

Sterling College

Working Hands. Working Minds.

MONTHLY ENROLLMENT REPORT

December 1, 2015

BRIEF ANALYSIS

The large pool of prospective students for the spring semester should yield enough new students to replace the 11 students who are graduating in December. Whether or not we will also yield enough new students to replace students who choose not to return for the spring semester is less certain.

The Enrollment Council is meeting weekly to share information and develop strategies to improve retention, and although only two currently enrolled students have confirmed their plans to transfer out of Sterling (both after their first semester) the Council has identified other students who pose a retention risk. Individual strategies are being implemented for each of these students in an effort to sustain enrollment from fall to spring.

Looking ahead, applications for the fall class are starting to arrive, including two exceptionally strong Early Decision applications. We expect a large number of fall applications in the next few weeks, as we can see that 122 students have started their Common App but not yet clicked submit. The drop in fall inquiries this year is directly attributable to the strategic decision not to purchase pre-screened inquiries from 3rd party vendors this enrollment cycle. A marked increase in the number of prospective students visiting campus this fall bodes well for the fall class, and for the overall trajectory of enrollment growth as outlined in the strategic plan.

RECRUITMENT POOL	SPRING 2015	SPRING 2016
Inquiries	100	115
Applicants	16 (16%)	24 (21%)
Admits	7 (44%)	12 (50%)
Enrollees	5 (71%)	5 (42%)

RECRUITMENT POOL	SUMMER and FALL 2015	SUMMER and FALL 2016
Inquiries	892	470
Applicants	29 (3%)	20 (4%)
Admits	9 (31%)	8 (40%)
Enrollees	2 (22%)	2 (25%)

ENROLLMENT PROJECTIONS	SPRING 2016
Inquiries	140
Applicants	35 (25%)
Admitted	30 (86%)
New Enrolled	15 (50%)
Continuing Enrolled	108
TOTAL HEADCOUNT	123
Students on Leave Spring 2016	10
TOTAL BILLABLE	113

Respectfully submitted by Tim Patterson, Director of Admission

