

Enrollment Update

January 17, 2024

Presented in collaboration with:

Admissions and Enrollment Operations

Graduate Education

Institutional Success and Decision Support

Provost

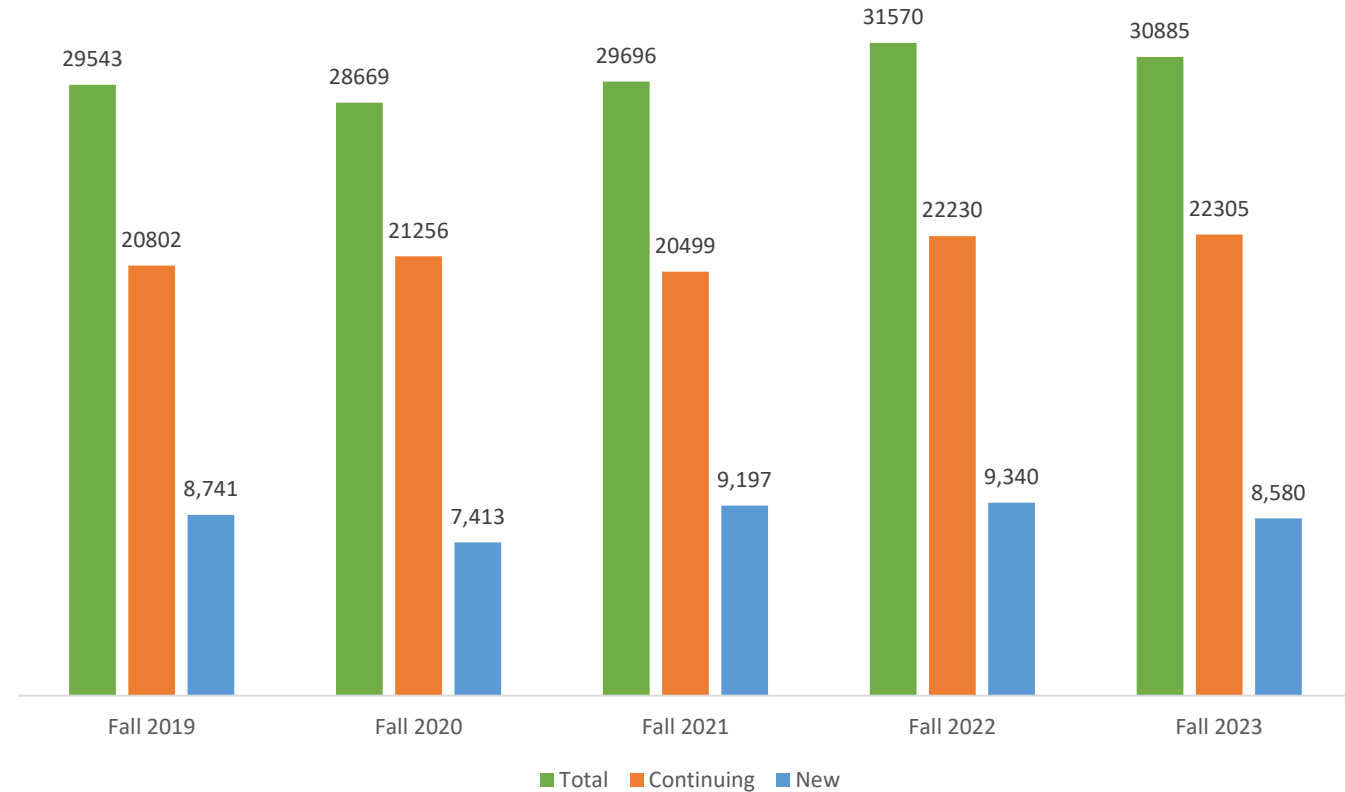
Undergraduate Education

- Enrollment Overview
 - Fall 2023 Enrollment
 - New Student Enrollment
 - Undergraduate Enrollment
 - Graduate Enrollment
- Looking Ahead
 - Data-Informed Decisions
 - Strategic Enrollment Management Plan

Fall 2023 Enrollment

- New and continuing students
- Undergraduate and graduate admissions
- Internal and external impacts

Fall Enrollment, 2019-2023

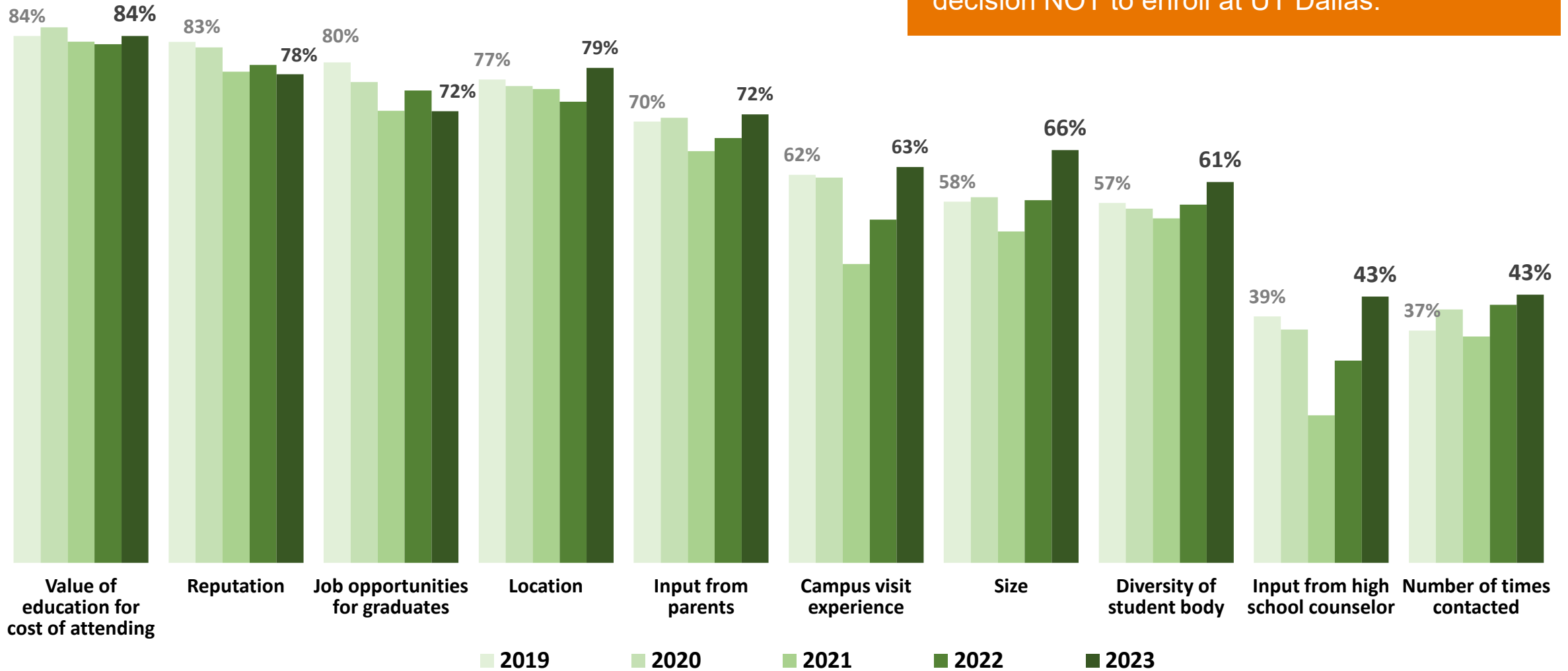


New Student Enrollment

- New FTIC enrollment is down 1% from 2022
 - Declining yield trends
 - Shift in distribution: **Out-of-state enrollment declined by 29%**
 - Increased competition: ~50% of admitted FTIC students enrolled in **13 other TX institutions**
- New transfer enrollment is down 7% from 2022
 - Over 60% of new transfer students attend Collin College or Dallas College
- New Master's enrollment is down 18% from 2022
 - Four programs account for over 50% of new MS student enrollment
 - Over 56% of our new Master's students for fall 2023 are from India
- New PhD enrollment is up 19% from 2022

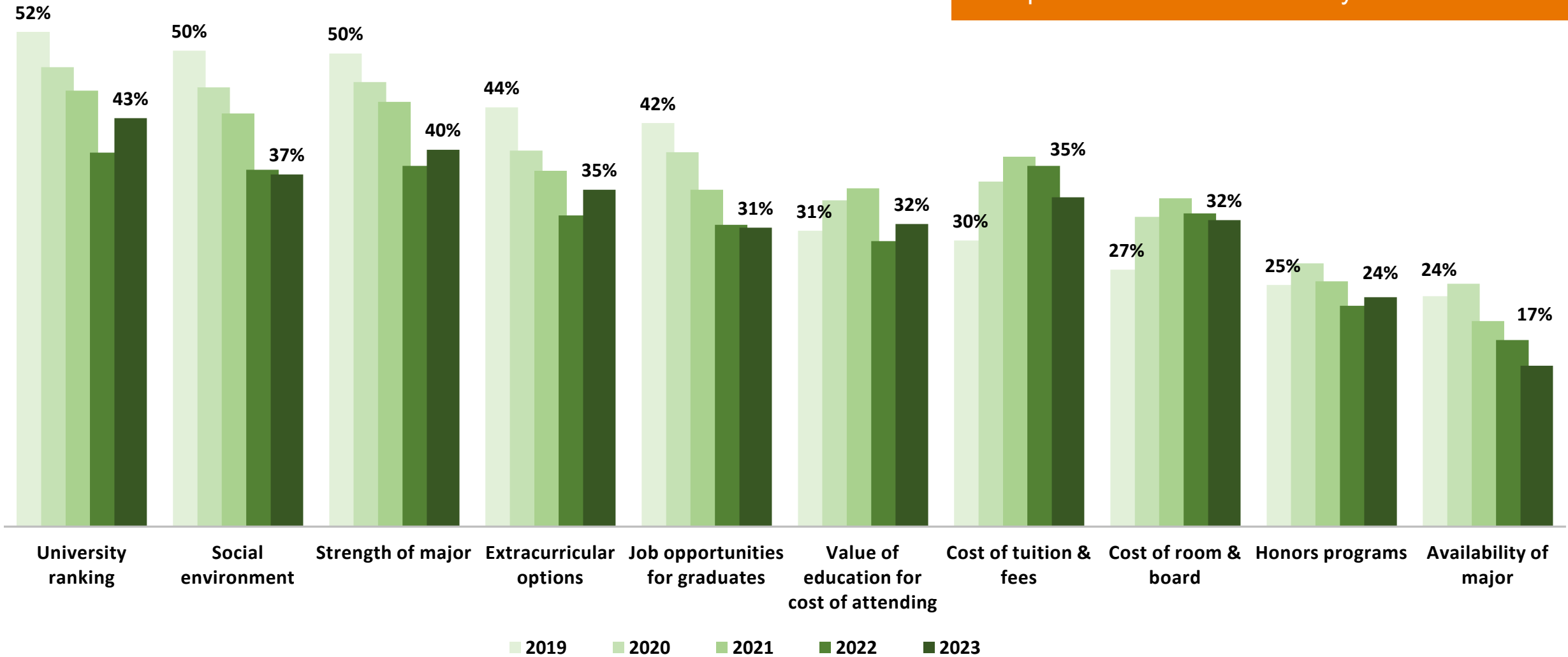
Undergraduate Enrollment

From 2019 to 2023, admitted undergraduate rankings of the most influential factors on their decision NOT to enroll at UT Dallas.



Undergraduate Enrollment (Cont.)

From 2019 to 2023, admitted undergraduate 'Worse' or 'Far Worse' rankings of UT Dallas compared to the institution they chose to attend.



Graduate Enrollment

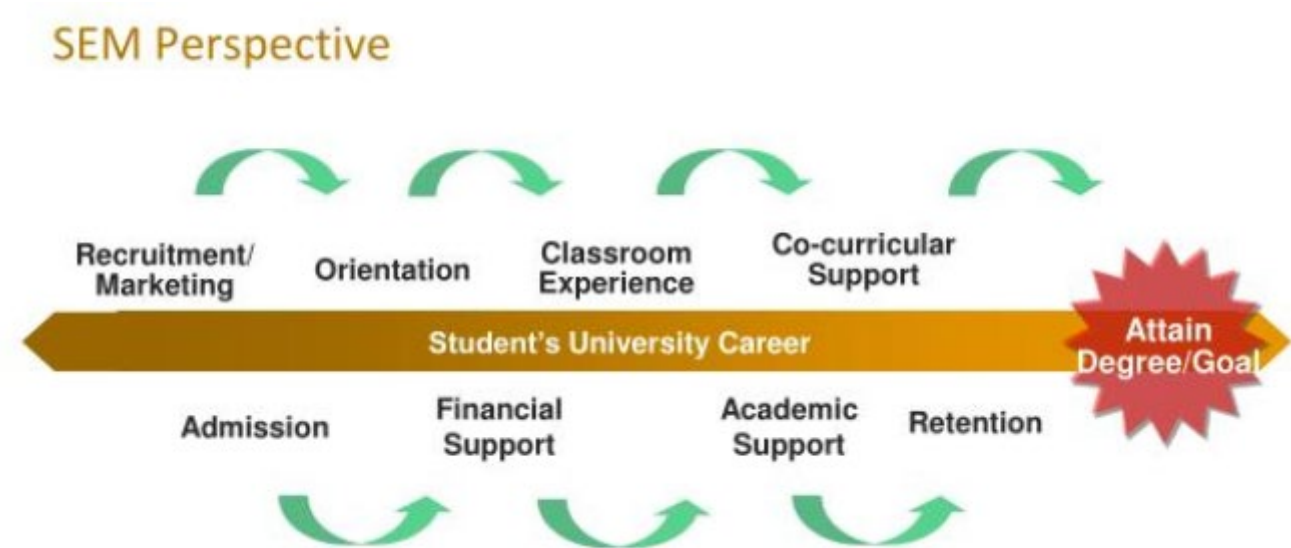
- In Fall 2022 and Fall 2023, the Office of Graduate Education surveyed admitted graduate students who decided not to attend UTD. We received 893 responses.
- Among the top reasons cited for not attending UTD and attending another university were:
 - Reputation/Rankings
 - Employment Opportunity Upon Graduation
 - Degree Program was a Better Fit
 - Cost
- More than half of the students surveyed applied to three or more graduate programs.

Data Informed Decisions

- Creating access and transparency by shared data dashboards and resources to support informed decision making

Strategic Enrollment Management Plan

- Align with institutional strategic plan enrollment targets and desired composition of students
- Establish a coordinated approach to support the entire student life cycle with specific and measurable outcomes for student success at each stage
- Identify unit-level strategies and tactics to support enrollment targets as a part of the comprehensive SEM plan



Thank you.

Appendix – Admitted FTIC Not Enrolled Trends*

While Texas A&M & UT Austin are consistently the most common destinations, the most growth in internal competition came from:

- UT San Antonio
- Texas State San Marcos
- Texas Tech
- UT Rio Grande
- Dallas College

Year 1 Top Destinations of Admit/Not Enrolled FTIC Applicants, Fall 2019-Fall 2023							
Institution	Number					Change	
	Fall 2019	Fall 2020	Fall 2021	Fall 2022	Fall 2023	23F vs. 22F	23F vs. 19F
UNIVERSITY OF TEXAS AT AUSTIN	1,121	1,349	1,471	1,602	1,804	13%	61%
TEXAS A&M UNIVERSITY	906	1,184	1,319	1,530	1,862	22%	106%
UNIVERSITY OF HOUSTON	475	500	599	674	650	-4%	37%
UNIVERSITY OF TEXAS ARLINGTON	291	358	495	546	588	8%	102%
UNIVERSITY OF NORTH TEXAS	299	306	399	437	496	14%	66%
UNIVERSITY OF TEXAS - SAN ANTONIO	156	237	350	423	441	4%	183%
BAYLOR UNIVERSITY	145	208	213	196	191	-3%	32%
TEXAS STATE UNIVERSITY - SAN MARCOS	82	90	173	219	284	30%	246%
COLLIN COUNTY COMMUNITY COLLEGE	93	153	163	178	145	-19%	56%
SOUTHERN METHODIST UNIVERSITY	98	152	142	169	148	-12%	51%
TEXAS TECH UNIVERSITY LUBBOCK	25	76	146	157	260	66%	940%
UNIVERSITY OF TEXAS RIO GRANDE VALLEY	55	71	125	148	188	27%	242%
DALLAS CC DISTRICT	66	14	81	150	167	11%	153%
All Admits Not Enrolled	7,163	8,718	12,370	13,947	15,057	8%	110%

**Information compiled using National Clearinghouse data match – not official, for internal planning purposes only*

Appendix – Admitted FTIC Not Enrolled Trends*

FTIC admits choosing to instead enroll at the five high growth institutions (UTSA, TX State, TX Tech, UT RGV, and Dallas College):

- 61% Female (vs. 45% enrolled)
- 50% Hispanic, 10% African American (vs. 16% Hispanic, 6% African American enrolled)
- 66% didn't submit an SAT score (vs. 21% enrolled)
- 39% reported not having any parent/guardian who has earned a degree (vs. 18% enrolled)
- 50% reported a family income less than \$80K (vs. 34% enrolled)
- 95% from TX (vs. 93% enrolled)
- Slightly more likely to be EPPS (8%, vs. 3% Enrolled) and GENS (8%, vs. 5%) and NSMT (18%, vs. 15%) and UGRD (3.5%, vs. 2%). Less likely to be ENCS (24%, vs. 38%) or BBSC (10%, vs. 12%).

**Information compiled using National Clearinghouse data match – not official, for internal planning purposes only*

Appendix – Transfer Enrollment Decline Trends

Over 70% of our transfer students attended one of the following colleges within Texas:

Fall Transfer Application Trends - One Day Post Census*							
	Fall Enrolled Totals					Change	
Institution	2019	2020	2021	2022	2023	23F vs. 22F	23F vs. 19F
Collin College	631	625	573	565	508	-10%	-19%
Dallas County Cmty Coll Dist	657	676	522	460	450	-2%	-32%
Tarrant County College Distric	86	80	87	65	67	3%	-22%
Austin Community College	72	79	55	47	58	23%	-19%
Lone Star College System	44	25	54	43	42	-2%	-5%
Houston Community College	23	17	18	19	22	16%	-4%
All Colleges	1,979	1,971	1,861	1,708	1,632	-4%	-18%

**Information compiled using OISDS data – w81 reports one day post census (unofficial, for internal planning purposes only)*

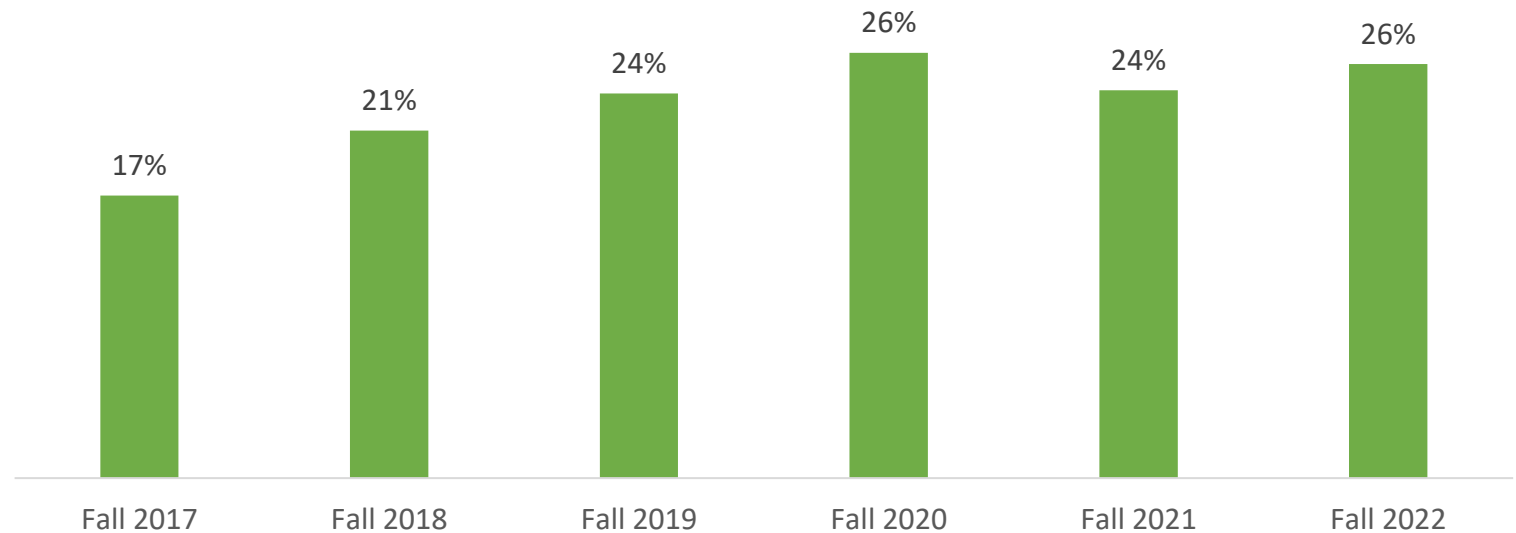
Appendix – Transfer Enrollment Decline Trends

While our top feeder institutions have grown, the percentage of students enrolled who are taking dual credit coursework has also increased.

Fewer traditional transfer students are enrolled overall resulting in a more limited market.

4-year institutions around the state report fewer transfer students enrolled.

Collin College - Enrollment % of Dual Credit*



*Information compiled using Collin College District Statistics (<https://www.collin.edu/aboutus/statistics/index.html>)

Appendix – New Master’s Enrollment Trends

Four programs account for over 50% of new Master’s students enrolled:

New Master's Enrolled for Fall												
	Fall Enrolled Totals					Change		Share				
MS Program	2019	2020	2021	2022	2023	23F vs. 22F	23F vs. 19F	Fall 2019	Fall 2020	Fall 2021	Fall 2022	Fall 2023
Business Analytics	289	119	466	781	570	-27%	97%	13%	8%	17%	27%	24%
Info Technology and MGT	203	96	371	472	421	-11%	107%	9%	6%	13%	17%	18%
Computer Science	404	124	578	365	249	-32%	-38%	19%	8%	21%	13%	11%
Master of Business Admin	158	198	129	145	141	-3%	-11%	7%	13%	5%	5%	6%
All New Master's	2,157	1,488	2,811	2,857	2,339	-18%	8%					

New Master’s students enrolled by location:

New Master's Enrolled for Fall												
	Fall Enrolled Totals					Change		Share				
Group	2019	2020	2021	2022	2023	23F vs. 22F	23F vs. 19F	Fall 2019	Fall 2020	Fall 2021	Fall 2022	Fall 2023
In-state	777	1,084	872	755	772	2%	-1%	36%	73%	31%	26%	33%
International	1,273	293	1,843	2,015	1,490	-26%	17%	59%	20%	66%	71%	64%
Out-of-state	107	111	96	87	77	-11%	-28%	5%	7%	3%	3%	3%
All New Master's	2,157	1,488	2,811	2,857	2,339	-18%	8%					

*Information compiled using OISDS data – CB OC1 Student Reports

Appendix – New Master’s Enrollment Trends

New Master’s students enrolled by School:

New Master's Enrolled for Fall*												
School	Fall Enrolled Totals					Change		Share				
	2019	2020	2021	2022	2023	23F vs. 22F	23F vs. 19F	Fall 2019	Fall 2020	Fall 2021	Fall 2022	Fall 2023
AHTC	36	50	34	38	45	18%	25%	2%	3%	1%	1%	2%
BBSC	141	139	151	148	129	-13%	-9%	7%	9%	5%	5%	6%
EMGT	92	149	185	220	219	0%	138%	4%	10%	7%	8%	9%
ENCS	592	252	795	585	431	-26%	-27%	27%	17%	28%	20%	18%
EPPS	64	82	71	107	102	-5%	59%	3%	6%	3%	4%	4%
GENS	1	2	3	1	2	100%	100%	0%	0%	0%	0%	0%
MGMT	1153	752	1499	1681	1311	-22%	14%	53%	51%	53%	59%	56%
NSMT	78	62	73	77	100	30%	28%	4%	4%	3%	3%	4%
All New Master's	2,157	1,488	2,811	2,857	2,339	-18%	8%					

**Information compiled using OISDS data – CB OC1 Student Reports*

Appendix – New PhD Enrollment Trends

New PhD students enrolled by School:

New PhD Enrolled for Fall*												
	Fall Enrolled Totals					Change		Share				
School	2019	2020	2021	2022	2023	23F vs. 22F	23F vs. 19F	Fall 2019	Fall 2020	Fall 2021	Fall 2022	Fall 2023
AHTC	43	43	45	35	30	-14%	-30%	15%	13%	17%	12%	9%
BBSC	26	33	24	32	33	3%	27%	9%	10%	9%	11%	10%
ENCS	97	92	75	92	123	34%	27%	33%	29%	28%	33%	37%
EPPS	38	40	32	37	41	11%	8%	13%	12%	12%	13%	12%
MGMT	21	15	20	16	24	50%	14%	7%	5%	8%	6%	7%
NSMT	67	99	68	69	83	20%	24%	23%	31%	26%	25%	25%
All New PhD	292	322	264	281	334	19%	14%					

**Information compiled using OISDS data – CB OC1 Student Reports*