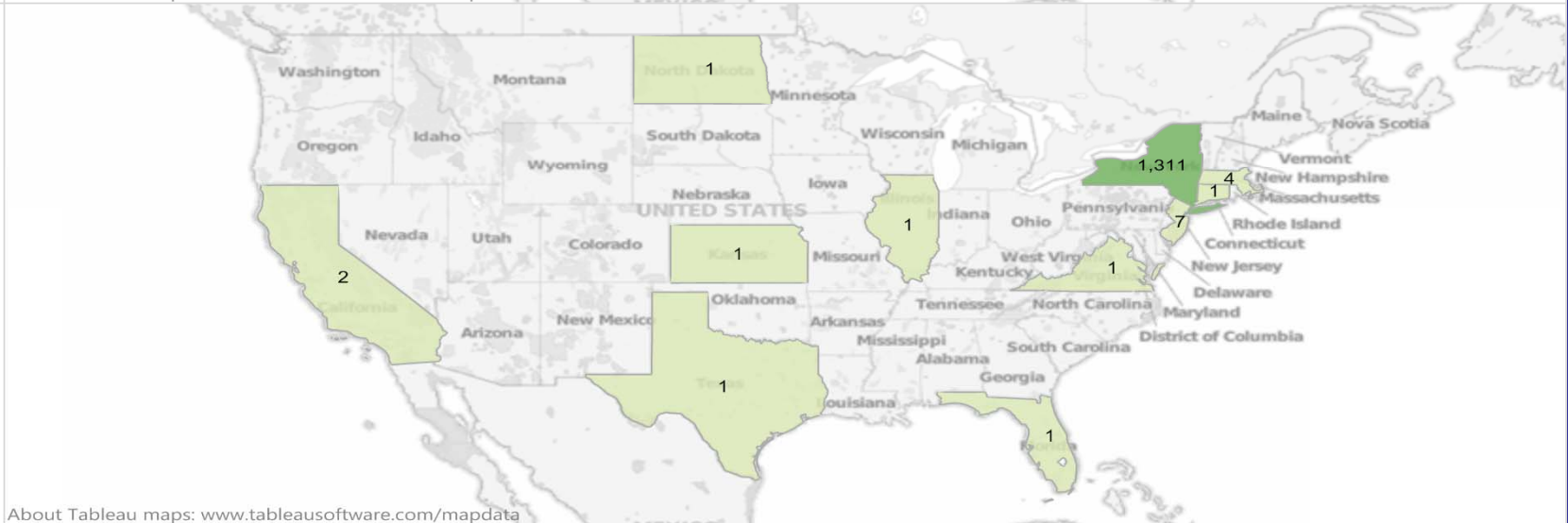
About Our Undergraduate Students...by state

Admit Type

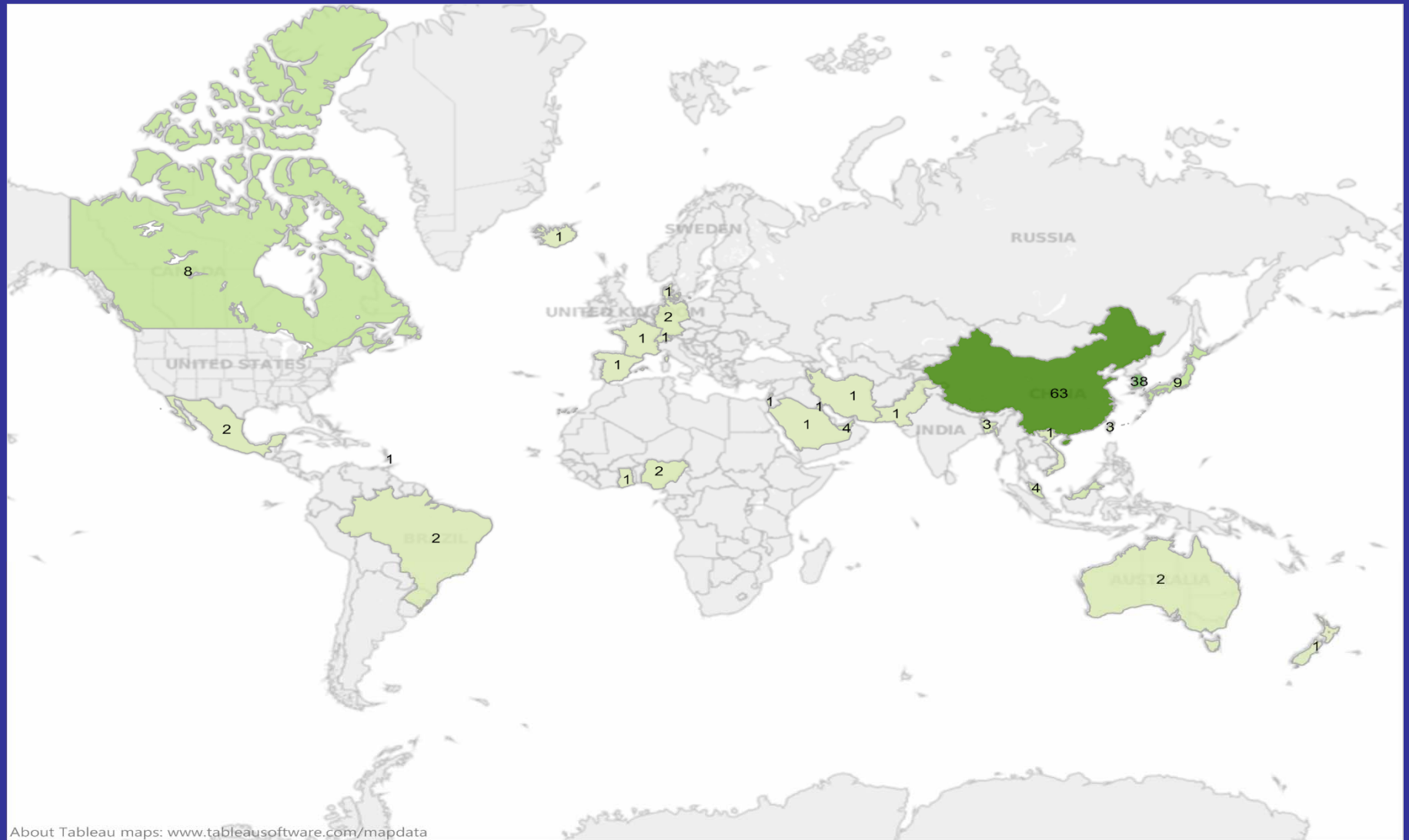
FRS



TRN



About Our Undergraduate Students...by country



About Our Undergraduate Students - transfer origins

Fall 2013 Transfers:

Two Year 64.2% Four Year 35.8%

Top Two Year Institutions:

- Hudson Valley Community College
- Suffolk County Community College
- Schenectady County Community College
- Adirondack Community College
- Dutchess County Community College
- Nassau County Community College
- Westchester County Community College

About Our Undergraduate Students - transfer origins

Fall 2013 from Four Year Institutions

Public Institutions

Buffalo State

SUNY Oswego

SUNY Oneonta

College of Staten Island

SUNY Potsdam

Private Institutions

College of Saint Rose

Saint Johns University

Siena College

Long Island University

University of Bridgeport

About Our Undergraduate Students...academic interests

Fall 2013

Freshmen

	Pct.
Open/Undecided	22.9
Accounting & Business	21.5
Biology	11.9
Criminal Justice	7.5
Psychology	6.6
Political Science	3.5
Computer Science	3.2
Human Biology	2.7

Transfers

	Pct.
Psychology	15.3
Accounting & Business	12.6
Biology	9.4
Open/Undecided	8.5
Criminal Justice	5.1
Computer Science	5.0
Economics	4.8
Communication	4.7
Political Science	3.7

Recruitment

Recruitment

Recruitment Goals

- Generate interest culminating in applications
- Cultivate enrollment through yield activities

Recruitment

Recruitment Activities

- Outreach
- Communication
- On-Campus Programs

Recruitment

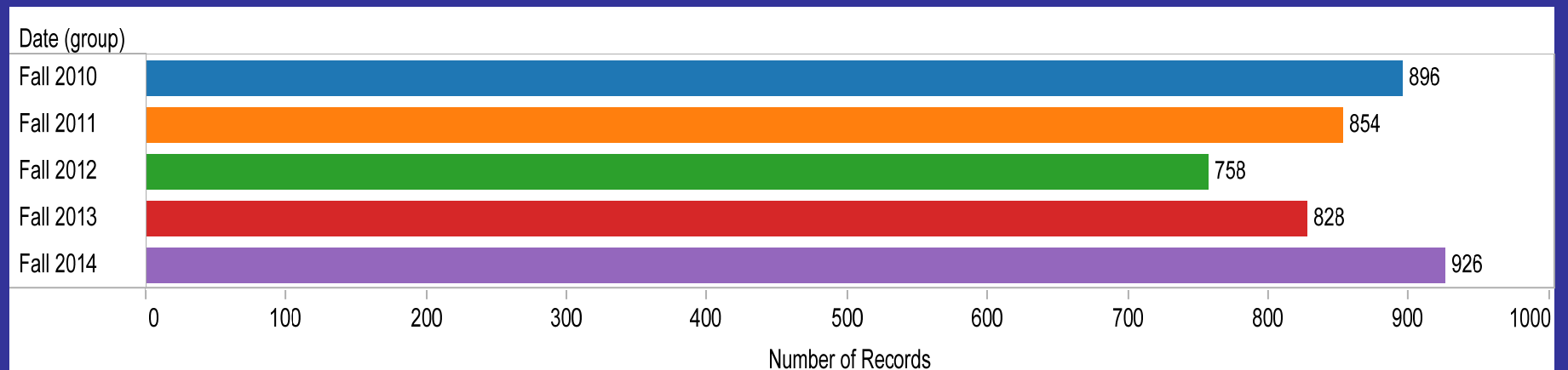
Recruitment Outreach

Fall and Spring Travel Program

- Secondary School Visits
- College Nights and College Fairs
- Regional Events and Receptions
- Embassy Visits (international)
- Agent Visits (international)

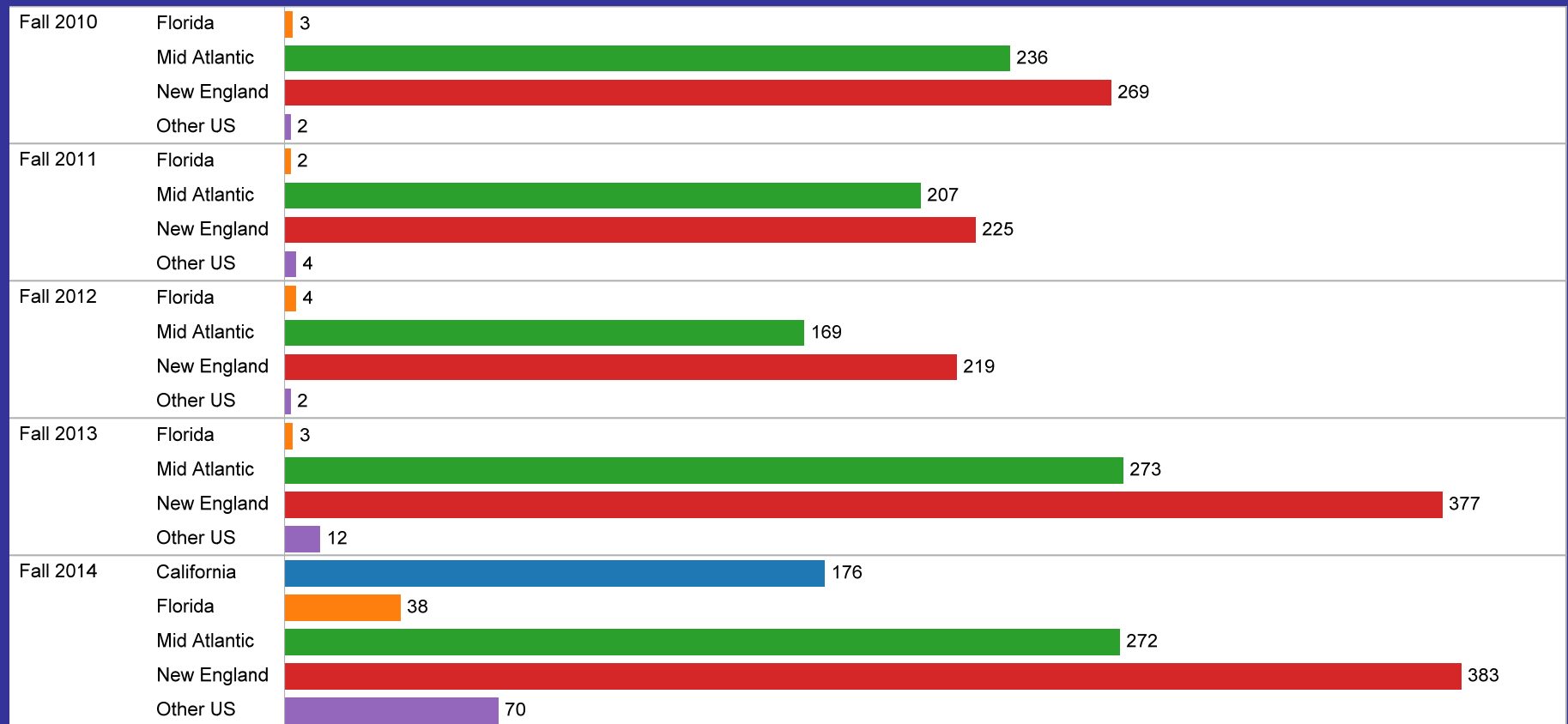
Recruitment Travel - New York State

5 Year New York State Travel



Recruitment Travel - domestic

5 Year Domestic, Non-New York Travel



Recruitment Travel - international

Country	Fall 2011	Fall 2012	Fall 2013	Fall 2014	*Fall 2015
Brazil			9		
Canada			24	26	
China	20	77	123	71	29
Cyprus			9		9
Denmark				3	
Germany				1	
Hong Kong	5	18	14	3	4
India		28	30	26	
Indonesia			5	9	
Israel					5
Japan	2	3	4		
Jordan					2
Korea	2	18	23	14	6
Kurdistan			3	2	
Malaysia			5	13	8
Norway				4	
Puerto Rico				35	16
Saudi Arabia				4	7
Singapore					1
Sri Lanka				2	6
Sweden				6	
Thailand			4	3	
Turkey			5	12	9
Viet Nam		4	10	6	7
Grand Total	29	148	268	240	109

5 Year Travel by Country
*To Date

Recruitment - Communication

Targeted Communication Activities

- Direct Mail Campaign
- Viewbook Series Mailing
- Event Invitations
- Email Campaigns

Additional Activities

- Telephone Contact
- Chats
- Skype

Recruitment

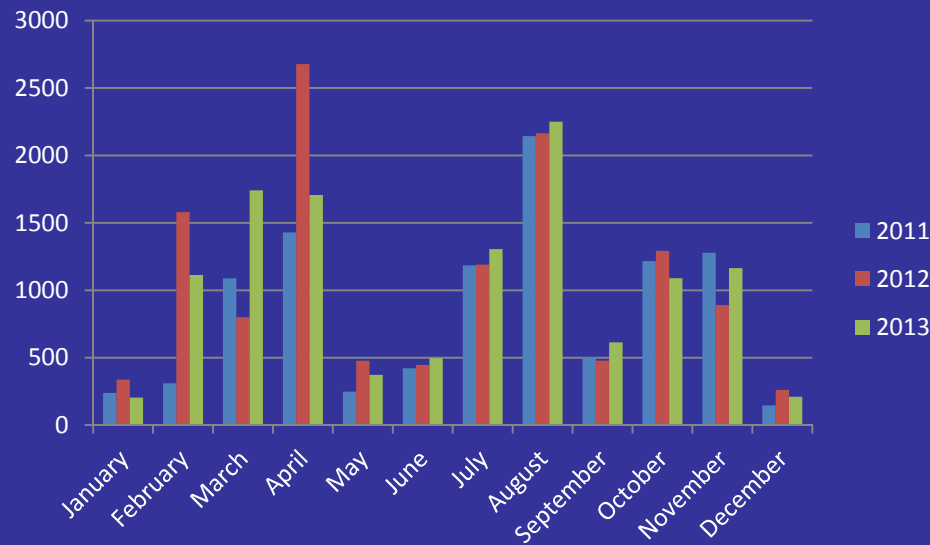
On-Campus Programs

- Daily Visit Program
- Group Visits
- Fall Open House
- Spring Open House for Admitted Students
- Other

Recruitment

Generating Interest: Prospects, Inquiries, and Applicants

Daily Visit Program



Offered during the week and on Saturday's when the University is in session

51% of visitors apply
34.4 % enrolled

Recruitment

Tracking Inquiries by Source:

Top First Source Inquiry 2013 - All

Applications	12,716
College Fairs	9,490
University in High School	7,130
Publications	4,474
SUNY	3,947
Test Scores	3,114

Top First Source Inquiry 2013 - Enrolled

Applications	1,127
Test Scores	276
College Fairs	269
Campus Visits	261
University in the High School	192

Admission

Admission

Freshmen Admissions

	2011	2012	2013	2014*
Applied	21,054	21,178	21,591	21,529
Admitted	10,810	11,744	12,028	11,864
Admit Rate	51.3%	55.5%	55.7%	55.1%
Enrolled	2,420	2,558	2,560	na
Yield	22.4%	21.8%	21.3%	na

**To Date*

Admission

Freshmen

Admission Decision: The decision on an application for freshman admission are based on a holistic review of the following:

- HS Record
- Standardized Test Scores and Test Policy
- Recommendations
- Other materials supplied by applicant
- Ability to Contribute to the University Community

Policies on Undergraduate Admissions (Senate Bill 0304-14)

Admission

Transfer Admissions

	2011	2012	2013	2014*
Applied	4,916	4,989	4,673	3,391
Admitted	2,386	2,531	2,508	1,193
Admit Rate	48.5%	50.7%	53.7%	35.2%
Enrolled	1,403	1,379	1,390	na
Yield	58.8%	54.5%	55.4%	na

* To Date

Admission

Transfer Admission

Admission as a transfer student to the University at Albany requires evidence:

- high school graduation or the equivalent
- a record of acceptable academic accomplishment in college (Generally 2.5 or better)

Transfer applicants with 24 or more credits

Transfer applicants with fewer than 24 credits must submit H.S. records and test scores

Policies on Undergraduate Admissions (Senate Bill 0304-14)

Financial Aid

Financial Aid

UAlbany Undergraduate

- Approximately 82% of our undergraduate students apply for need-based financial aid
- Of these aid applicants, 79% of the undergraduates demonstrate financial need based on the Free Application for Federal Student Aid (FAFSA)
- Average need of UA undergraduate aid applicants is \$12,972 and has been increasing
- Of the 2013-2014 undergraduate financial aid applicants (FAFSA filers) 46% had family incomes of less than \$50,000

Financial Aid

UAlbany Undergraduates

- Approximately 25% of aid applicants have a zero Expected Family Contribution (EFC)
- Approximately 36% of UAlbany's undergraduate student population qualify for the Federal Pell Grant- the largest federal grant program for needy students

Financial Aid

The Application Process

- Students are admitted to the University at Albany regardless of financial need
- All students are advised to file the Free Application for Federal Student Aid (FAFSA) fafsa.ed.gov
- NYS residents are advised to link to the TAP application from the FAFSA
- Award letters are mailed to admitted students beginning in late March

Financial Aid

Sources of Funding

Grants and Scholarships

- Federal Pell Grant (federal)
- Federal SEOG Grant (federal)
- NYS TAP Grant (state)
- SUNY Tuition Credit (institutional)
- Institutional Scholarships (institutional)

Loans and Work (Self-Help)

- Federal Work-Study (federal)
- Federal Perkins Loan (federal)
- Federal Direct Student Loan (federal)
- Parent Plus Loan (federal)

Financial Aid

Sources of Undergraduate Funding

<u>Program</u>	<u>% of Funding</u>
Federal Loans, Work-Study, Federal Grants	81%
State Grants and Scholarships	14%
SUNY Tuition Credit	2%
Institutional*	8%

*Excludes Athletic Aid

Financial Aid

Sources of Undergraduate Funding

<u>Program</u>	<u>Annual Funding</u>
Federal Loans	Approximately \$75 million
Federal Grants	Approximately \$23 million
State Grants	Approximately \$17 million
Federal Work-Study (federal w/ state match)	Over \$900,000
SUNY Tuition Credit	Over \$2.7 million
Institutional*	Approximately \$4 million

**Excludes Athletic Aid*

Retention

Retention

Top reasons cited for students leaving

- Financial
- College experience not as expected
- Family responsibilities
- Medical
- Programs wanted not available
- Change/unsure of academic goals
- Need a break from academics
- Disliked residence life
- Dissatisfied with performance

Retention

Freshmen who enrolled in Fall 2011, did not return to UAlbany in Fall 2012, where did they go:

- **9%** enrolled in a four year private institution
- **23.4%** enrolled in a four year public institution
- **26.9%** enrolled in a two year public institution
- **39.9%** unknown

Retention

- Retention is a campus-wide responsibility
- Academic Affairs
 - Undergraduate Education
 - Enrollment Management Services
 - Institutional Research Planning and Effectiveness
- Student Success
- Schools and Colleges

Retention

Recently Introduced Initiatives

- Living Learning Communities
- Advising Plus
- Program in Writing and Critical Inquiry(WCI)

Retention

- Living Learning Communities
 - Similar interests, majors, or life styles
 - Live together in residence halls
 - Enroll in one or two courses together
 - Meet regularly with a faculty and upper-class student
 - Examples, “The World of..”
 - Accounting
 - Biology
 - Community Service
 - Environmental Health and Sustainability
 - Laws and Justice
 - Technology

Retention

- Advising Plus
 - Full Range of Academic Services
 - Exposes them to engaged learning opportunities
- Program in Writing and Critical Inquiry(WCI)
 - Writing seminar for incoming first year students
 - Small classes
 - Develop new students as writers

Retention

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State University of New York

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Undergraduate Education

Living-Learning Communities

Language Learning Communities

Freshman and Transfer Seminars

Explore UAlbany

Food for Thought

CHEER Fund

UA-Uknow

Academic Traditions

Clubs and Groups

Peer Educators

PALs Mentoring

Related Links

Student Success


Residential Life

Advisement Services Center

Undergraduate Admissions

Orientation

Campus Recreation



Home

Student Engagement

The Office of the Vice Provost for Undergraduate Education works to provide opportunities and pathways for students to be active and engaged in their studies, both inside and outside the classroom. Our students and professors find many ways to connect with one another, including:

Living-Learning Communities
L-LCs offer incoming freshmen with similar interests, majors, or lifestyles, the opportunity to live together in the same residence hall, take some of their courses together, and meet regularly with faculty and upper-classmen who share their interests. The University at Albany offers freshmen a number of Living-Learning Communities to suit a variety of career paths and interests. New communities are always being developed, so check back often for the most up to date list of options.

Freshman and Transfer Seminars (UF SP 100 and UUN1350)
Discipline-based, 1-credit seminars from some of our best professors, designed specifically to meet the needs of first semester freshmen and transfers.

Explore UAlbany
Held during Great Dane Beginnings Opening weekend, incoming students attend lectures on cutting edge topics and get to meet faculty before classes start.

Food for Thought
A program that encourages students and professors to dine together in residence dining halls.

CHEER Fund
Supporting faculty and staff Creating Highly Engaging Educational Resources for their students.

UA-Uknow Website
Helps incoming students understand the academic expectations at UAlbany through e-mails and our "UA-Uknow:What you really need to know!" website.

UAlbany Academic Traditions
Some of UAlbany's memorable academic traditions include:
Candlelighting- Our opening convocation during which the flame of knowledge is lit
Food for Finals- Faculty and staff serve up late night breakfast for undergraduates studying for finals
Torch Night- Graduating seniors pass the flame of knowledge on to underclassmen

Clubs and Groups
Faculty and staff act as advisors to student clubs and groups, offering expertise, support, and guidance. To see what student groups are doing, visit [MyInvolvement](#).

Peer Educators
Would you like to have the help of excellent, undergraduate students in your department's lower level courses? High achieving juniors and seniors, selected by you, have the opportunity to learn how to be Peer Educators through a three credit EAPS course that teaches them how them how to effectively assist faculty in lower level courses.

PALs Mentoring Program
(Temporarily suspended - check back soon!)
The PALs (Personal Achievement Liaisons) mentoring program pairs faculty or staff members with incoming undergraduate students (freshmen or transfers) to help students get off to a fast start.

Student Engagement
Office of the Vice Provost for Undergraduate Education

Lecture Center 31
1400 Washington Avenue
Albany, NY 12222
Phone: (518) 442-5333
Fax: (518) 442-7454
[Email Us](#)

Office Hours
8:30am to 5pm
Monday through Friday

[View a Staff Listing](#)

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Retention

- First to second year returning rate for has ranged 85.8% to 81.5% (National Public= 70%)
- Six Year Graduation Rate has ranged 67.4% to 64.4% (National Public= 54.6%)
- Individual cohort rates are monitored

Retention

Predictive Modeling Project

- Using targeted analytics to predict student success
- Bring data together on entering and continuing students to help predict likelihood of success
- Inform early intervention strategies
- Collecting data from Enrollment Management, Undergraduate Education, Student Success, and other sources

Retention

Possible Data Elements:

- Academic Status: frs,sph,jr,sr
- Admit Term
- Admit type
- Albany id
- County of residence
- UA Credits achieved
- UA Credits attempted
- UAAlbany GPA
- Distance from home
- Entering Academic Plan
- Ethnicity
- First Generation
- Gender
- HS GPA
- HS SAT
- Critical Reading (Highest)
- Math Score (Highest)
- Writing (Highest)
- Class Rank
- International
- EFC(last recorded)
- FAFSA Position
- Financial Aid Status(Pell eligible)
- Loan Amount to date
- Scholarship status
- HS Curricular
- HS Co-Curricular
- HS Extra-Curricular
- HS Obligations Preventing Co or Extra Curricular
- Date of Deposit vs Admit Date
- Date of Housing Deposit vs Admit Date
- Intended Academic Plan
- Member of Student Group(Honors College, Athlete, EOP, LLC,Veteran)
- On-Campus/Off Campus
- Residency
- Service Indicator (Ability to Register)
- State
- Housing
- Email address
- Participation
- New Student Orientation
- LLC
- Semester/Year Events
- Faculty/Staff Mentoring Program
- Peer Mentoring Programs
- Financial Literacy Program
- FYE Course/program
- Other courses