



Board of Trustees Meeting

May 14, 2010

ESF Main Campus

ENROLLMENT MANAGEMENT AND MARKETING

Bob French

Undergraduate and Graduate Recruitment/Admissions

Current Enrollment

	Fall 2009	Spring 2010	(+ / -)
FT Undergraduate	1529	1435	(-94)
PT Undergraduate	52	54	(+2)
FT Graduate	333	310	(-23)
PT Graduate	<u>205</u>	<u>159</u>	<u>(-46)</u>
	2119	1958	(-161)
SU Students	162	122	
ESF in H.S.	566	46	

August Entering Class

- Record number of applications
- Record number from out-of-state
- Yield drop for accepted out-of-state
- Accepting freshmen from waiting list
- Transfer applications are strong
- Goal for 500 new students can be met

August Entering Class

- Fewer freshmen and more transfers
- Higher freshman acceptance rate (48%)
- ALANA and international numbers up
- Strong year for FNRM and PBE
- Out-of-state numbers will drop some
- Five year context

August Entering Class

Fall Semester Applications

	2010	2009	2008	2007	2006
Freshmen	1700+	1678	1545	1342	965
Transfer	<u>850+</u>	<u>859</u>	<u>646</u>	<u>526</u>	<u>507</u>
Total	2550+	2537	2191	1868	1472

August Entering Class

New Undergraduates – Fall Semester

	2010	2009	2008	2007	2006
Freshmen	260?	283	312	250	242
Transfer	240?	<u>228</u>	<u>186</u>	<u>207</u>	<u>235</u>
Total	500 (goal)	511	498	457	477

Competitive Programs

SAT Takers		Cross Admits
Cornell	#1	Buffalo
Binghamton	#2	Binghamton
Stony Brook	#3	Cornell
U Buffalo	#4	Stony Brook
Syracuse	#5	Geneseo
Albany	#6	U Vermont
U Vermont	#7	Oswego
Penn State	#8	RPI
Oswego	#9	RIT
Geneseo	#10	Albany

Fall 2010 Graduate Recruitment

	2010	2009
Applications	518	576
Accepted	237	244
Accepted/Coming	69	90*

*May 10 data; Total new 133 for fall 12009

Fall 2010 Graduate Recruitment

- 10% drop in applications from record 2009
- 8% increase in international applicants
(60% of total)
- 30% of applicants from China (32 nations total)
- 46% acceptance rate (43% last year)
- Similar degree distribution (30% Ph.D., 47% MS)
- Struggling with yield and funding issues