



Pigs, Snakes, and the Size of the Box: Enrollment Management Made Fun

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UM Background

- Ⓜ Public, Doctoral, Research University
- Ⓜ Flagship university of the USM
- Ⓜ 25,000 undergraduates; 10,000 graduate students
- Ⓜ About 60% of admits first-time freshmen
- Ⓜ 92% of all UG full-time
- Ⓜ Typical freshman class size
 - Fall: 4,000 Spring: 450
- Ⓜ Typical transfer class size
 - Fall: 2,000 Spring: 1,000

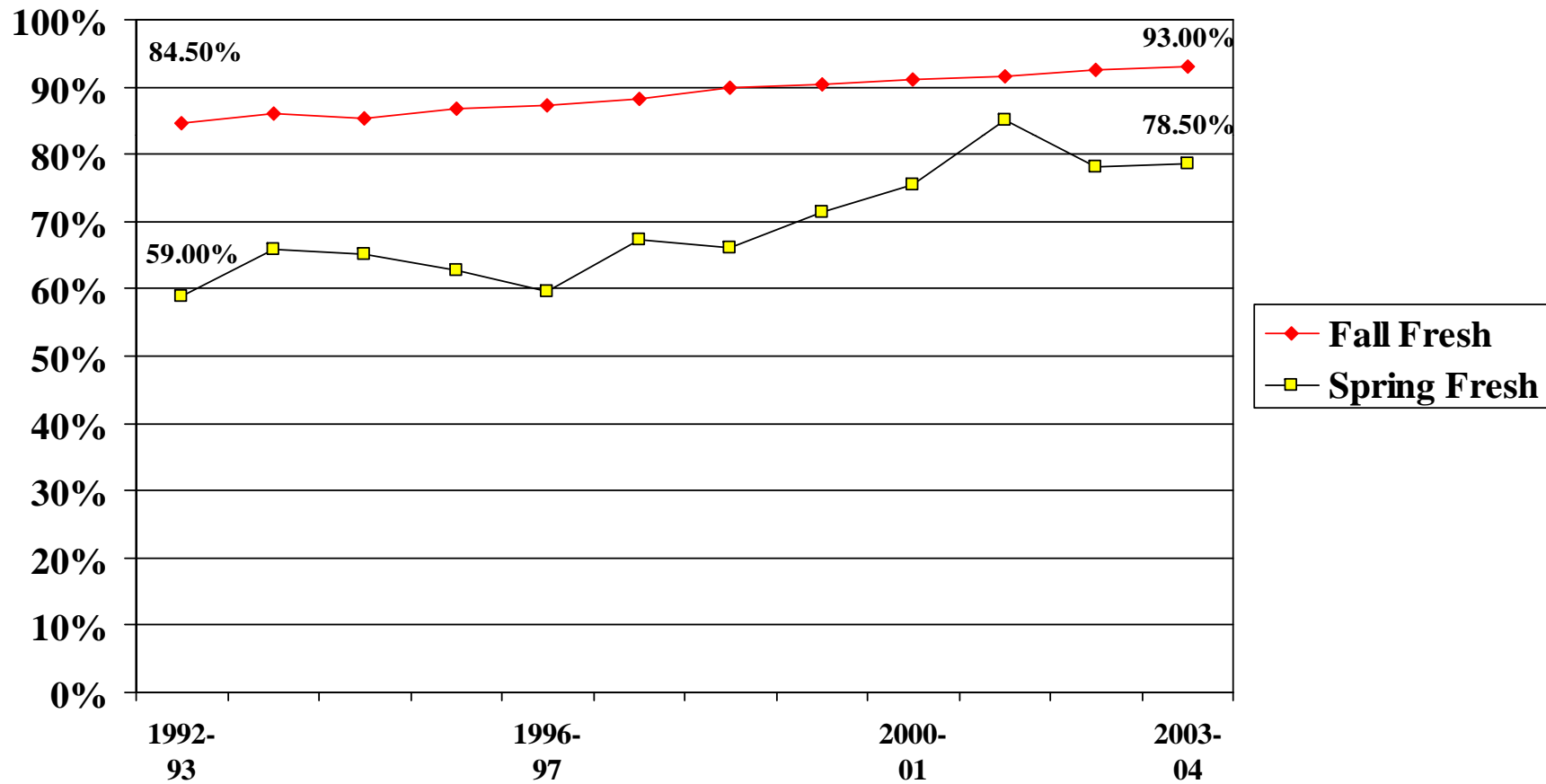


Pigs, Snakes, Size of the Box

- 🐍 “Pig in the Snake” – a large freshmen class moving through their undergraduate experience
- 🐍 “Size of the Box” – total undergraduate size
- 🐍 Questions for Enrollment Management –
 - How do increasingly talented admissions classes impact the overall undergraduate population size?
 - What do we need to watch for in managing the size?
 - How do we stabilize undergraduate size without compromising quality?

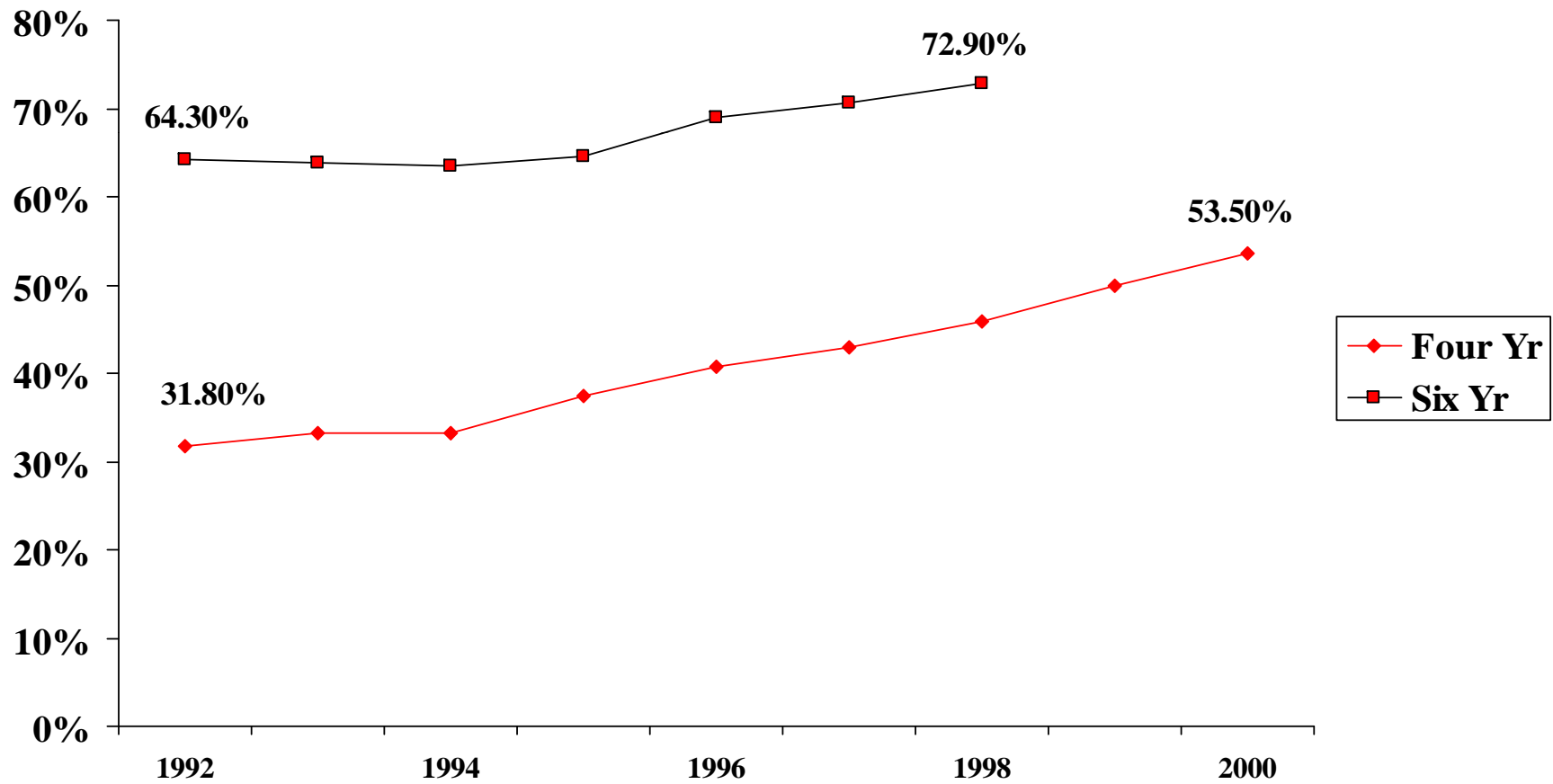


UM's Increasing Retention





And Improving Grad Rates





Understanding the Impact

M Milestones

- Peaks in class size, plateaus in rates

M Monitor cohort progressions

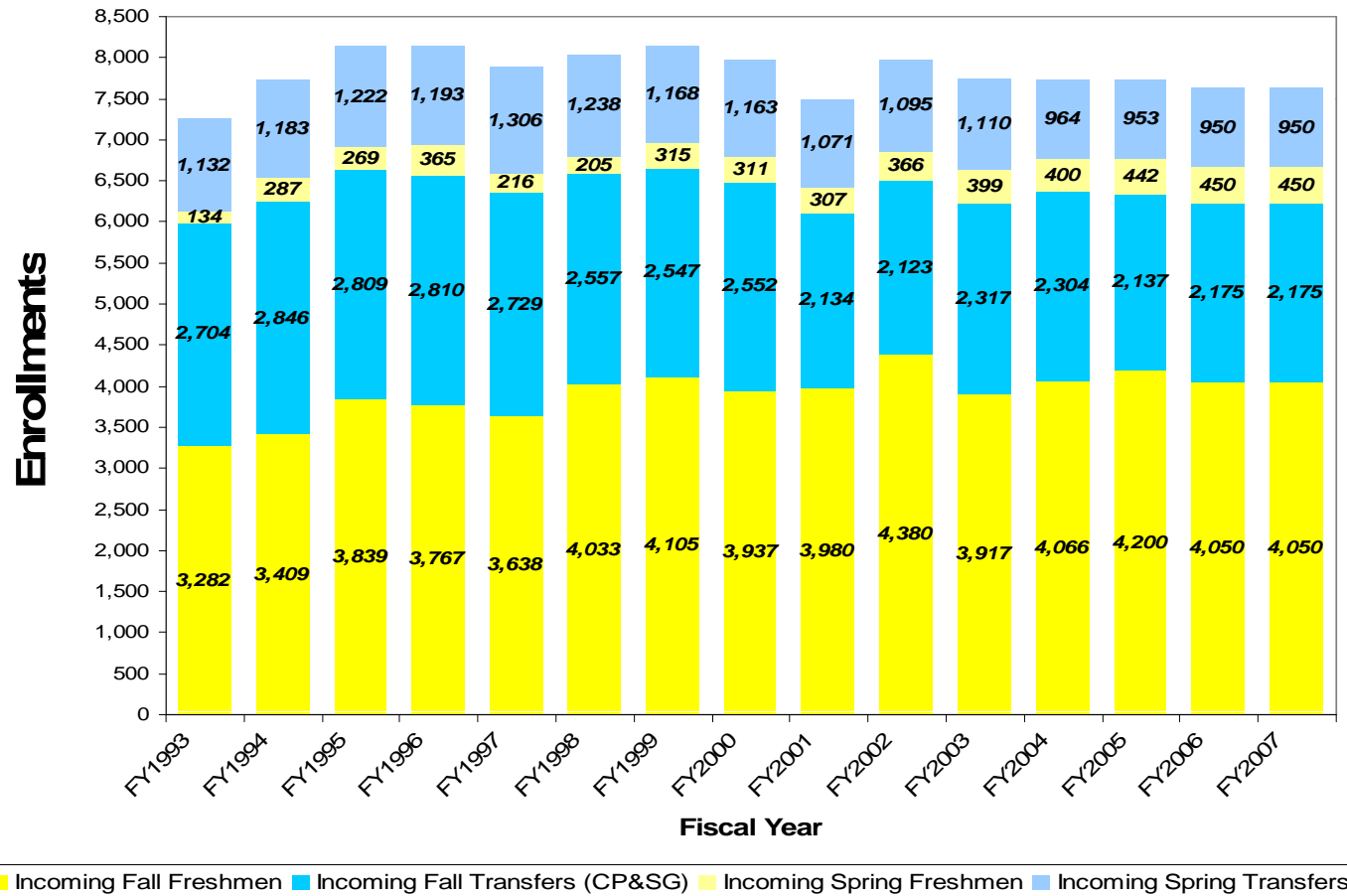
M Need to compare number of students entering (inflows) to students leaving (outflows)

- Consider all sources of students – freshmen and transfers, fall and spring admits
- Understand all sources of outflow – drop/stop out and graduation PLUS military service, death, other methods for reducing cohorts



Inflows: Freshmen and Transfers

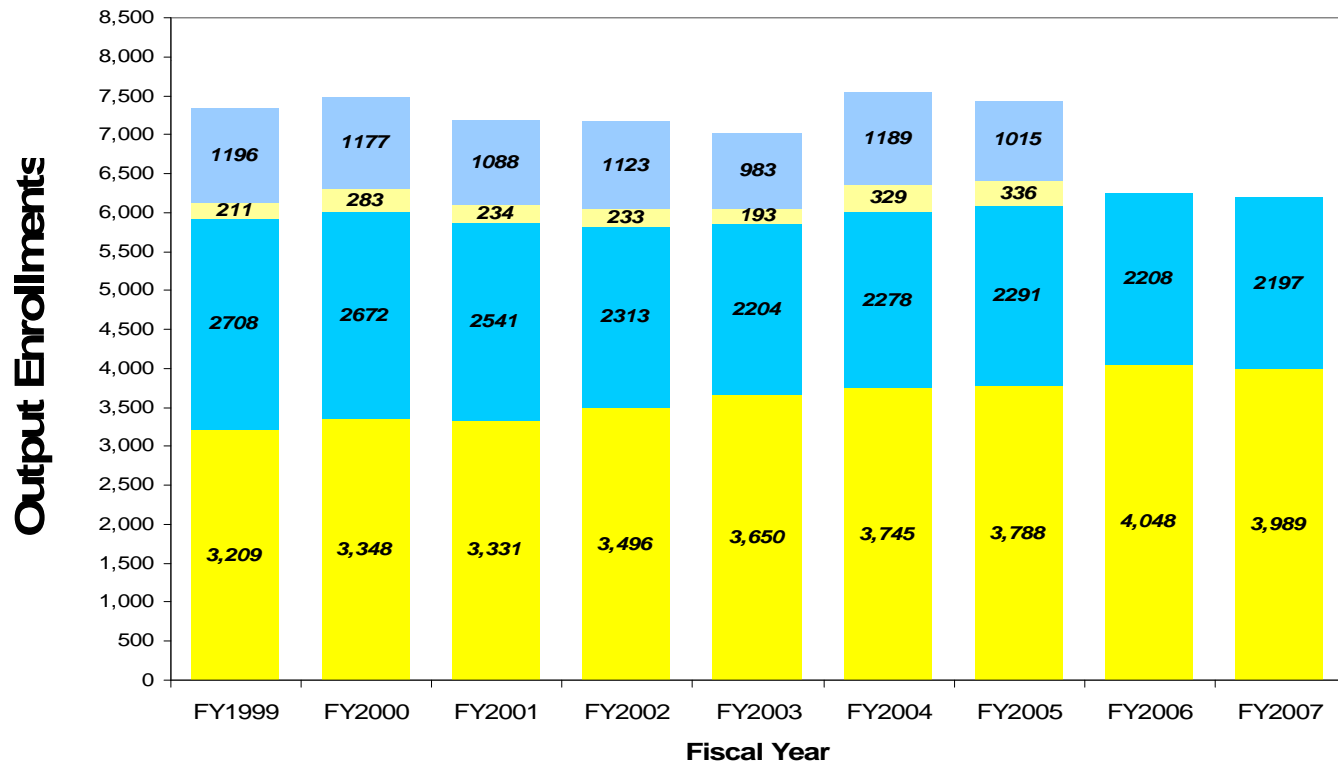
Fiscal Year Freshmen & Transfer Inputs
(FY 2005 - 2007 Projected)





Outflows: Graduation or Non-Return

Fiscal Year Freshmen & Transfer Outputs
(FY 2006, 2007 Projected)

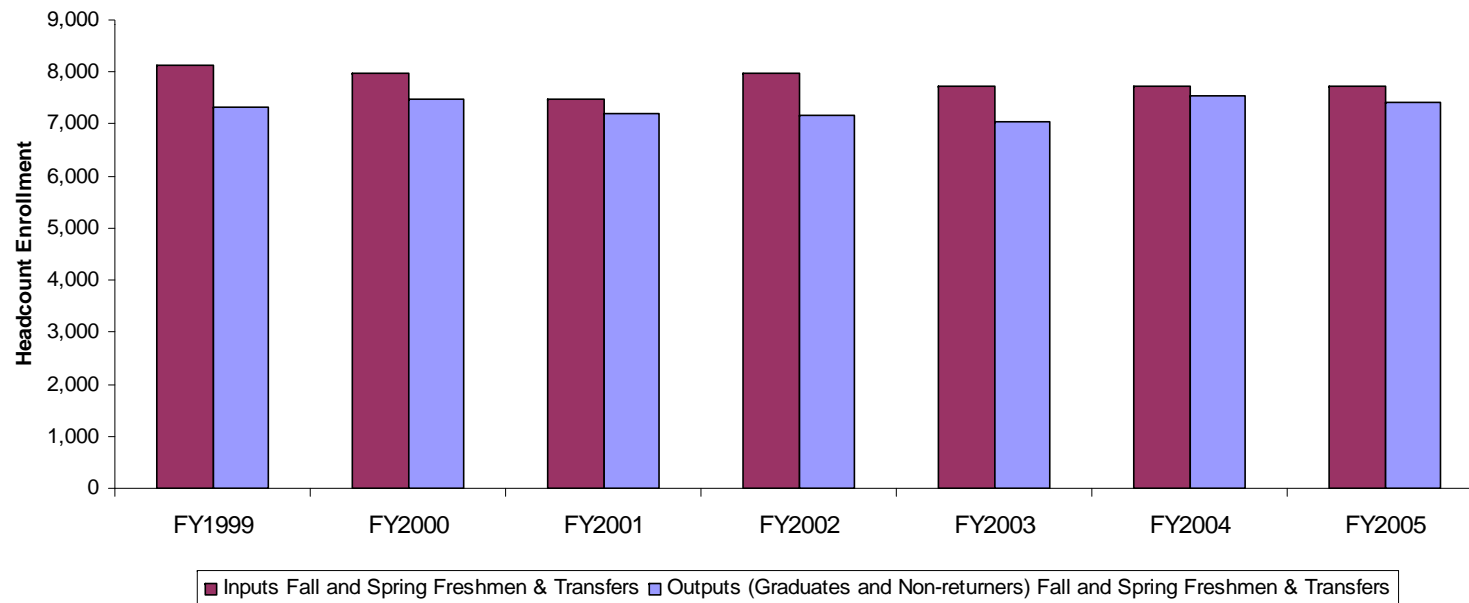


■ Outgoing Fall Freshmen
 ■ Outputs for Fall Transfers
 ■ Outputs for Spring Freshmen
 ■ Outputs for Spring Transfers



Inflows vs. Outflows

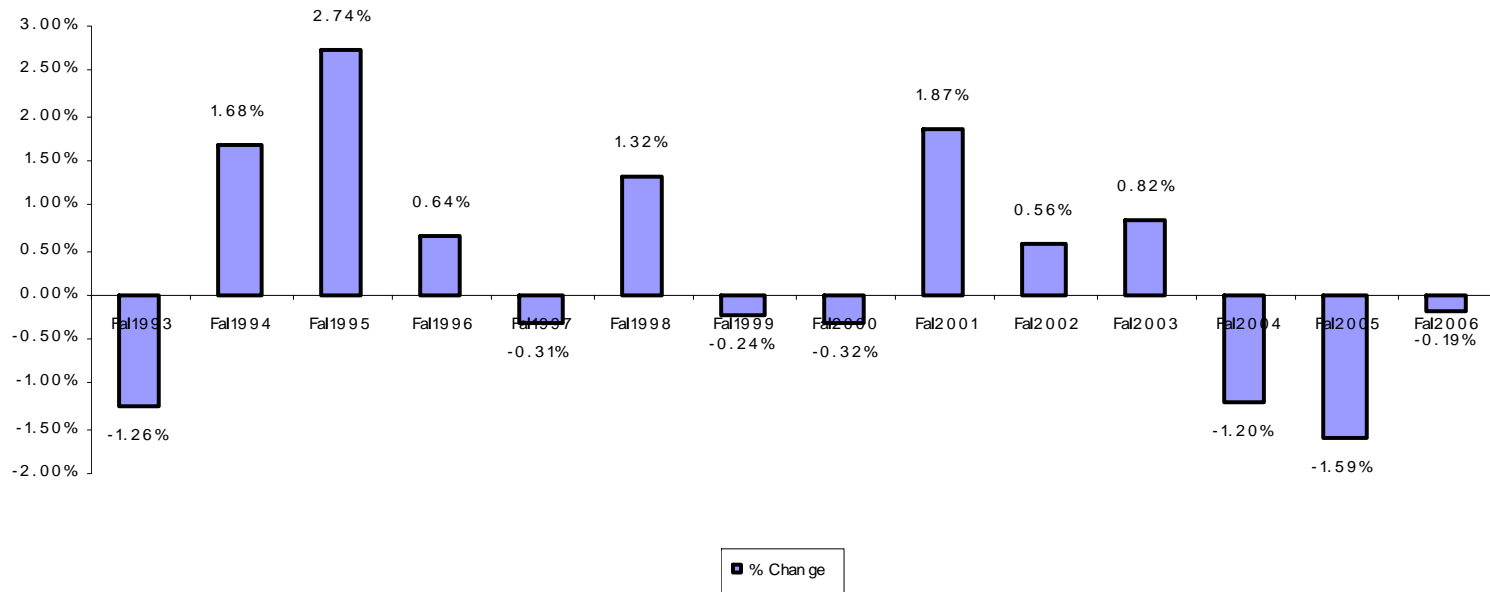
Combined Fall and Spring Freshmen & Transfer Inputs vs Outputs





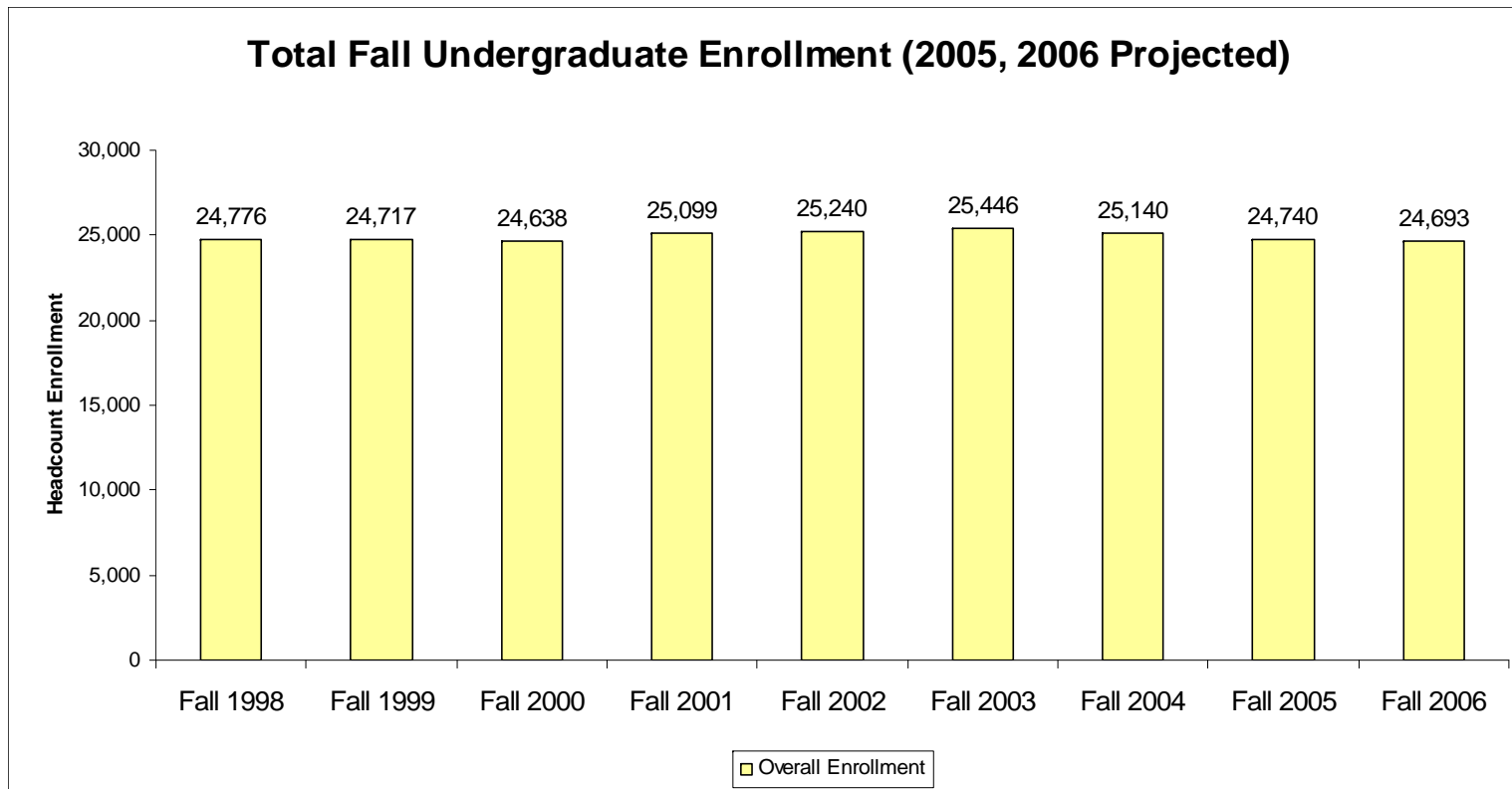
Inflows vs. Outflows

Percent Change in net UG Enrollments from Fall to Fall (Projected Fall 2005, 2006)





Size of the UG Box





Impacts

- Ⓜ Improved retention – initial increase in undergraduate size, ultimately plateau
- Ⓜ Fluctuating freshman class size – initially stabilize overall size, ultimately mask “pig in snake” issues
- Ⓜ Improved graduation – shifts in time to degree mean students leave sooner, eventually fewer returning students
- Ⓜ Ultimately outflows catch up to or outpace inflows
- Ⓜ Tuition Revenues – initial growth from “pig” but then decline as “box” shrinks



Thoughts and Future Directions

Ⓜ Political realities

- Freshman class size impacts quality as well as total “size of the box”
- University needs stable tuition revenues
- Role of transfer students

Ⓜ Enrollment management needs to account for changes in retention and graduation rates

Ⓜ Must consider all sources of inflows and outflows

Ⓜ Other approaches – how have you handled this?