



Central Washington University  
Board of Trustees  
October 21, 2016

**INFORMATION ITEM – Enrollment Management Update**

Tenth Day Census Enrollment Report for Fall Quarter 2016

Fall quarter 2016 yielded a 15-percent increase in first-year undergraduate students, setting an all-time record enrollment of 1,907. New transfer enrollments held at 2015 levels. Fall enrollment also marked a record for students of color, who comprise 33.8 percent of the first-year class. The retention rate for first-year students fell by 2.3 percentage points to 76.2 percent. There was a marked increase in the retention rate for first-year Hispanic students, from 72.1 percent in 2015 to 78.7 percent in 2016.

Waiver Optimization Analysis

Ruffalo Noel Levitz provided preliminary recommendations for the Enrollment & Revenue Management System, with the final report coming later this month. Enrollment Management (EM) staff have implemented some recommendations, and are developing procedures to proceed with others. Overall, this will streamline processes for students and families, and offer more timely notification of financial aid awards. EM anticipates the new strategies will enhance enrollment and retention, particularly with the immediate elimination of the FAFSA filing requirement for merit-only awardees.

Strategic Enrollment Plan Schedule

EM is developing strategies and processes to create a collaborative, university-wide strategic enrollment plan. Following extensive campus-wide involvement in the process during the winter and spring quarters of 2017, the draft will be ready for presentation at the trustees' July 2017 meeting.

Submitted:

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Approved for submittal:

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