

CUNY Enrollment Planning Process and Tools



CUNY Enrollment Planning Process



Late October/ Early November 2012	November 2012	December 2012	Spring 2013	Fall/ Winter 2013
Central Office sends enrollment planning worksheets to each college's Enrollment Management team.	College representatives (including the President) meet with Central Office to discuss enrollment goals, challenges, and requests for support.	<p>Colleges send the central office a completed planning worksheet documenting their expectations and goals for coming spring and fall terms.</p> <p>Central office reviews targets, raises questions or concerns about academic or budgetary implications.</p> <p>Colleges and central office agree to final targets.</p>	<p>Final FTE targets for the coming fall are recorded and included in PMP goals.</p> <p>Central office reviews spring targets compared to actual spring enrollments and contacts schools that appear to be off track.</p>	CUNY budget office compares final fall FTE counts to the colleges' targets and makes budget adjustments based on extreme deviations from the target.

Enrollment Planning Worksheets:

Historical Inputs X Adjustable Multipliers= Enrollment Targets

Enrollments in current term provide inputs and comparison points.

Colleges adjust multipliers to reflect expectations and goals for enrollment growth or declines.

Fall 2013 Enrollment Projections: Sample

	Comparison and Inputs		Enrollment Target Work Area			
	Fall 2012 Actual	Spring 2013 Projected	Multiplier	Projected Enrollment	Difference btw. projected and prior	
<u>Continuing Students¹</u>	N	N	Spring to Fall Re-Enrollment Rate ²	N	N	%
Regular Degree Undergraduates	9,573	13,260	0.763	10,112	539	5.6
SEEK/CD Undergraduates	500	754	0.758	571	71	14.3
Nondegree Undergraduates	18	368	0.048	18	0	- 2.7
Degree Graduate Students	2,464	3,669	0.632	2,320	- 144	- 5.8
Nondegree Graduate Students	3	11	0.100	1	- 2	- 65.0
Total Continuing Students	12,558		--	13,022	464	3.7
<u>New Students²</u>			Multiplier			
Regular First-time Freshmen	1,119		1.00	1,119	0	0.0
SEEK/CD First-time Freshmen	192		1.00	192	0	0.0
Regular Undergraduate Re-admits	437		1.00	437	0	0.0
SEEK/CD Undergraduate Re-admits	17		1.00	17	0	0.0

Enrollment Planning Worksheets Are Divided into Four Panels

Fall 2013 Enrollment Projections: Sample

	Comparison and Inputs		Enrollment Target Work Area		
	Fall 2012 Actual	Spring 2013 Projected	Multiplier	Projected Enrollment	Difference btw. projected and prior
Continuing Students¹					
	N	N	Spring to Fall Re-Enrollment Rate ²	N	N %
Regular Degree Undergraduates	9,573	13,260	0.763	10,112	539 - 5.6
SEEK/CD Undergraduates	500	754	0.758	571	71 - 14.3
Nondegree Undergraduates	18	368	0.048	18	0 - 2.7
Degree Graduate Students	2,464	3,669	0.632	2,320	- 144 - 5.8
Nondegree Graduate Students	3	11	0.100	1	- 2 - 65.0
Total Continuing Students	12,558		-	13,022	464 3.7
New Students²					
			Multiplier		
Regular First-time Freshmen	1,119		1.00	1,119	0 0.0
SEEK/CD First-time Freshmen	192		1.00	192	0 0.0
Regular Undergraduate Re-admits	437		1.00	437	0 0.0
SEEK/CD Undergraduate Re-admits	17		1.00	17	0 0.0
Regular Transfers	2,031		1.00	2,031	0 0.0
SEEK/CD Transfers	69		1.00	69	0 0.0
New Nondegree Undergraduates	310		1.00	310	0 0.0
New Graduate Students	1,214		1.00	1,214	0 0.0
Graduate Re-admits	97		1.00	97	0 0.0
New Nondegree Graduate Students	11		1.00	11	0 0.0
Total New Students	5,497		-	5,497	0 0.0
Total Enrollment - Headcount					
Regular Degree Undergraduates	13,160			13,699	539 4.1
SEEK/CD Degree Undergraduates	778			849	71 9.2
Nondegree Undergraduates	328			328	0 - 0.1
Degree Graduate Students	3,775			3,631	- 144 - 3.8
Nondegree Graduate Students	14			12	- 2 - 13.9
Total Undergraduates	14,266			14,876	610 4.3
Total Graduate Students	3,789			3,643	- 146 - 3.8
Total College - Headcount	18,055			18,519	464 2.6
Total Enrollment - FTEs⁴					
			FTE to Headcount Ratio		
Degree Undergraduates	11,541		0.83	12,046	505 4.4
Nondegree Undergraduates	95		0.29	95	0 0.0
Degree Graduate Students	2,502		0.66	2,407	- 95 - 3.8
Nondegree Graduate Students	5		0.36	4	- 1 - 13.9
Total Undergraduates	11,636		-	12,141	505 4.3
Total Graduate Students	2,507		-	2,411	- 96 - 3.8
Total College - FTEs	14,143		-	14,552	409 2.9

¹Continuing student enrollment is based on the projected enrollment for spring 2012 and the previous year's spring to fall re-enrollment rate of the same student in the same category.

²Fall 2012 new student enrollments are assumed to be equal to fall 2011 new student enrollments unless the multiplier is adjusted.

⁴Estimates for FTEs are based on the average number of FTEs per headcount for the prior fall.

1. Continuing Student Headcount Targets
- +
2. New Student Headcount Targets =
3. Total Headcount Targets

Total Headcount Targets/
FTE to Headcount Ratios =

4. FTE Targets

Continuing Student Headcount Projections = *Previous Term's Enrollment X Re-Enrollment Rate*

Expected enrollment for spring 2013 is multiplied by the spring to fall re-enrollment rate to produce fall 2013 continuing student projections.

As a default, worksheets sent to colleges show the previous year's spring to fall re-enrollment rate. Colleges should adjust the rates if they expect higher or lower retention rates than in the past.

Fall 2013 Enrollment Projections: Sample

	Comparison and Inputs		Enrollment Target Work Area			
	Fall 2012 Actual	Spring 2013 Projected	Multiplier	Projected Enrollment	Difference btw. projected and prior	
<u>Continuing Students¹</u>	N	N	Spring to Fall Re-Enrollment Rate ²	N	N	%
Regular Degree Undergraduates	9,573	13,158	0.763	10,034	461	4.8
SEEK/CD Undergraduates	500	754	0.758	571	71	14.3
Nondegree Undergraduates	18	368	0.048	18	0	- 2.7
Degree Graduate Students	2,464	3,669	0.632	2,320	- 144	- 5.8
Nondegree Graduate Students	3	11	0.100	1	- 2	- 65.0
Total Continuing Students	12,558		--	12,944	386	3.1

New Student Projections = *Previous Year's New Students X Multiplier*

As a default, worksheets sent to colleges assume that new students in each category will be 100% of new students in that category in the previous year's fall/spring term.

Colleges should adjust the multiplier if they expect to enroll more or fewer students in the category. For example, if a college wants to increase freshman enrollment by 5%, they should adjust the multiplier to 1.05.

<u>New Students²</u>			<u>Multiplier</u>			
Regular First-time Freshmen	1,000		1.05	1,050	50	5.0
SEEK/CD First-time Freshmen	192		1.00	192	0	0.0
Regular Undergraduate Re-admits	437		1.00	437	0	0.0
SEEK/CD Undergraduate Re-admits	17		1.00	17	0	0.0
Regular Transfers	2,031		1.00	2,031	0	0.0
SEEK/CD Transfers	69		1.00	69	0	0.0
New Nondegree Undergraduates	310		1.00	310	0	0.0
New Graduate Students	1,214		1.00	1,214	0	0.0
Graduate Re-admits	97		1.00	97	0	0.0
New Nondegree Graduate Students	11		1.00	11	0	0.0
Total New Students	5,378		--	5,428	50	0.9
Total Enrollment Headcount						

Total Headcount Projections = *Continuing Students + New Students*



Total Enrollment - Headcount

Regular Degree Undergraduates	13,041			13,552	511	3.9
SEEK/CD Degree Undergraduates	778			849	71	9.2
Nondegree Undergraduates	328			328	0	- 0.1
Degree Graduate Students	3,775			3,631	- 144	- 3.8
Nondegree Graduate Students	14			12	- 2	- 13.9
Total Undergraduates	14,147			14,729	582	4.1
Total Graduate Students	3,789			3,643	- 146	- 3.8
Total College - Headcount	17,936			18,372	436	2.4

FTE Projection=

Projected Headcount/FTE to Headcount Ratio

As a default, worksheets sent to colleges show the previous year's FTE to headcount ratio. Colleges should adjust the rates if they expect higher or lower credit loads than in previous terms.

<u>Total Enrollment - Headcount</u>						
Regular Degree Undergraduates	13,041			13,552	511	3.9
SEEK/CD Degree Undergraduates	778			849	71	9.2
Nondegree Undergraduates	328			328	0	- 0.1
Degree Graduate Students	3,775			3,631	- 144	- 3.8
Nondegree Graduate Students	14			12	- 2	- 13.9
Total Undergraduates	14,147			14,729	582	4.1
Total Graduate Students	3,789			3,643	- 146	- 3.8
Total College - Headcount	17,936			18,372	436	2.4
<u>Total Enrollment - FTEs⁴</u>			FTE to Headcount Ratio			
Degree Undergraduates	11,541		0.835	12,028	487	4.2
Nondegree Undergraduates	95		0.290	95	0	0.0
Degree Graduate Students	2,502		0.663	2,407	- 95	- 3.8
Nondegree Graduate Students	5		0.357	4	- 1	- 13.9
Total Undergraduates	11,636		--	12,123	487	4.2
Total Graduate Students	2,507		--	2,411	- 96	- 3.8
Total College - FTEs	14,143		--	14,534	391	2.8