

Shepherd University Board of Governors
November 7, 2007
Agenda Item No. 7

ENROLLMENT MANAGEMENT ANNUAL REPORT

Shepherd University has submitted its official Fall 2007 enrollment data to the West Virginia Higher Education Policy Commission. The following pages include demographic data on the student body as well as information about the incoming class, financial aid, and enrollment trends.

Shepherd University again broke its previous records for enrollment this year. The Fall 2007 credit Head Count (HC) enrollment is 4,170. Of that number, 3,435 are enrolled as full-time degree-seeking students – an increase of 1.57% over last year's figures. The Full-time Equivalent (FTE) enrollment went up by 1.30%, to 3,512. The University's HC enrollment has grown by 43% over the past 10 years and the FTE enrollment has increased by 34% during the same period.

Of degree-seeking students, 32%, or 1,183 students, use on-campus housing. This leaves only a 6.4% vacancy rate as compared to 10.25% last year. 56.1 % of Shepherd's students are West Virginia residents. The out-of-state portion of Shepherd's enrollment has reached an all-time record with 43.9% this year. Three years ago, the University's out-of-state population was only 30% of the total enrollment. This year's new enrollment (freshmen and transfers combined) consisted of 55% in-state residents and 45% out-of-state residents as compared to 53% in-state and 47% out-of-state last year. The slight down-turn in the ratio of out-of-state new students confirms the need for scholarship enhancements to be a part of the University's Comprehensive Campaign.

Overall, this Fall, the number of new students went up, the ratio of admitted students to applicants decreased, the on-campus residence hall population grew, and the quality of freshmen credentials was maintained. Kimberly Scranage, Acting Vice President for Enrollment Management and Director of Admissions, will discuss the enrollment report with members of the Board.

	HC	FTE
Baccalaureate	3548	3363.87
Masters	154	71.96
Non-Degree	417	76.07
Total	4119	3511.9

Gender	
Female	58%
Male	42%

Ethnicity	
White	88.81%
Black	5.49%
Hispanic	2.79%
Asian/Pac Isl.	1.41%
Am. Indian	0.41%
Other/Unknown	1.09%

Status	
Full-Time	77%
Part-Time	23%

Age	
< 18	0.49%
18-22	61%
23-24	10%
25-44	22%
45-64	6%
65+	0.22%

Mean Age	
Degree-Seeking	23
All Students	25

Residency	
In-State	56%
Out of State	44%

Top 3 States	
Maryland	19%
Virginia	12%
Pennsylvania	3%

Top WV Counties	
Berkeley	25%
Jefferson	20%
Morgan	3%
Hampshire	2%
Hardy	1%
Kanawha	1%
Monongalia	0%
Mineral	0.46%

International Students	27
Top 5 Countries	
Canada	11%
Gambia	11%
Brazil	7%
Cameroon	7%
China	7%
Ghana	7%
Jamaica	7%

(This does not include six students from Puerto Rico.)

Department	Majors	Degrees
Accounting	98	13
Art	227	45
Biology	149	14
Business Adm	421	75
Chemistry	46	7
CISC	148	14
Economics	33	11
Elem Education	302	39
English	86	15
Enviro. Studies	97	17
FACS	23	10
History	96	14
Mass Comm	127	20
Math	37	7
Music	63	4
Nursing	313	38
Political Science	107	15
Psychology	158	24
RBA	154	87
Rec and Leisure	255	48
Sec. Education	364	47
Social Work	67	14
Sociology	104	16
Undeclared	152	
Non-Degree	468	

Degrees Awarded

Baccalaureate	595
Masters	15

Top 5 Degrees

RBA	15%
BADM	13%
HPER	8%
SCED	8%
ART	8%

First Time in College Freshman = 706

	2006	2007
Admit Rate	77%	73%
Yield Rate	68%	59%
Denied Rate	10%	10%

	Freshman	Transfers
Mean Scores		
ACT Comp	22	
SAT Comp	1013	
HS GPA	3.07	2.96

Enrollment Status		
Full-Time	98%	84%
Part-Time	2%	16%

Residency		
In-State	59%	48%
Out-of-State	41%	52%

	ACT Fall 2006 Composite
West Virginia University	23
Marshall University	22
Shepherd University	22
WVU Institute of Technology	22
Concord University	21
Fairmont State University	21
West Liberty State College	20
Potomac State College - WVU	19
Bluefield State College	19
Glennville State College	19
WV State University	19

Top WV Counties	
Berkeley	189
Jefferson	136
Morgan	20
Hampshire	10
Kanawha	10
Hardy	8
Randolph	7
Monongalia	4
Marion	3

Top MD Counties	
Washington County	85
Frederick County	79
Montgomery County	44

Top VA Counties	
Loudoun County	38
Frederick County	37
Fairfax County	33

Top 5 Feeder High Schools	
Jefferson HS	109
Hedgesville HS	59
Martinsburg HS	58
Musselman HS	48
Berkeley Springs HS	20

Promise Scholarship: 342 recipients currently at Shepherd University

	New Promise Recipients	Percentage Retained
2002	119	36%
2003	135	52%
2004	146	46%
2005	130	66%
2006	111	73%
2007	110	

Financial Aid Application Filers (2006-2007)

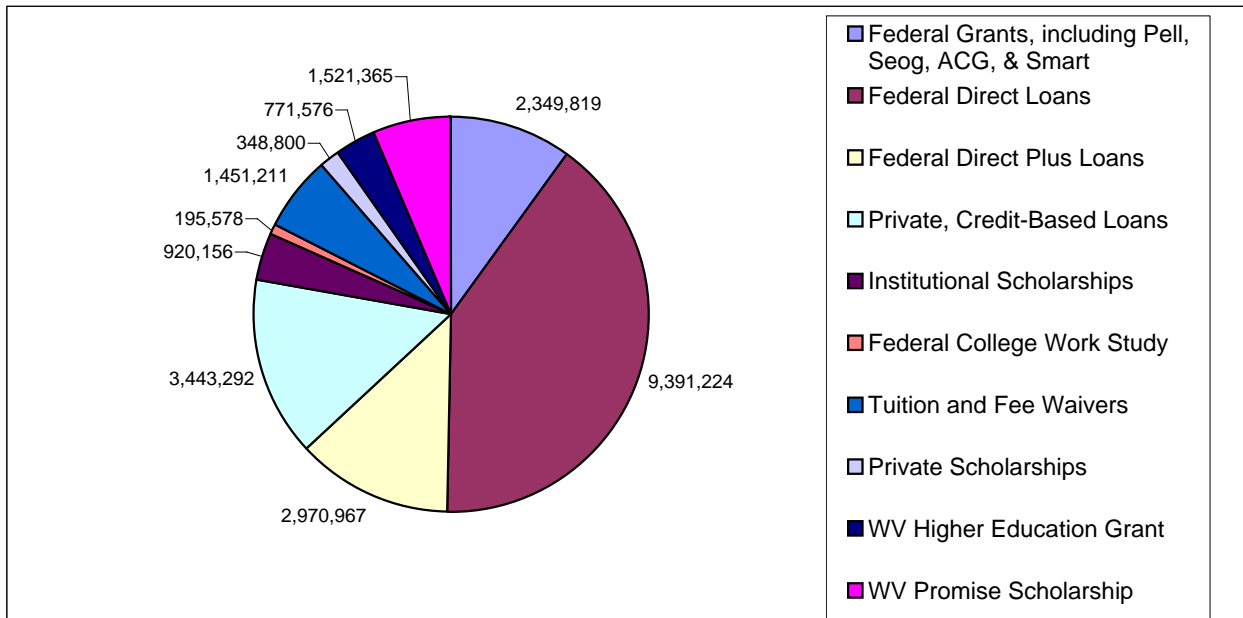
- 66% enrolled students who applied for financial aid
 - 94% applications filed electronically
 - 96% applicants who received aid
- (Note: Students are not required to submit a FAFSA when applying for private, credit-based loans and private scholarships.)

Household Income of FAFSA Filers (2006-2007) - Enrolled Students

- 13% dependent students <= \$25,000
- 87% dependent students > \$25,000
- 64% independent students <= \$25,000
- 36% independent students > \$25,000

First Generation College Students - FAFSA Filers Who Received Aid

2005-2006	1528
2006-2007	1389
2007-2008	1267



Shepherd											10 Year
Enrollment	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	Change
Fall HC	2880	3063	3125	3071	3260	3344	3682	3901	4091	4119	43%
Fall FTE	2621	2782	2770	2816	2957	3020	3183	3330	3467	3512	34%

Fall HC							5 year
Enrollment	2002-03	2003-04	2004-05	2005-06	2006-07	change	
Bluefield	717	1718	1840	1710	1788	149%	
Concord	2660	2987	2946	2958	2928	10%	
Fairmont	3699	3938	4037	4710	4602	24%	
Glenville	1184	1377	1319	1392	1381	17%	
Marshall	13792	13693	13602	13805	13810	0%	
Potomac St	1308	1330	1304	1279	1485	14%	
Shepherd	3254	3327	3682	3901	4091	26%	
W. Liberty	2571	2502	2338	2246	2272	-12%	
WV State	3122	3130	3344	3491	3502	12%	
WVU	23492	24260	25255	26051	27115	15%	
WVU Tech	1824	1783	1685	1535	1466	-20%	

Fall FTE							5 year
Enrollment	2002-03	2003-04	2004-05	2005-06	2006-07	change	
Bluefield	621	1557	1582	1532	1592	156%	
Concord	2830	2793	2791	2791	2642	-7%	
Fairmont	3462	3567	3783	4230	4049	17%	
Glenville	1095	1282	1201	1279	1221	11%	
Marshall	11065	11064	10903	10969	10819	-2%	
Potomac St	996	1030	1017	1019	1158	16%	
Shepherd	2965	3030	3192	3337	3490	18%	
W. Liberty	2666	2562	2403	2259	2255	-15%	
WV State	2645	2553	2621	2647	2664	1%	
WVU	21830	22790	23794	24713	25880	19%	
WVU Tech	1315	1387	1359	1218	1187	-10%	

Source: HEPC Enrollment reports available at
<http://www.hepc.wvnet.edu/resources/index.html?../menu.html&title.html&reports.html>.