

ENROLLMENT REPORT 2022

New College Board of Trustees

June 22, 2022

David A. Boisvert, Interim Vice President for Enrollment Management

New College
THE HONORS COLLEGE of Florida

ENROLLMENT MANAGEMENT FUNNEL

June 14, 2022

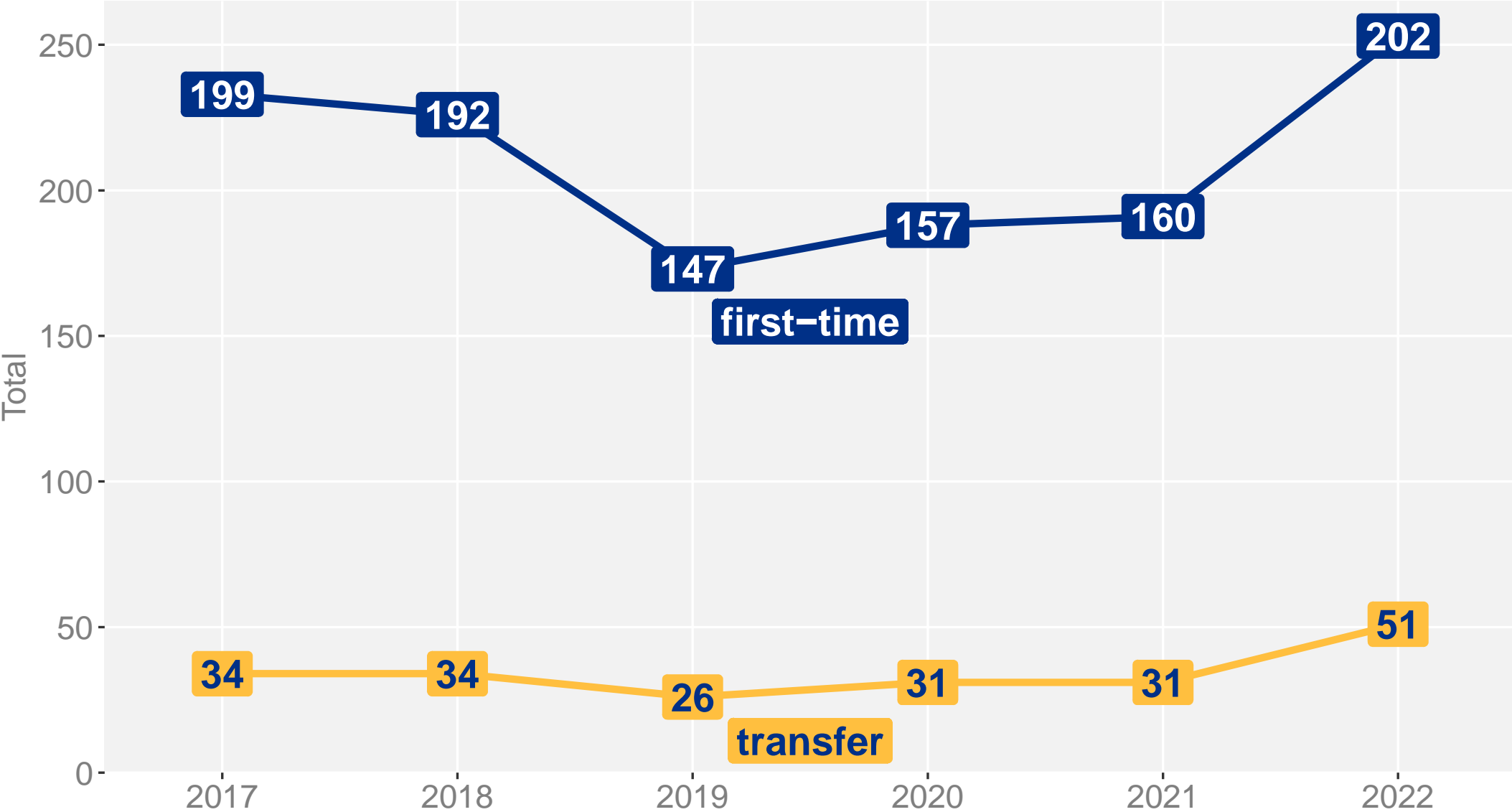
GOAL	2021 (final)	2022 (goals)	% DIFFERENCE
Apps Submitted	2749	3257	18%
Apps Completed	1741	2221	28%
Admitted	1295	1610	24%
Denies	446	611	37%
Deposits	218	285	31%
Enrolled	191	250	31%

FIRST TIME IN COLLEGE	2021 (YTD)	2022 (YTD)	% DIFFERENCE
Apps Submitted	2520	2391	-5%
Apps Completed	1645	1823	11%
Admitted	1207	1370	14%
Denies	417	457	10%
Deposit	163	212	30%
Enrolled	159	202	27%

TRANSFER STUDENTS	2021 (YTD)	2022 (YTD)	% DIFFERENCE
Apps Submitted	189	226	20%
Apps Completed	78	108	38%
Admitted	60	81	35%
Denies	15	18	20%
Deposit	29	52	79%
Enrolled	27	51	89%

Expecting biggest incoming class in 6 years

New Incoming Students



STRATEGIES 2021/2022

Communication

1. Scholarship award letters were distributed much **earlier** than previous cycles.
2. Financial Aid awards were distributed **earlier** than previous cycles.
3. Faculty Calling Campaign.
4. Created a **parent communication** campaign.

Community

5. Outreach efforts in diverse communities to **build diversity** was completed in collaboration with outreach. (V.I.P. Program)
6. Transfer articulation agreements with **community colleges** with guaranteed pathways were signed.
7. Revamped student search process by **building awareness**.
8. Hired two **regional recruiters** and have seen an increase in applications, Miami-Dade/Orlando/Jacksonville.
9. Achieved **Phi Theta Kappa** Honor Roll, 2nd year in a row.

STRATEGIES 2021/2022

Events

10. Initiated 1st IB Program (International Baccalaureate Program)
11. NOVO for a Day: prospective students sitting in on classes.
12. Faculty assisted with yield event.
13. Campus **visits doubled** over last years numbers.

CAMPUS TOURS	19/20	21/22	% DIFFERENCE
Tours Scheduled	277	501	80.87%
Tours Given	203	428	110.84%

STRATEGIES 2021/2022

Technology

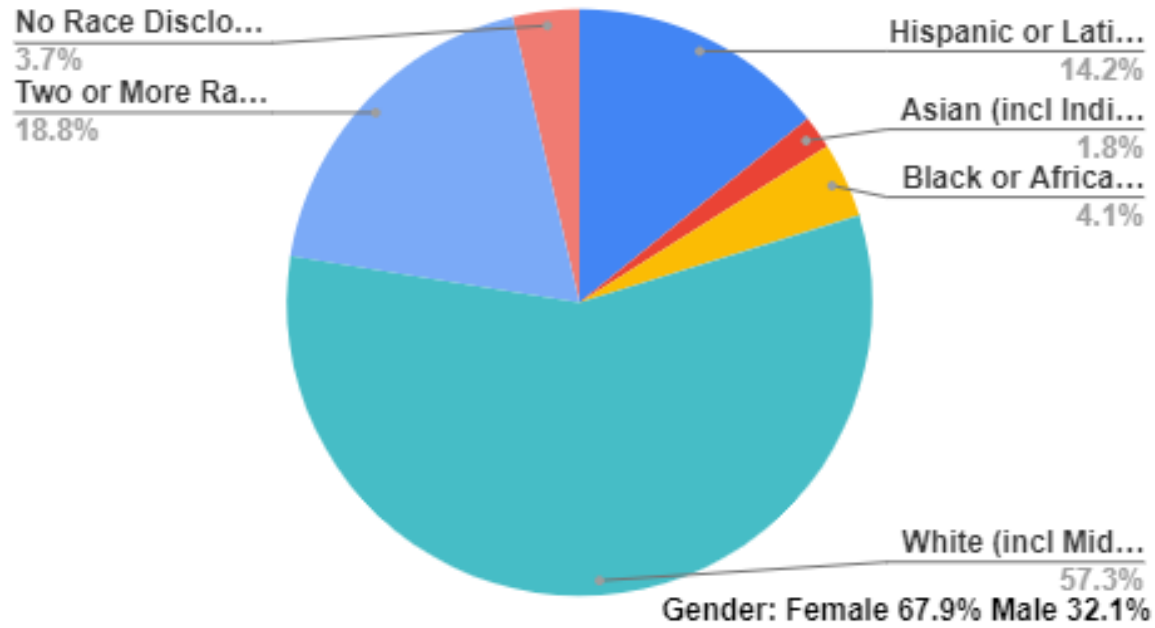
14. New website transfer pages designed **specific** to the population.
15. Frequent **online advising** and informational events.
16. Launched a digital boost campaign to increase **brand awareness**.
17. Initiated ZeeMee platform, **online community** for students interested in New College.
18. Developed a Demographic Synopsis to better understand applicant flow by **ethnicity and race**.

Demographics

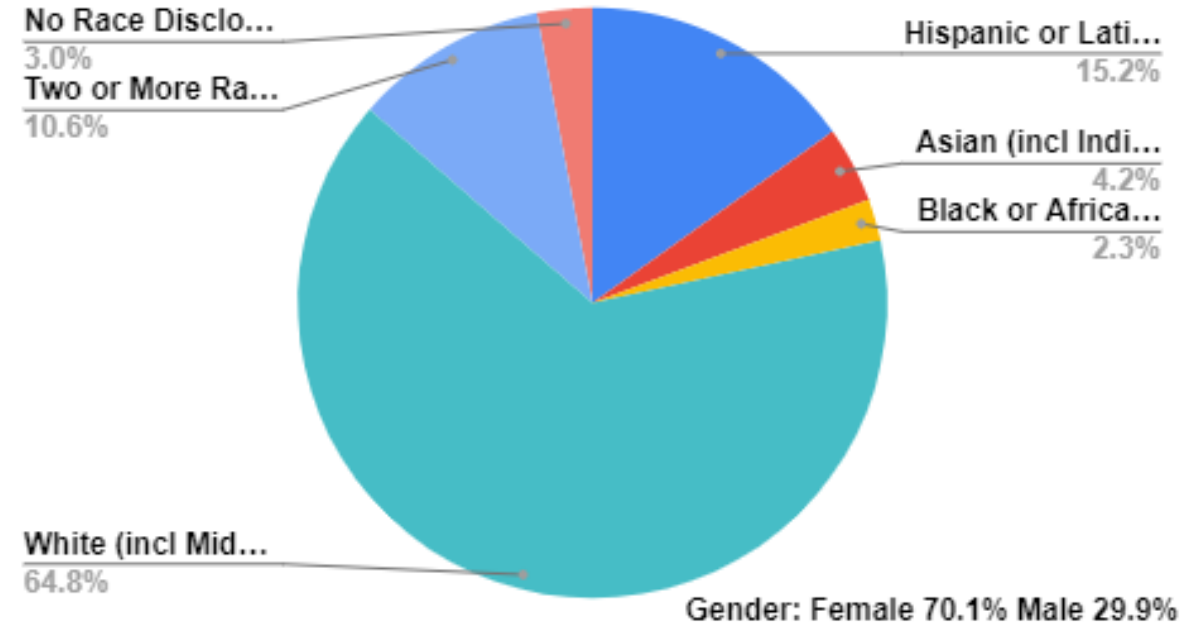
	Deposits		
	2021 (final)	2022	% change
White (incl Middle Eastern)	125	171	+37%
Hispanic or Latino (incl Spain)	31	40	+35%
Two or more races	41	28	-32%
Black or African-American	9	6	-33%
No race disclosed	8	8	--
Asian (incl India & Philippines)	4	11	+175%
Native American & Alaskan Native	0	0	--
Native Hawaiian & Pacific Islander	0	0	--
Total	218	264	+21%

Demographics

Fall Deposit Demographics (2021 Final)



Fall Deposit Demographics (2022 YTD)



Q & A

Thank you

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